

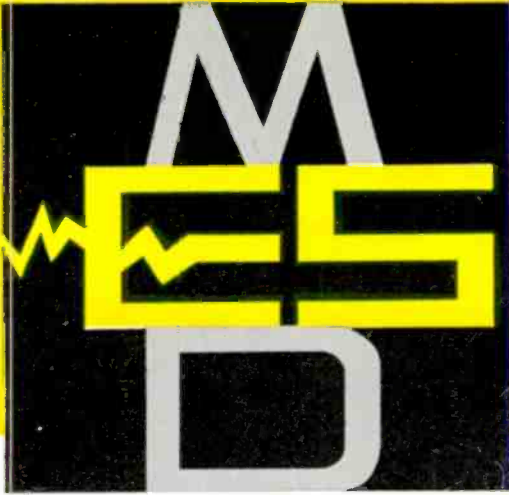
MODERN

electronic service dealer

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

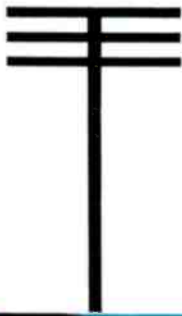
VOL. 2, NO. 3

JULY, 1962



CSEA ANNUAL MEETING REPORT ISSUE:

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15,000,000 MULTIPLE-SET OWNERS NEED

TRANSCEPTOR®

THE HOUSEHOLD SET COUPLER

ANYONE CAN INSTALL IN SECONDS



- improves reception for additional TV, color TV, FM, stereo FM
- provides most efficient signal delivery
- automatically matches impedance
- proved in more than 50,000 installations
- snaps on without tools
- eliminates extra antennas, rabbit ears
- packaged and designed for consumer appeal
- more than 2 million new customers annually

Foolproof, simple, rugged TRANSCEPTOR was designed especially for the fifteen million multiple-set owners in this country. Now, with easy-to-install TRANSCEPTOR, they can run any combination of TV and FM sets — two or more, one at a time or all at once — *off one antenna* without amplification in normal signal areas. And, because TRANSCEPTOR uses electro-magnetic pick-up instead of resistance splitting of the signal, the line is not cut, there is minimum signal loss, and better set-to-set isolation.

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\$2.98
RETAIL



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**INSTALL
IN
SECONDS**



1. slide apart



2. slide on line



3. connect to set

G. E. reporter, Roland Kempton, reports on General Electric's new line of entertainment semiconductors



Marvin Kleine figures he can fill 80% of his replacement needs from new G-E *SERVICE-DESIGNED* entertainment semiconductor kit

We gave Marvin Kleine, manager of ROGERS HORNSBY TV SERVICE, St. Louis, a preview of General Electric's new line of Service-Designed entertainment semiconductors. He saw several immediate advantages: "One of the main things in this business is *one time on the bench*—being able to put a set on the bench, check it out, fix it and get it out with a minimum of handling. These Service-Designed semiconductors will help because in about 80 percent of the cases I'll have the replacement right here in the shop. Should speed up our service and save a lot of shopping around for exact replacements. The blister-pack on cards makes a lot of sense, too, and I'm glad to see you've included interchangeability data. Saves us the trouble of looking it up."

If you still have to shop around for entertainment semiconductor replacements, it will pay you to check G.E.'s expanded new Service-Designed line, including:

GE-504 "Universal" Silicon TV Rectifier—a universal replacement for all silicon, germanium and selenium rectifiers used in TV receivers. It features a 45 amp. max. surge rating

which eliminates the need for a limiting resistor as is necessary with ordinary silicon rectifiers. 750 ma DC output; 400 PIV.

8 "Universal" Transistor Types—including 2 power transistors for auto radios—Service-Designed to replace over 600 types used in original equipment.

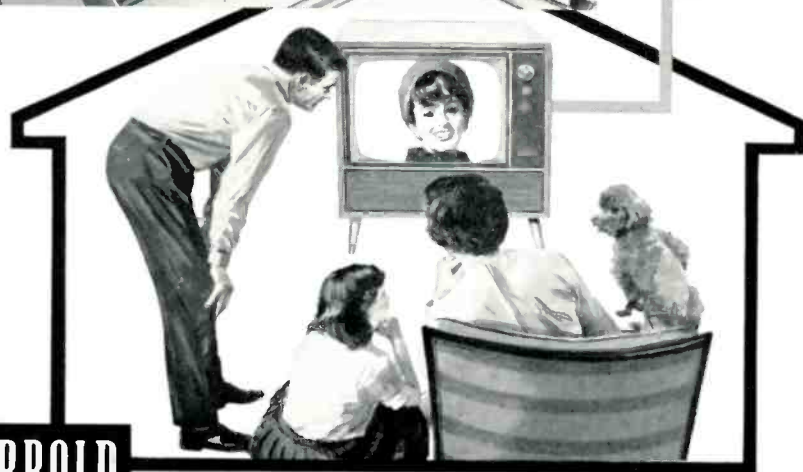
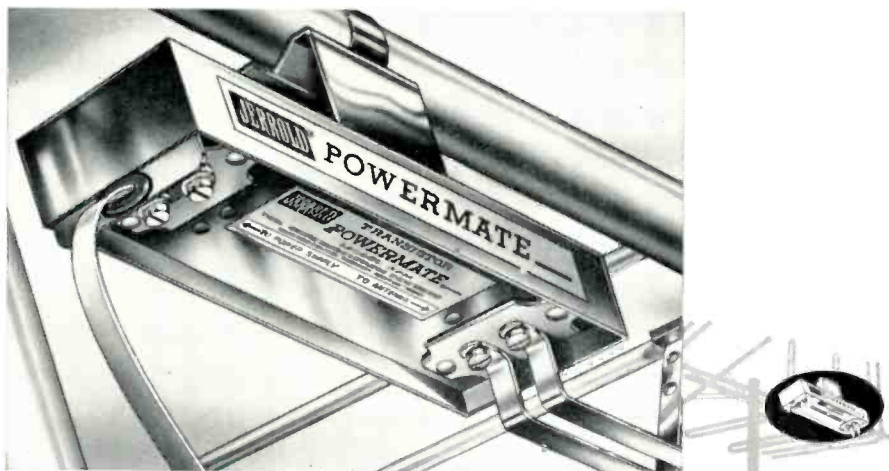
4 Crystal Diodes—Service-Designed to replace approximately 98% of all diodes used in entertainment applications.

A Replacement Guide and Catalog of entertainment semiconductors is available at your G-E distributor. Ask for ETR-2982 or write to: General Electric Company, Distributor Sales, Electronic Components Division, Room 21756, Owensboro, Kentucky.

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Outsells them all!**



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POWERMATE
PREAMPLIFIER**

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OR 8-7644

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OV 3-8110

BRANCH
323 W. Seventh St., San Bernardino
TU 4-4791

FIGARTS RADIO SUPPLY
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Los Angeles
WE 6-6218

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KI 3-9236

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SA 2-7694
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MODERN ELECTRONIC SERVICE DEALER

MODERN

electronic service dealer

JULY, 1962

STAFF:

DONALD J. MARTIN
Publisher
CSEA Press Secretary

WM. J. "BILL" QUINN
Editor

SIMON NATHANSON
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FRANK BURNS
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MORRI OYSEY
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CALIFORNIA STATE
ELECTRONICS ASSOCIATION, INC.
KEITH KIRSTEIN
Executive Director
3300 Watt Ave.
Sacramento 21, Calif.
482-0706



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ON OUR COVER

Putting things in order for the Joint Apprenticeship Program workshop are the four men on this month's cover. Left to right, Representing labor was Mr. Gilbert M. de la Laing, Radio and Television Technicians Local 202 I.B.E.W. of Fresno; Mr. Bob Whitmore, past president of CSEA; (standing) Mr. Keith Kirstein, CSEA Executive Secretary and Mr. Ralph Judish, Apprenticeship Consultant, State of California Division of Apprenticeship Standards.



DON MARTIN

VIEWING CSEA ANNUAL MEETING

It is always an enjoyable trip to attend the annual CSEA meeting each year and I am only sorry that the majority of the members are not there to see the Board of Directors and Board of Delegates in action. I have worked with dealer Associations for a number of years, in many different industries, and CSEA is way out on top of the list.

This brings me to a point. In my opinion it might be a good idea to hold an annual Convention instead of just a meeting of the two governing bodies of CSEA. Of course, only the delegates would be able to vote but I honestly believe that the general membership should be offered the chance to take part and see what is going on. I'm sure they would be impressed as I am every year. Fresno seems to be the logical place for this type of program and the surroundings at the Town and Country are certainly enjoyable for those who bring their family.

Naturally, this annual meeting is open to anyone who wishes to attend but still isn't a convention. A real program of activities could be planned and even if the turn-out was still only the two boards it would be a beginning. It would also turn numbers into names and faces.

ADDED THOUGHT

You never realize just how far the name CSEA is going until you attend a meeting such as the one held last month in Fresno. Maybe you think that the little item you were able to place in the local newspaper had little effect but when you combine all of these items you get a real image. For example, in March of this year the Citizen News carried a front page full column story about CSEA and the BBB. It described what to look out for and how these two groups were working together. It was also one of the few stories that pointed out what has already been done to clean up the bait advertising practices not what was to be done. One line sort of summed it up. "TV calls free—no fix no pay—fix now pay later, if we can't fix it in your home no charge for the call. DON'T YOU BELIEVE IT. It is not possible for any shop to put a trained man with complete equipment in front of your home for anything under \$5 without losing money."

This is only one example. Dealers attending the workshop sessions had dozens of examples of what they had been doing and what could be done. There is a lot of strength in CSEA and it is growing every day. Many times credit is not given where credit is due and sometimes not even recognized. Some people believe that things just happen . . . not so . . . it takes work.

THINK POSITIVE

These two words have certainly been over used in recent years but they still carry a powerful message. We all are sometimes guilty of feeling sorry for ourselves when we should be counting our blessings.

You would think, from what you hear, that the Television Service Business is the only one guilty of receiving bad publicity. That the only businessman not trusted by the general public is the TV Dealer. NOT SO. . . . The appliance service business certainly gets its share but what about the most respected professions in the country today? We are all guilty of "CLIP-IT-IS." Everytime we buy something we wonder if we couldn't have purchased it cheaper somewhere else or that the seller really took us. How about the high costs of medical and dental care? They say the Automotive industry doesn't have an honest man or dealer in the world. One fellow told me there are about 130 million people in the United States. 65 million can't sleep nights thinking how to beat the other 65 million.

Just what kind of a business world do we have today that there doesn't seem to be any trust?

This is just a little soap box to suggest you take pride in your shop no matter how meek it might be . . . take pride in your appearance and take pride in your profession. The tube jerker is being replaced by the tube checker. When the smoke lifts we are going to have the best consumer electronic technicians in the world.

Ethics Resolution Passed By ACTRA

On May 29th the Alameda County Television & Radio Association, Inc. passed a resolution in regards to Ethics. This resolution was then printed and sent to the State Attorney General, State Consumer Counsel, Local Authorities, Public Utilities Commission, Telephone Company, outstanding newspapers, Better Business Bureaus, Advertising Clubs, etc., throughout the state.

The resolution is as follows:
NOW READ THIS:

RESOLUTION PASSED BY THE BOARD OF DIRECTORS OF THE ALAMEDA COUNTY TV AND RADIO ASSOCIATION, TUESDAY, MAY 29TH, 1962.

BE IT RESOLVED that this association hereby reaffirms its Code of Ethics & Business Standards as approved by various law enforcement authorities and by the Better Business Bureau as being in the public interest and for consumer protection; and be it

FURTHER RESOLVED that this association emphatically objects to false, misleading, so-called "bait" advertising and/or confusing advertising of whatsoever nature and presented in whatsoever manner of media, believing such types of advertising to be distinctly contrary to the public interest and consumer protection; and be it

FURTHER RESOLVED that the press and the telephone company and all other media of public expression be strongly urged to accept NO advertisement and/or listing wherein a telephone number is, or telephone numbers are, presented without a definite and specific address for each, to the end that each phone number and its specifically related address will offer to the consuming public a true representation of the place to which the advertiser may take, or at which he may hold, a television set or other electronic entertainment device or phonograph or other related equipment for repair, adjustment and/or other treatment, or pending payment for such.

This is obviously in order that the consumer may at all times know of the whereabouts of his television set or other noted device or devices when out of his possession and in custody of, or

Claire Lanam Elected New President of CSEA at Annual Meeting

Well Known Berkeley Dealer

Pledges A Strong Association

Mr. Claire Lanam, owner of Lanam Radio Company in Berkeley California was elected as the new president of the California State Electronics Association at their annual meeting held in Fresno June 9-10.

In taking over the gavel from retiring president Bob Whitmore, Mr. Lanam stated that he will devote himself to the task of making CSEA even stronger than it is today. He went on to state that our organization has come a long way in the last six years but we have no intention of resting on past laurels. The many different programs that have been placed into operation will continue to move ahead and the future looks bright. I do ask that the wives of the board of directors understand that when their husbands are out late that they can rest assured they are with me."

Claire Lanam is no new comer to CSEA and is well known throughout the state. He is an immediate past member of the Board of Directors and has been active in the organization for many years. He has acted as Vice President for the past two years and is well qualified to provide the leadership that is necessary in order to carry out the many programs of this state wide association.

Other officers elected during the annual meeting included: Ralph Jononnot, Zone F, Vice President; Ken Preston, Zone C, Secretary and Ed Fort, Jr., Zone G, Treasurer.

The board of directors, as elected from the zones in recent meetings, include: Darrell Petzwal, Zone A; Wesley Keys, Zone B; Claire Lanam, Zone B; Lee Hoy, Zone B; Ken Preston, Zone C; Russ Hamn, Zone D; George Morgan, Zone E; Ralph Jononnot, Zone F; Emmett Mefford, Zone F; Don Reed, Zone F and Ed Fort Jr., Zone G.

presumed to be in custody of, the advertiser, and is in his interest as one of the public and in his protection as a consumer.

This type of action, and other similar

Kealey Elected Chairman of Board Of Delegates

Mr. Ron Kealey was elected at the recent CSEA annual meeting as chairman of the Board of Delegates for the next year.

Following this election a change in the by-laws was ratified by the Board of Delegates of a motion passed by the Board of Directors that would call for the election of a Vice Chairman. Following the passage of the change Mr. Earl Capp Loughboro of Ventura was elected Vice Chairman. The new secretary elected was Mr. Virgil Gaither of Los Angeles.

Attending the Board of Delegates meeting were representatives of 17 CSEA chapters throughout the state and over 400 members of the total. These included: Roy Grybowski, Albert Aird, Everett Pershing, Lloyd Brown, Harry Kiyomura, Ray Denham, Louis Hall, Earl Capp Loughboro, Joseph Rodrigues, Floyd Marshall, Melvin Haury, Bill Westoll, R. J. McCoskrie, Jim Williamson, Virgil Gaither, Ron Kealey, Hugh Wilkins and Lloyd Kaun.

The Board of Delegates also took action to reject a revision of the By-laws that would make it mandatory to elect the President of CSEA on an alternate basis between the northern and southern section of the state. It was felt that an occasion might arise whereby one section or the other would not be able to supply a qualified President and the best man should be elected regardless of where he lives.

ones that have occurred throughout the State, should be considered by all chapters. A concentrated effort along these lines will be of real aid in the coming legislation.

JOINT APPRENTICESHIP PROGRAM PRESENTED AT WORKSHOP SESSION

The newly formed Radio and Television Service Industry Standards of Apprenticeship program that was recently approved by the California State Joint Apprenticeship Committee was presented in a unique form during the recent CSEA annual meeting.

CSEA has been working for some time on this cooperative program and now that it has been adopted the State Office felt that the delegates would like to see just how it would work under everyday conditions. With this in mind, a three-act play was performed with outstanding "oscar" winning roles being performed by two un-named and now un-employed, in the acting profession at least, CSEA members.

The hearing was moderated by Mr. Ralph Judish, Apprenticeship Consultant for the Division of Apprenticeship Standards for the State. The Union was represented by Mr. Gilbert M. de la Laing, representative of the Radio and Television Technicians local 202 I.B.E.W. in Fresno.

A complete outline of the program has been given to each delegate attending the annual meeting and others will be sent by mail. Individual copies can be obtained from the State office for all of those interested. Although we would like to reprint the material in MESD it would be impossible to provide enough space. We have, however, reprinted the sample Joint Apprenticeship Committee Agenda that was prepared for this mock

demonstration. It is as follows:

SAMPLE JOINT APPRENTICESHIP COMMITTEE AGENDA

1. Call to order, roll call and determination of quorum
2. Recognition of visitors and consultants
3. Reading of previous minutes (Sample copy of Santa Clara County JAC)
4. Apprentice interview
5. Action on three written applications
6. Progress records of apprentices
 - a. One in person
 - b. Two records
7. Requests of two employers for shop approval—Report of Sub Committee
8. Reading of Communication, bills, treasurer's report
9. Consultants and coordinators report
10. Report from school coordinator
11. Set date for next meeting
12. Questions

LOS ANGELES SPONSORED COLOR COURSE OVERWHELMING SUCCESS

The Los Angeles Chapter has had great success with its course in color television servicing. Hugh Wilkins has managed to bring together a group of 40 participating shops that have shown perfect attendance at five meetings which have been conducted to this date. The session will have a duration of twelve weeks.

From the inception of the idea stage to the current operational stage of the course, the interest shown has been more than gratifying. We decided to keep the class composed of forty students so that each would gain a full comprehension of the subject material. We selected our forty students from over seventy-five applicants. The seventy-five or more that responded to our original mailed announcement of two hundred notices was a very fine response.

The class is being conducted by a gentleman who is highly respected in the field of color television. Mr. Stan Auerbach has had great experience in

television—both in the servicing, manufacturing and educational categories. In fact, we would say he is a triple threat man. His conduct of the course leaves nothing to be desired as can be attested by the intense interest of each and every student. Mr. Auerbach, in fact, has been conducting a course within a course. The coffee sessions are more of a question and answer period as well as the immediate period of time following the end of each session. The interest is so great that the class does not disperse until almost an hour after its official adjournment!

CSEA V.P. JOHONNOT APPEARS ON PAUL COATES TV SHOW

One of the most outstanding examples of the real power of Television was displayed recently when CSEA Vice President Ralph Johonnot was asked to appear on the Paul Coates TV Program. The program was designed once again to spot-light the TV service industry as a racket and was, at first, met with coolness. However, after the preliminary screening, the format took another road and it offered Johonnot an opportunity to report on "Operation Clean-up, the local BBB action and the fine cooperation between CSEA and the Attorney General's office."

All in all, this portion of the program was held to about four minutes but the results were fantastic.

The next day Ralph received 43 calls from throughout the Los Angeles area. 21 of these calls were referred to CSEA shops, 8 were referred to the BBB and the remainder he offered a sympathetic ear.

These calls went something like this: "On the program you stated that many of the large companies that do not show an address we should watch out for . . . is RCA a legitimate operation?"

"I've dealt with ABC Co. for seven years, are they o.k.?"

"I had my set taken away by XYZ Co. and was told it was to be \$20.00. Now they want \$35. How can I get my set back?"

"I've never found one honest one yet, want to recommend one I can fight with?"

The best one yet, according to Johonnot was the one that asked: "who do you recommend in the Pasadena area? When told about two CSEA member shops the voice stated, "hell, you guys have been trying to get me to join for years, send me an application blank."

BBB REPRESENTATIVE SPEAKS TO RIVERSIDE CSEA GROUP

Riverside Chapter CSEA held a meeting last month for members and guests and had as their main speaker Mr. C. A. Barnes, Manager of the Better Business Bureau of Inland Cities Inc. of Riverside.

Mr. Barnes outlined the function of the BBB in the community as an important factor in bringing unethical business practices and advertising out in the open. He also brought with him a film titled, "Too Good To Be True," which dealt with such problems and what was being done to protect the public.

CSEA SAN DIEGO AREA NEWS

VOL. 1, NO. 9

JULY, 1962

Editor: ED FORT, JR.

WHY LICENSING ???

Do we really need a licensing law? I would like to show you what can and does happen when legislation is non-existent. Keep in mind that I have purposely waited about two weeks before writing this. I felt that by letting my temper cool a few degrees I might be able to take a more objective view of the entire situation.

It's difficult for me to know just where to start. Let's try taking the events as they transpired.

This morning began just as every other morning; but for the TV industry in San Diego, and in particular seven shops in the South Bay area, that was the end of normalcy. A sensation-hunting newspaper ran the article headlined "The TV Was Perfect . . . But Most Repairmen Weren't.", followed by the story of a rigged TV and the calling in of seven shops. In these seven shops calls were cancelled, sales were lost, people came in and picked up sets without getting them repaired, cranks started calling, and in general all hell broke loose.

Within four days the San Diego chapter of CSEA called a meeting of all the people involved, including Eugenia Clark, as well as representatives of the B.B.B., the Chamber of Commerce, and a locally well-known and respected electronics expert from the city school system. Mrs. Clarke, after accepting an invitation, failed to make an appearance. Instead, a second article appeared in the next issue, headlined: "Chamber Acting To Set Up 'Reputable' TV Repair Group." The story was then picked up by one of the local TV newscasters and spread even more. In the meantime a special committee sponsored by San Diego CSEA contacted the editor of this newspaper and received permission to run a rebuttal story in the following issue. When the paper hit the streets our story was not there but there was an editorial stating that they would support any program to improve the TV industry. After getting some of our story to the public through a couple of local TV stations the paper finally ran our article.

The paper is, as you can undoubtedly guess, the subject of a number of lawsuits, but the damage has already been done. Where the public is concerned this merely confirms their suspicions that all TV men are crooks. Even though this special investigating committee has proven beyond a shadow of a doubt that the allegations and accusations are completely false, the image that she created remains to haunt us.

Please don't get the impression that I'm writing this in defense of these shops, because, in reality they don't need defending. Sworn statements by the people involved prove that much of what is said are lies and the rest are misrepresentations. The point I'm trying to make is this, our industry is vulnerable to this kind of attack because the public has no standard with which to judge the competence and capabilities of the individuals or firms within the industry. When we're attacked we have nothing to hit back with. We have no way of showing the public that what we're doing conforms with all standards and regulations; because we have no standards and regulations with which to conform. Consider for a moment what steps you might take if tomorrow morning you awaken to find yourself slandered as these other shops were. How would you go about proving that you are not a crook? What authority would you refer to? To whom would you go for support? Don't delude yourself into believing that because you run an honest shop this couldn't happen to you. IT CAN. And the truly sad part about this is that the burden of proof is on your shoulders, not on your accuser. The public already believes you are a crook. You must prove you are not.

This episode has done a terrific injustice to a lot of people; but if it has the effect of opening a few eyes then it won't be a total loss. One other point I'd like to make. The only organization that came to the support of these shops was the C.S.E.A., even though most of these shops are not members. Getting the true story before the public would not have been possible without C.S.E.A.

ED FORT, JR.

NORTH COUNTY ELECTIONS

The 21st regular meeting of C.S.E.A., Chapter 18, was called to order at 8:45 p.m. at Hieronymus TV & Radio, 516 Olive St., Vista, on Thursday, May 10, 1962. At this time the following members were nominated and elected as officers and directors: President, Buzz Powell; Vice-President, Edgar Paden; Secretary-Treasurer, Don Bacon. The four Directors are Tommy Tucker, Jack Cornell, Bob Tomko, G. W. Douglas.

SAN DIEGO ELECTIONS

At the June Board meeting of the San Diego chapter the following members were elected as Directors for the coming year: Gene O'Brien, Ed Fort, Trudy Lowell, Walt Meekins, Henry Honda, Earl Robbins and Bert Tanaka. Officers will be elected at the next regularly scheduled Board meeting.

Zone G Elections

Ray Merrill was elected as Delegate from North County, #18, and Gene O'Brien is the Delegate from San Diego, #13. Ed Fort was re-elected as State Director from Zone G.

THANKS CHARLIE

I'm going to take this opportunity to publicly thank Mr. Charles Parker for his fearless support of the T.V. service industry. It seems the newspaper, even though wrong, was too big an opponent for our local BBB. It didn't matter that some of these shops were members and were unjustly accused. It didn't matter that the entire industry was accused indiscriminately. The BBB was concerned only with the welfare of the BBB.

NEXT MEETING

San Diego #13
No General Meeting
Until September

North County #18
Date: Thursday, June 14
Time: 8:00 P.M.
Place: Vista Video
421 So. Santa Fe Ave.
Vista

BUSINESS GUIDE
Up to 95% of 1959

LETTERS TO THE EDITOR

Editor MESD,
3300 Watt Ave.,
Sacramento 21, Calif.

Dear Editor:

I have enjoyed reading your good magazine for several months and always look forward to receiving it as I find in it articles that we cannot find in national magazines.

I am writing to ask your opinion on a problem that so far I have not the right solution for it.

On service calls sometimes I find a high voltage fuse blown out. I have used one of the following methods to fix the TV:

1—Change the fuse, damper and horizontal output tubes.

2—Change the fuse only and tell the customer that if the fuse blows again we will replace the 2 tubes. However, there would be no charge for the second call—only the price of the tubes will be charged.

3—Same as above and also there will be a charge for the second call.

If the first procedure is followed: what if the tubes happen to be really good (I would say that perhaps in 20% of times it is so).

The disadvantage of the second procedure is obvious—TV man works for nothing on second call.

In the third case the customer complains for paying twice for the same trouble.

All these cases are only when the tubes or tube short intermittently; that is after the set has been on for several hours.

Hope you will have the right answer, and thanking you very much, I remain,

Sincerely yours,
Carmel TV & Radio Service,
P.O. Box 4411,
Carmel, California.

P.S.—There is one thing serious that may result from this problem as it did to a TV technician. This was reported in Radio-Electronics, June, 1961, page 83. The set was rigged with a deliberately blown fuse. The shop owner was charged with fraud, for changing good tubes.

Dear Mr. Heshmati:

Naturally your problem is the same as many other Technicians and it is quite possible that a set

could be rigged on purpose.

First of all, you are in business and you will not be able to remain in business if you don't charge for service calls whether a call back or not. It is sometimes difficult to convince a customer of this but it is a fact.

The only solution that we can see to your problem is to tell the customer the straight dope and the alternatives. Even if a set is rigged you have told the customer your professional opinion and give him the decision to make instead of you. I feel sure that the answer would be to replace the tubes and the fuse eliminating the possible need to come back and an additional service call charge. Remember the highest cost item in any repair **IS GETTING THERE AND DETERMINING THE PROBLEM.** Do what you feel has to be done in order to prevent a possible call back. Even when you get a full service call charge for that call back... it is still costing you money and time that could be better spent on a new call.

June 8, 1962

Dear Sir:

Will you please be kind enough to send us 6 more copies of your Vol 2, No. 2, June, 1962 issue of Modern Electronic Service Dealer.

Due to the fact that you did a very nice article on our service department, we would like to give copies to our personnel involved.

Please charge us for the issues.

Thank you,
D. Nadell, Serv. Mgr.

NO CHARGE . . . for these extras. We are proud to carry such a story and we are sure that many dealers will benefit from a better knowledge of how you operate your service department.

June 8, 1962

Editor MESD Magazine,

Dear sir:

I have been wanting to write you for some time but somehow I just couldn't find the time to sit down and just write a letter for the sole purpose of telling you how poor I think your magazine is. I kept putting it off with the excuse that you must surely be aware of your mag's shortcomings. Just

the same, every time I received a copy of your MESDup magazine, I skimmed through the stale news and the ads presented as news; as I dropped it in the trash I would always promise myself, "Some day I really must write that man a letter."

Now I am writing to tell you that you finally printed something worth reading (and something worth writing about, too). I liked your "feature articles" printed in the June, 1962 issue. The rest of the magazine is a joke (as usual), but if I receive a copy of it I intend to keep it. The copy I read was one sent to a non CSEA member shop. I hope you are sending that copy to CSEA members too. That is the first issue worth keeping and I would sure like to have one.

Being aware that your publication was new I knew that it would very likely get better as time went on. Well time went on.

Congratulations on your June, 1962 issue.

Sherman W. Pethley.

June 12, 1962

Dear Mr. Pethley:

Letters as yours of June 8th are always welcome in this office. We as publishers do not want to hear all the good things since they tend to lead us many times in the wrong direction. We are, however, happy to learn that we have reached you with our June Issue . . . a copy is enclosed as you requested.

Since you have taken the time to write us concerning the June issue I am in hopes that you will give us some constructive ideas as to how we may improve our regular format. Do you take issue with such features as "New Products, Forum, Editorially Speaking, etc.?" How about the latest feature articles on TV Distribution Systems by Walter Godman of Jerrold, Advertising by Fred Nataly of G.E., etc.? Believe me if this isn't the information our readers want then we want to make changes. We have stayed away from technical articles because we felt the national magazines were doing a good job here but felt there was a great lack of business type articles.

Thank you again for your interest in our publication and although one issue out of twelve is not a high percentage in your case it is important that we, at least, got the one.

Best wishes,
Donald J. Martin,
Publisher

NOW! Only 4 Picture Tubes can fill 50% of your replacement needs*



RCA 21CBP4A, 21AMP4A, 21ZP4B and 21YP4A Universal Silverama® Picture Tubes Replace 33 Industry Types

Now, four—*only four* RCA Universal Silverama types can take care of *half* your picture tube replacements. Think of what this means to you in terms of simplicity, economy and efficiency:

- **Fewer trips to the distributor.**
You can keep these four types in your shop, knowing that you will quickly have use for them.
- **Faster service.**
For half your picture tube replacements, you have the right tube on hand, in the shop. Saves hours of time picking up the proper tube or waiting for it to be delivered. The time saved gives you a competitive edge!
- **Picture tube replacements from your service truck.**
It's simple to carry one of each of these Universal types on your service truck so you can make half of your picture tube replacements *right on the spot*.
- **Fewer types to take care of.**
Think of the headaches and extra bookkeeping this simplification saves.

These four types are part of a growing family of RCA Universal Picture Tubes designed to help you fill the maximum number of sockets with the minimum number of types.

RCA Universal Silverama Picture Tube types are made with an all-new electron gun, the finest parts and materials and a high-quality envelope that has been thoroughly inspected, cleaned and rescreened prior to reuse.

Start now to simplify your picture tube replacement problems. See your authorized RCA Distributor this week about RCA Universal Silverama Picture Tubes.

*Based on EIA figures for the national movement of the picture tube types below.

| RCA Silverama "Universal" Type | Replacing | | |
|--------------------------------|-----------|---------|---------|
| 21CBP4A | 21ALP4 | 21ANP4A | 21CBP4B |
| | 21ALP4A | 21BTP4 | |
| | 21ALP4B | 21CBP4 | 21CMP4 |
| | 21ANP4 | 21CBP4A | |
| | 21ATP4 | 21BAP4 | 21CWP4 |
| | 21ATP4A | 21BNP4 | 21DNP4 |
| 21AMP4A | 21ATP4B | 21CVP4 | 21FLP4 |
| | 21ACP4 | 21AMP4A | 21BSP4 |
| | 21ACP4A | 21AQP4 | 21CUP4 |
| 21ZP4B | 21AMP4 | 21AQP4A | |
| | 21ZP4 | 21ZP4A | 21ZP4B |
| 21YP4A | 21YP4 | 21YP4A | 21AFP4 |

AUTHORIZED RCA DISTRIBUTORS

ANDREWS ELECTRONICS

1500 W. Burbank Blvd., Burbank
TH 5-3536

RCA VICTOR DISTRIBUTING CORP.

6051 Telegraph Road, Los Angeles 22, Calif.
RA 3-6661

WESTERN RADIO

1415 India Street, San Diego
BE 9-0361

WORKSHOP SESSIONS PROVE SUCCESSFUL ADDITION TO ANNUAL BUSINESS MEETING

Without a doubt, the workshop sessions developed this year for the annual meeting were highly successful. Of course, the "brainstorm" program of mass participation of ideas has always bred new ideas and thoughts but this was the first time it had been applied to our particular segment of the industry.

In order to provide a starting point for this material different chapters throughout the state were asked to provide, in advance, some of the experiences they have had and what success, if any, they had enjoyed.

The first session was on advertising and although each of the three chapters providing this initial information had different situations and different degrees of success it did give a well rounded approach to the problems of each chapter or zone in the state. Because of this, the following is a recap of the information provided by the San Joaquin, Sacramento and Pasadena chapters.

ADVERTISING PROGRAM CSEA SAN JOAQUIN CHAPTER

In July 1961 it was decided by the Board of Directors of CSEA, San Joaquin Chapter, to make CSEA better known to the people of Stockton. This was done also as a contribution to "Operation Clean-Up" which was instituted at about that time.

The Stockton Record, which has been most cooperative with the Association, was chosen as the medium to accomplish this. Accordingly, the first ad was inserted on Wednesday, July 26, 1961.

At that time no thought was given to any other possibility except to put the seal with a short message before the public once weekly on Wednesday.

The ad drew such favorable comment that three members elected to put small box ads, grouped with the Association ad, on the following week.

This, in turn, attracted so much comment that on the following week (August 9, 1961) six ads appeared in conjunction with the Association ad.

Upon reaching seven on August 16 and 23, the ads got separated and it was felt that close grouping would be more effective. The Record again was cooperative and the ads took the form of a display.

On or about November 15 the display became offensive to certain disgruntled former members and the wording of the Association heading was changed, and we have had nothing but success with the plan since.

On Tuesday, January 23, 1962 we changed to Tuesday instead of Wednesday and to make the ad more effective it was boxed in heavily. At that time we had ten participants. This plan has continued to the present time and now has sixteen participants.

We find this ad in customers' homes, on the television set, clipped from the paper for the customers' reference. We think it has done much to further business for our members and to acquaint people with CSEA and make them aware of its existence.

As for the Stockton Record with whom we fought for five years to get rid of price advertising before we succeeded, they point to this plan with pride as though it were their

idea. The people of the Record who opposed us most are now the most favorable to the stand against price advertising. As to advertising income, they have found that instead of losing revenue, as the opponents of restricted advertising had forecast, it actually greatly increased it.

The advertising scrapbook of the Association will best demonstrate this project which will continue indefinitely.

ADVERTISING PROGRAM CSEA SACRAMENTO CHAPTER #1

Advertising is not a new thing to most of you and to the people in television-radio repair service, it can play an important part in their operation, as many of you know.

But what we want to point out here, in the way of helping our fellow members in the CSEA, are some of the experiences we have had as members of CSEA and as individual dealers doing business. And we would add here that the two really are tied up together.

Our joint efforts in advertising and influencing the public started when a meeting was called in September of 1961 to talk among the Sacramento Chapter's Board of Directors about how we could improve our image. As most of us here know, we all have more or less the same problems in this regard, whether we are aware of them or not.

Our first effort that month was to cooperate with the CSEA statewide "Operation Clean Up" drive by suggesting in print that we thought it was a great idea for the public.

It was about that time, too, that we got the idea of operating a TV Exchange. This was with dealers taking turns answering Sunday calls and holiday calls through an exchange telephone number advertised in the newspapers. We included the CSEA seal and a short message of ethics. We got some favorable response from the so-called better trade and the following month we added five members to the Chapter.

Some members, however, thought that using the seal and bidding for business all in the same breath—so to speak—was not really using the Association's name the correct way. They didn't want to connect the Association directly to soliciting business, and rightly so, we decided.

What we did decide also was that we needed some professional help in handling the advertising, for a number of reasons. This was getting to be too much for us to handle along with our other business; we wanted to put it in the hands of people who know best, and our Chapter had best not be in the business of promoting business directly, collecting the money and advertising for profit, as we are a non-profit Association.

So we hired Bert Clinkston, head of Associate Consultants, a public relations-advertising man and a newspaper man.

We increased our assessments on ourselves to \$30.00 per month, and started a public relations-advertising campaign to let the people of Sacramento know they had lots of honest and skilled service dealers. Our ad-PR man (advertising-public relations) laid out a program that includes handling all collections and ad placements for the group, handles news releases on group activity and writes and edits a Chapter newsletter. He has also worked with local

television people on antenna problems common to TV stations and technicians in the service field and has teamed with the local Better Business Bureau on companion ads.

Now, to go back a bit to our ad campaign. We decided that with our assessment cost up and with more space in the papers, we should get more direct benefit and print names of our shops, telephone numbers and addresses. You will see from the samples how our ads progressed in working toward what we think is a format we should hold to in our basic message to the public.

We have learned through this experience that the best way to become respected and successful is to keep our standards in advertising just as high as our Code of Ethics. We know there are always going to be some people who think they can get something for nothing but that they are fooled less and less all the time when an honest alternative is held out. That is why we stick to high standards in ads, as we have been urged to do by our AD-PR man and by the Better Business Bureau.

As our program progressed, you can see by the ad samples, we added still more members. We are confident of adding more and now that we feel we are on the right road in advertising we will put more attention on our public relations.

As part of our program we will have a Miss Perfect TV Picture, we will give away some used TV sets to charitable institutions and we plan other things, like taking orphans on pony and hay ride picnics. Our program includes many more things in public relations. All with news releases.

Now, a word to the wise. All this isn't exactly easy. It isn't always easy to make out a check once a month; it isn't always easy to convince some members they are deriving good from the program, and it isn't always easy to find the time to put on the work. But it always pays off over the long run. The group of CSEA members in any area are the people who have the respect of the public, if they have got their message over to the public.

ADVERTISING PROGRAM CSEA PASADENA CHAPTER

Suggested advertising program for workshops:

1. Reason for advertising.
 - a. The Pasadena Area Chapter wanted to let the public know about CSEA.
 - b. To combat gimmick advertising by unethical service dealers.
 - c. To get additional business for our members.
2. Copy used: Display advertising.
3. Cost: About \$150.00 as the dealer's share.
4. Length of time: This ad ran three weeks.
5. Type of advertising: Local newspaper.
6. Effectiveness: This was very good, with most dealers receiving three or four calls per week.
7. Name: Pasadena Independent Star-News, daily newspaper.
8. This was a co-op ad with Sylvania going 50-50 with an order of receiving tubes. In other words, a tube deal.

Six of our members went along on this ad. All of the dealers were listed in the Sunday section of the TV Guide, then during the week one dealer a day. We felt that we received a lot of favorable comment from this ad, much more than we have had from other ads we ran in the large metropolitan papers.

MAY BE A MOB,



BUT EVERYONE IS INVITED...

... to personally tour the Calvideo Picture Tube Plant.

This opportunity will enable you to see how honest quality is built into the 158 types of picture tubes made at Calvideo. You'll see for yourself why there is **NO BETTER TUBE** on the market **AT ANY PRICE**. You will have proof positive that Calvideo is the **ONLY** independent supplying the replacement market who utilizes **100% NEW MATERIALS** except for the glass. **New screens, new aluminization, new internal conductive coatings and new precision electron guns.** During your tour, you will learn how all of these aspects affect **you**, your business, your profession and your profits. (Call us to arrange your tour

... either group or individual.)



18601 S. SANTA FE AVE., COMPTON, CALIF. NE 6-0741 • NE 9-4435

OPERATION CLEAN-UP HAILED BY ATTORNEY GENERAL'S OFFICE

The highlight of the Annual CSEA meeting was the presentation by Mr. Charles A. James, Assistant Attorney General, Department of Justice, State of California, at the luncheon banquet Sunday, June 10th.

Mr. James commended CSEA and its State Secretary Mr. Keith Kirstein on their fine cooperation between his office, the Better Business Bureaus throughout the State, etc. It is this type of recognition that benefits and promotes our industry in the eyes of the general public. We asked Mr. James to provide us with a summary of his speech and it is as follows:

Attorney General Stanley Mosk extends to this group his greetings, his congratulations on the work that it has accomplished, particularly in connection with operation "clean-up", and his sincere wishes for success in the continued pursuit of your objectives.

Attorney General Stanley Mosk is particularly interested in your project for several reasons. First, it represents a dedication to principle, and a reaffirmation of his belief that the majority of business is honest and ethical. However, the activities of unethical and dishonest business, particularly in the industry of television service and repair, has been so flagrant that the public believes that the cheat and the gyp in this industry is the rule rather than the exception. The public image of your industry is an ominous shadow of deceit rather than a shining light of integrity. Consequently, we are pleased to note the positive action of your organization in attempting to project a corrected image. This cannot be done by merely covering up the faults of the few, which have been so glaring it can only be done by eliminating those dedicated to a course of conduct inimical to the public interest.

We are particularly hopeful that you will be successful in this project, because we would like to hold up to other industries casting a shadow as dark as that under which you have labored and say to them, "Here is an example of what business can do for itself. Here, too, is an example of what business in cooperation with law enforcement can accomplish." Unfortunately, some industries that have within their ranks those who would defraud and cheat, try to hide that fact and become sensitive to criticism and resentful of law enforcement that pursues and prosecutes the cheat and the gyp. These industries do a disservice not only to the public but to the industry.

Attorney General Stanley Mosk organized the Consumer Fraud Section shortly after his election to office in 1958. The primary purpose in the organization of this section was to focus the dignity and authority of the chief law officer of the State on the problems of consumer protection. This may be accomplished in two ways; first, by insuring the uniform and adequate enforcement of all laws existent that affect consumer interest and secondly, by proposing legislation needed to protect the public from the dishonest who operate in the name of business.

You can be of invaluable assistance to law enforcement in accomplishing our mutual goal. I would suggest to you that you consider rendering to law enforcement agencies in your respective communities your expert assistance in the detection and prosecution of the dishonest within your ranks. I would suggest further that you do not wait until called upon to render this assistance but that you point out to local law enforcement the practices within the

several communities that violate your code of ethics and the laws of the State. This can be done on a local level or from your state office by communication directed to local law enforcement. On Wednesday last, General Mosk clipped a piece from a Los Angeles newspaper which reported the arrest of a television repairman for fraud. There are two items of importance in this news article. First is the arrest and prosecution of this individual and secondly is the indication that a local association of television repairmen assisted in the prosecution of this individual. I can think of no better way to improve your image than by demonstrating to law enforcement and to the public that your knowledge and experience is available to assist law enforcement in the prosecution of the cheats and gyps within your industry.

I would suggest, too, that you can provide an invaluable service to the public by the issuance of public statements describing the practices and representations that are used by the fraudulent service man. But I would warn you to beware of those who would seek to join your organization and avail themselves of the badge of ethical practice as a shield and immunity from prosecution and I assure you that law enforcement will prosecute vigorously any person found to be in violation of the law whether or not he is a member of California State Electronics Association.

Again I congratulate you on behalf of Attorney General Stanley Mosk and wish you the best of luck in the continued success of your project to clean up your industry. We believe that you can, that you want to, and that you will accomplish your objective.

Housekeeping

IN THIS ISSUE

Barbara Robinson
William Chandler

Arthur & Fleming
Col Ed
Ed
Ed

THE BETTER WAY

- 1. SPECIAL PARIS FASHIONS FOR THE INSIDE STORY
- 2. WHO'S WHO IN PSYCHOTHERAPY? CAN YOU REALLY LEARN BEHAVIOR THERAPY?
- 3. CAN YOU EASILY JERK YOUR BRAIN? SHOULD YOU WRITE TO MEET EVERY MOVIE GOER? HOW ABOUT NEURON-SAVING DRUGS?
- 4. PLANTS ARE AT MOVING TIME—CARE IT WELL... PLANT MODELS... CONTROLLED WHEN LABOR IS AVAILABLE... PRODUCTS FOR WOMEN'S WEAR... SPECIAL ADVICE... LATEST CLOTHING... LOW COST ABOUT... "TRIP" TO WHAT THEY CAN DO... MANY... FLAMES... LIFE INSURANCE... NEED
- 5. THE UPBEAT SMILE
- 6. FACTS AND
- 7. STYLING STUDIO
- 8. AND HEAL
- 9. HOME
- 10. COLLEGE
- 11. PHOTOGRAPH

"How does a gal pick a good Radio-TV service dealer?"



- 1 DOES HE HAVE AN ESTABLISHED PLACE OF BUSINESS?**
A big investment goes into a properly equipped TV-Radio service operation. The Service Dealer with a place of business has made this investment. As an independent, small businessman, his future depends on satisfying you.
- 2 DOES HE GUARANTEE HIS LABOR AND THE PARTS HE USES?**
Most qualified dealers guarantee work and parts. Ask about the guarantee so you will know just how long you are protected, but remember, the guarantee covers only the parts replaced by the dealer, not everything in the set.
- 3 DOES HE CHARGE A FAIR PRICE; PROVIDE AN ITEMIZED BILL?**
Your Service Dealer has taxes, rent, salaries, and other business expenses. He establishes his service charges fairly and renders itemized bills because he wants you to know what work was done and which parts were replaced.
- 4 DOES HE REPLACE WITH DEPENDABLE RAYTHEON TUBES?**
Raytheon is the world's largest manufacturer devoted exclusively to electronic components. Raytheon TV-Radio replacement tubes carry the Good Housekeeping Guaranty to give you extra protection at no extra cost.

A "yes" answer to these four important questions is your assurance of fast and expert service at a reasonable price.

Your Raytheon Bonded Technician offers a 90-day work and parts guarantee that's actually backed up by a Bond issued through one of America's largest insurance companies. Look for the Raytheon Bonded Technician in your neighborhood.



RAYTHEON COMPANY
DISTRIBUTOR PRODUCTS DIVISION

The same Raytheon tubes which guard the nation in 23 missiles guard the life of your TV set

EDUCATIONAL TOY MISSILE CENTER
Special Offer from your Raytheon Service Dealer Only \$1.00

To get this 9-piece missile center with operating scale model, send \$1 with a Raytheon tube box top. The name of your Raytheon Service Dealer will be included with the missile center if you send \$1 without a box top.

RAYTHEON, Box 500
Distributor Products Division
Westwood, Massachusetts

NAME _____
ADDRESS _____
CITY _____ STATE _____

5 Million Housewives are being sold on your Service!

That's right! All Raytheon receiving and picture tubes now carry the famous Good Housekeeping Guaranty Seal — for years a symbol of trust with families all over America. And those families will have extra faith in the service dealer who uses Raytheon tubes backed by the Good Housekeeping Seal.

Raytheon is telling the whole persuasive story in full page ads in the March issue of Good Housekeeping. Nearly 5 million readers will be urged to call on the Radio-TV service dealer who uses Raytheon tubes with the Good Housekeeping Seal for extra protection at no extra cost.

You can be that dealer! Tie in now with Raytheon's "Seal Deal" . . . a complete, effective promotion program to help you build prestige and profits. See your Raytheon Distributor Salesman or mail this coupon today.

Mail this coupon for details on how you can profitably tie in with the Raytheon "Seal Deal."

RAYTHEON, Box 955
Distributor Products Division
Westwood, Massachusetts

Name _____
Store Name _____
Address _____
City _____ Zone _____
State _____

RAYTHEON COMPANY DISTRIBUTOR PRODUCTS DIVISION

DISTRIBUTED BY

Rest Electronics Suppliers
1018 Harbor Boulevard
Costa Mesa, California

Radio Parts Company
160 India Street
San Diego, California

ook Electronics Company
10 E. Hardy Street
Glendale, California

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

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

United Radio & TV Supply
1425 W. San Carlos Street
San Jose, California

Styles & Engleman
2255 Bancroft Avenue
San Leandro, California

Peninsula Electronic Supply
656 South First Street
San Jose, California

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

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

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

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

California Regional Offices

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

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



Mr. Ron Kealey, newly elected chairman of the Board of Delegates of CSEA, is shown here, during the advertising workshop session at the annual meeting, addressing the delegates.

PICTORIAL HIGHLIGHTS... OF ANNUAL MEETING



CSEA Delegates attending the annual meeting early are shown here as they "sit in" on a Board of Directors meeting.



Mr. Ed Fort, our legal counsel Tony Anastasi, Wes Keys and new CSEA President Claire Laham (left to right) listen to the different comments during one of the Board of Directors sessions.

CSEA Lists Areas of Activity During The Last Nine Months.. More Coming

During the recent annual CSEA meeting the State office provided for those attending, a random list of activities during the past nine months. We felt that it is important to let everyone know just what was going on whether they were a member of CSEA or not. All that we ask is that you read this partial list of accomplishments and then evaluate the State Association as to its value and effectiveness.

1. Established a full-time, CSEA-owned, State Office. Purchased desk, chairs, file cabinet, adding machine and other necessary equipment. Paying on a new mimeograph machine. All this and paying all help within the income. In fact, the last quarter showed a profit.

2. "Project Touchdown," which turned out to be "Project Clean Up", was organized and sponsored by the State Office. The results have been very good. Many newspapers have changed their policies due to this effort. We have had much better cooperation with BBB throughout the state. Local Association advertising has been highly profitable in many areas. The first state-wide movement to raise the status of the TV Service Man.

3. Supplied members with shop cards, decals, plastic bags and many other supplies. Published a price list.

4. A New Member Kit established with complete information on CSEA.

5. Investigation and development of life insurance and disability insurance plans. (Over 400 participating in the latter.)

6. Promotion of the hospitalization insurance plan—have added about 200 in the last four months.

7. Developed and actually have an Apprenticeship Program.

8. Established a means of communication between members and the State Office via "Bear Facts".

9. Added seven new Associations and many new members.

10. Developed a bookkeeping system and material for all Associations use.

11. Planned and assisted Local Associations in obtaining a speaker from the Board of Equalization to appear at their monthly meeting program.

12. Developed a good relationship between the State Office and the Attorney General's Office.

13. Helped combat cablevision in various parts of the state.

14. With Don Martin's assistance, published a Membership Directory.

15. Launched a vigorous campaign to clean up the "Yellow Pages" of the telephone directory. Filed an informal complaint with PUC.

15. Developed a New Association Kit to assist a group in starting a new Association.

17. Established communications with Oregon and Washington, as well as Arizona, to form a Western States Association.

18. Published promotional material—CSEA Facts, Insurance Facts, etc.

19. Installed new bookkeeping system for Hospitalization Insurance.

20. Developed an Operating Statement which indicates the income and outgo of money.

21. Have kept a constant vigilance at the State Capitol.



Sunday morning Board of Delegates meeting is called to order by chairman Ron Kealey. The delegates took under consideration the actions of the Board of Directors at this meeting.



Don Reed, CSEA Board Member makes his By-Law report to the Board of Delegates. Two changes were submitted during the session with one passing and the other rejected.

The repairing or servicing of a television set is not a "do-it-yourself" project for most people. The average set owner lacks the necessary technical and electronic information. This is not surprising. Even a black and white set is apt to have more than 20 tubes, 1,000 components, and several thousand connections.

Because of these conditions television servicing has become a large, important industry consisting of hundreds of firms, employing thousands of technicians and experts.

Most television servicing companies are legitimate and treat their customers fairly. This does not mean, however, that a set owner can pick "just any" service company with the assurance that the work will be satisfactory

works from his home; and usually his advertising gives no address but only a telephone number which is later discovered to be not his own, but that of an answering service. A "sun-downer" accepts all the work he can get and does it when he pleases. He cannot be reached about delays, or later, if the work proves unsatisfactory. Such operators have been known to disappear with sets.

"Baiters"

A "baiter" is one who advertises "free" or very low prices for service calls, and then imposes other add-on charges and exorbitant amounts for parts furnished.

During a recent period almost one-third of all the complaints on all sub-

New BBB Consumer Booklet Packs Wallop For Service Industry

This is a complete reprint of a new booklet just issued by the Better Business Bureau in Los Angeles, and we would like to suggest that every CSEA chapter should write for a copy. The booklet is attractively illustrated and really tells the story of the TV Service Industry in Southern California.

and the treatment fair. There are a few "setnappers," "sun-downers," and "baiters" in the business. Obviously, they should be avoided.

"Setnappers"

A "setnapper" is a person or firm who makes it a practice to report that the set cannot be repaired in the home and must be taken to the shop. He estimates the charge will be a modest amount, say \$17.50, and promises to notify the owner when the set is torn down, if he finds the charge will be more than that. Later he telephones the owner that the set is ready for delivery and to have a far greater amount, say \$67, on hand to pay at the time delivery is made. Regardless of the owner's protestations, he refuses to return the set without receiving payment.

"Sun-Downers"

A "sun-downer" is one who holds himself out to be a repairman, but is primarily engaged in another occupation. He has no place of business;

jects received by the BBB of L.A., came from set owners who were unhappy with television service. Even so, the Television Servicing Industry is not rife with bad actors. Less than 20 firms caused almost 90 percent of all television service complaints. In other words, 2 or 3 percent of the firms caused the bulk of the trouble.

Selecting a Service Company

Let us assume your set needs repair. How do you select the service company? If you have had the set repaired before and received satisfactory service, you have no problem. The same thing is true if you choose a service company recommended by experienced friends, or a firm otherwise known to you to have an excellent reputation. If you must choose one about which you know nothing, consider only those firms whose addresses are known. Ask for the names of satisfied customers, how long the business has been at the present address, or ask the BBB what its

files disclose about the experience of other customers with the firm and for its business history.

Standards

Some time ago the BBB recommended to the Television Servicing Industry, Standards for its use in advertising and selling its services to the public. More than 200 firms doing an estimated 70 to 80 percent of the television repair business in the L.A. trade area, have pledged to adhere to these Standards. When the Bureau reports upon a service company, it states if the firm has pledged adherence to the Standards.

Here is the kind of treatment you have a right to expect from firms which have pledged to follow the Standards:

- Their advertising and contracts, etc., will show their names and addresses.
- When they advertise or state the price of a service call, that amount will include some time to be spent in your home doing the repair work. They will tell you how much time if you ask. (There will be an additional charge for parts.)
- A competent repairman, properly equipped, will respond to your call.
- The set will be taken to the shop only when really necessary.

- The firm will supply an estimate of the expected cost, and before taking the set will also furnish you with a statement showing maximum charges which will be made to return the set to you in event you do not authorize completion of the repairs.
- If they say they guarantee their work, that means they will supply a written or printed warranty, setting forth all of the conditions. In this connection, it should be noted that a warranty on specified parts, or work done, does not cover other parts or other troubles.
- Will furnish an itemized bill.
- Will make no charge for storage for sets left less than 30 days.
- Will give you all benefits accruing from unexpired parts warranties.
- Upon request, they will return to you all parts replaced, with the exception of picture tube, "exchange," and "in warranty" parts and tubes. Such firms have also pledged that their advertising will:
- Not represent that they are an authorized service for a specified manufacturer or brand, unless they are.
- Use no misstatements regarding the time, speed or availability of their service.

- Contain no false or exaggerated savings claims or general under-selling claims, or claims such as "Lowest price in —," or "Best TV service in —."
- Will not use the term "free estimate" when there is any charge for shop work or any other charge in connection with the estimate.

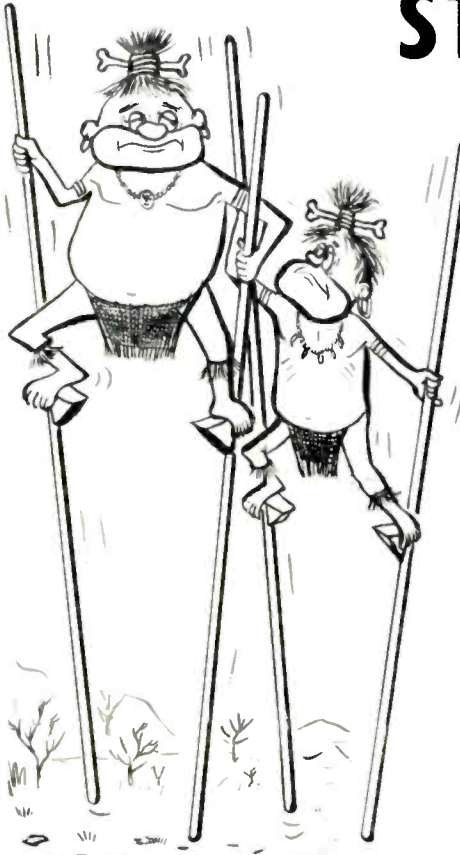
Most Firms Legitimate

Although most television service companies are legitimate and treat their customers fairly, it is well when contracting for television repairs, to heed the BBB's slogan, "BEFORE YOU INVEST, INVESTIGATE."

DOUBLE CHECK:

- ✓✓ 1. If the service call price is "too low to be true"—it probably is too low and there will be "add-on" and over charges for parts later. (Remember, it costs money to send a technician, truck, equipment and parts to your home to check your set.)
- ✓✓ 2. If the firm does not follow the Standards adopted by the industry.
- ✓✓ 3. If its advertising is misleading or violates the Standards.

STILTS FOR PYGMIES...



Well, not quite . . . but we do offer service dealers a much better type of support. We offer you a superior quality picture tube, a nationally advertised brand that means quality to every American, a tube with the most effective merchandising program designed to get and maintain solid, steady customers for you. You can buy it for less and sell it for top dollar because you have more to offer your customer . . .

YOUR CUSTOMER BENEFITS BY:

- the 2- year warranty plan which means extra protection at no extra cost.
- a brand name that has meant traditional quality for over 20 years.

YOU BENEFIT BY:

- a captive customer on all service and parts thru the 2 year warranty plan.
- a higher profit margin for yourself.
- effective advertising and merchandising that makes it easy for you to sell.

PICTURE TUBES • **RECEIVING TUBES** **DU MONT**
ABD



JFD ELECTRONICS . . .

announces a new line of "top-of-the-set" television antennas. First introduced at the Chicago Parts Show, this new line of 6 models was well received by JFD distributors.

Packaged in transparent plastic, colorfully printed, the JFD line comprises three basic designs and covers all "top-of-the-set" requirements.

The JFD "Jet" indoor antenna is available in three designs: Model TA707 with aluminum dipoles, Model TA720 having brass dipoles and Model TA880 with chrome dipoles. These antennas have a new sculptured base, and feature telescoping dipoles which extend 76" from tip to tip. As with all JFD "top-of-the-set" antennas, the base section is "weighted" and tip proof.

The JFD Astro-Jet, also available in both aluminum (Model TA900) and brass (Model TA990) dipole design, consists of new "velvet-action" design telescoping dipoles, plus an all-new extra-sensitive electronic tuning channel selector permitting the user to tune the antenna electronically to the channel(s) to be received. Four-section dipoles and tip-proof base are crafted to complement room decor.

In the new JFD Polaris design, engineers have developed a unique switching circuit which electronically orients the antenna automatically for maximum signal pick-up. The knob in the base of the antenna is rotated by the user for best performance which is attained by adjusting the impedance of the antenna to the input terminals of the set.



PRECISION . . .

Apparatus So., Inc. a pioneer in the field of electronic test equipment introduces the new PRECISION Model CR-60. The CR-60 is an all purpose picture-tube tester and rejuvenator. It has been engineered to test all black and white, and color picture tubes.

The CR-60 utilizes a true beam current test . . . which checks all tubes for proportionate screen brightness by qualitative measurement of the electron beam. It checks the critical central area of the cathode in addition to the controlling action of the first grid. The CR-60 tests and rejuvenates all picture tubes at correct filament voltage from 1.5V to 12V (controlled from the CR-60 panel).

The CR-60 tests and rejuvenates . . . Color Picture Tubes—(red, green and blue guns separately), 110 and 114 degree tubes, low G-2 tubes and the new 19" and 23" tubes.

To further increase its versatility and accuracy, the CR-60 also checks:

Hot cathode and inter-electrode leakage

Shorted elements and actual leakage (directly revealed on the front panel of CR-60)

Leakage paths and/or shorts in the gun structure at relatively high sensitivity.

the recently introduced 1963 23-inch TV models.

According to Willis L. Wood, manager, national service division, the continuous tuner kit will permit the tuning of all UHF channels. It comes complete with built-in antenna and is offered in two models: UHF100 for Admiral TV sets with full range fine tuning, and UHF200 for receivers with automatic preset fine tuning.

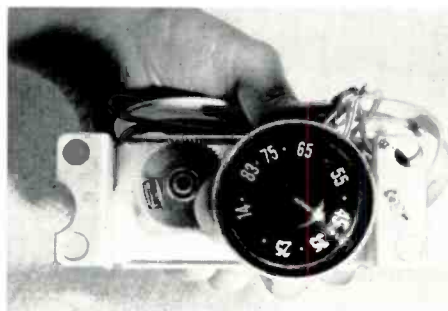
Wood said the precision-engineered continuous tuner has vernier tuning for receiving UHF channels 14 to 83. It has plug-in connectors and can be easily installed without soldering. The kit contains all the necessary mounting hardware and a step-by-step instruction booklet. Suggested list price of either model is \$30.00.



A NEW HEAT SINK . . .

principle (patent pending) wherein a double cushion of air, combined with five heat transition surfaces, evenly dissipates heat and keeps its Imperial soldering iron handle cool and comfortable at body temperature all day long, is announced by Ungar Electric Tools, electronic div. of Eldon Industries, Inc.

Designed to meet the needs of intricate production line assembly operations in the electronic, missile and space industries, the Imperial soldering iron also features easy-on-the-eye pastel shades (turquoise, beige and ivory) that reduce operator fatigue by creating efficient and more productive soldering environment; unique interchangeable plug and cord sets that adapt instantly to safety and engineering requirements, regardless of how bench outlets are wired; 25-30-40 watt long-life heat cartridges employing an Ungar principle of element winding that reduces watt density and insures longer electrical life; and 44 interchangeable Mini-Tip therad-on soldering tips for soldering heavy, multi-lead joints or micro-miniature, hard-to-reach connections.

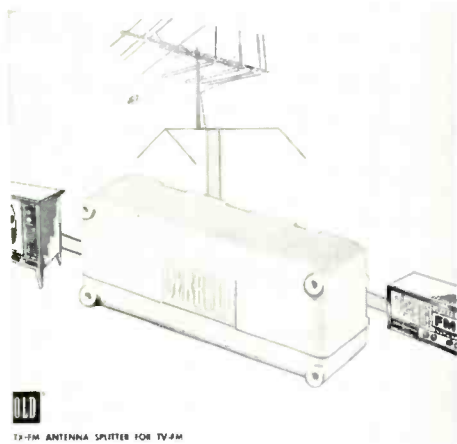


ADMIRAL SALES . . .

Corporation has developed a special UHF field conversion kit for use with

NEW PRODUCTS

(Continued)



NEW JERROLD TX-FM . . .

permits FM reception through use of television antenna with the addition of a small piece of electronic filtering equipment. According to Mr. Walter Goodman, Manager of the Distributor Sales Division of Jerrold Electronics Corporation, the new Antenna Splitter for TV-FM (Model TX-FM) will permit reception from a common antenna for both TV and FM sets, without interference or loss of signal to either set.

The TX-FM, a compact band pass filter, separates FM from television frequencies and filters the FM frequencies (88 to 108 mc) through to the FM set.

According to Mr. Goodman, the equipment is one of a line of Jerrold products particularly applicable in various types of reception areas to receiving FM Stereo broadcasts.

The TX-FM unit is utilized with an ordinary broadband VHF television antenna. Precisely designed to provide a high degree of signal isolation, it can be placed anywhere between the antenna down lead and the FM set.

The Antenna Splitter for TV-FM is one of a group of related products now being marketed by Jerrold which mixes or separates various types of television (VHF and UHF) signal and television and FM signal, for individual sets and for use in master antenna systems.

The TX-FM, which features unbreakable housing, lists for \$5.95.

SECO ELECTRONICS . . .

of Minneapolis, announces a new electronic noise eliminator and controllable squelch called the Signal Filter. It is the smallest, most rugged unit on the market, measuring only $1\frac{3}{8}'' \times 2\frac{1}{2}'' \times 4\frac{1}{4}''$.

A dual high mu triode and dual diode are incorporated in an inverter circuit

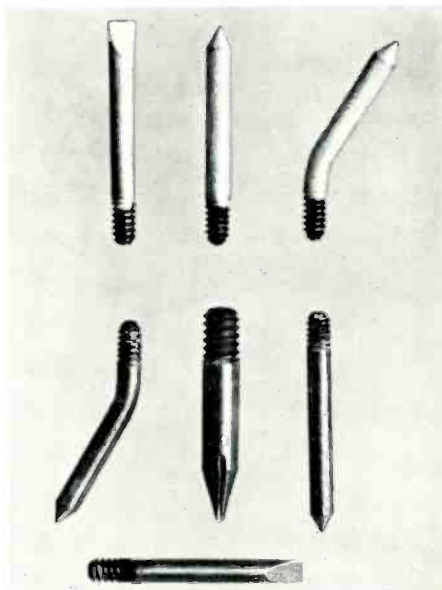
which electronically clips noise pulses out of the signal. It eliminates ignition equipment interference, steep wave front "hash" and background noises as well as the need for expensive suppression equipment on automotive and marine engines.

The unit produces quieting operation without noticeable audio distortion, even on very weak signals. Thus, it increases reception range, often up to several times.

Extra ruggedness is achieved in this noise eliminator through the use of an encapsulated packaged electronic circuit assembly. It defies vibration, shock, dust and dirt.

The Signal Filter adapts to most Citizens Band transceivers using tubes. It hooks up quickly to any AM superheterodyne receiver with 6 or 12 volts AC or DC and 150 volts "B" power supply—mobile or base stations.

Simple installation instructions and two-color circuit schematics are provided with each unit.



ELECTRONIC IDEAS . . .

manufacturers of Sidco Kiss 'N Cool pencil type Soldering Irons and Screw In Tips, announces a complete line of Pre-tinned soldering Tiplets. According to a company spokesman, Sidco Tiplets are pre-tinned in the factory.

This makes the tinning operation, prior to soldering, a non-critical one. In addition, all threads are chemically treated with anti-sieze compound to prevent binding and freezing.

Sidco Pre-tinned Tiplets are threaded for use with Sidco Tips and are made in both regular and iron clad models, including conical, bent conical and chisel shapes.

A pre-tinned de-soldering tiplet is also available.

Catalog sheet and price list is available from Sidco, P. O. Box 137, Wyncote, Penna.



A NEW FM MULTIPLEX . . .

Generator that can be used to align receivers or adapters and double as a floor demonstrator of FM Stereo has been announced by The Hickok Electrical Instrument Company, Cleveland manufacturer of electronic test instruments, panel meters, and control devices.

The new Model 725 Stereo Standard Generator generates complete FM Multiplex signal to FCC specifications. The composite output consists of 1) L+R generated by two stable self-contained oscillators 400 cps and 1200 cps. 2) L-R produced by a double balanced modulator. The output of the modulator contains the L-R side bands of the suppressed 38 KC sub-carrier, and 3) a 19KC pilot carrier used to synchronize the demodulator of the stereo receiver or adapter being tested or aligned.

RF output is tuneable over the FM Band and modulated with the composite Stereo signal. The output is variable from 2-1000 microvolts. By putting RF input into Antenna Terminals, the technician can determine whether the FM receiver band pass is adequate for FM Multiplex Stereo reception.

The generator can be externally modulated by an external signal source such as a stereo mike, tape player or record player (one volt p-p min.). It is fully compensated to provide correct L-R vs. L+R delay. Thus, it can be used for on-the-floor demonstration of FM Stereo regardless of local broadcast schedules.

The Model 725 also incorporates a pilot phase check assuring the operator that the generator is producing an accurate composite signal for maximum separation. It also generates a 67 KC signal for adjustment of the SCA trap in FM Multiplex receivers and adapters to assure minimum interference levels from "storecast" and other subsidiary services.



**RAYTHEON EARNS
GOOD HOUSEKEEPING SEAL
OF APPROVAL**

The Good Housekeeping Seal of Approval has been granted to Raytheon Company's Uniline receiving and picture tubes, it was announced by William Grey, merchandise manager of Raytheon's Distributor Products Division.

The only independent tube manufacturer to receive the Good Housekeeping Seal, Raytheon is making available through distributors to all radio and television dealers, a window and in-store display featuring the new consumer identification.

Introduced at the 1960 Part Show, Raytheon's Uniline is a quality-engineered line of high-reliability tubes.

Since their introduction Uniline tubes have gained a growing reputation for reliability in the field. This reputation has led to their qualification to carry the Good Housekeeping seal.

Raytheon, whose tubes are also contributing to the nation's defense, being supplied to about 25 U.S. missile programs, submitted its entertainment tube line to Good Housekeeping's quality and reliability testing laboratory to qualify for the Seal of Approval.

With this additional certification of quality, Raytheon has increased consumer approval with "Good Housekeeping" magazine's guarantee to replace or refund the product's cost to the consumer, should a tube's performance be unsatisfactory.

Effective immediately, the "seal" will be shown on all entertainment-type Raytheon receiving tubes and cartons.

**PETS DIRECTORS ANNOUNCE
NEW DISPLAY AREA FORMAT**

A completely new exhibitor display format has been announced by the Directors of the Pacific Electronic Trade Show.

This new format divides the show into three sections and each exhibitor has a choice as to where he feels his products should be best displayed. First of all there is a section (1/3rd of the entire space) devoted to manufacturers who cater mostly to the Industrial, Military or OEM. The next group is a general section that many manufacturers will use who are interested in both the industrial and the dealer-consumer business. The third section, and of considerable interest to us is a section devoted to those manufacturers primarily interested in the Dealer.

This action by the board followed suggestions made in previous years concerning the possibility of a show within a show. It was felt by the board that by making these sections a person attending could visit first the area he is most interested in and then view the remainder of the show either for immediate interest or possible future interest.

Another new attendance innovation will be the Dealer-Service Day workshop from 9:00 a.m. to noon on Sunday. This will be preceded by an CSEA sponsored Breakfast and a full program to be determined at a later date.

All in all, it looks as if the PETS will be even better this year than in the past. With special dealer interest it will be important for every person interested in this segment of the industry to make plans to attend.

**Philco Move to
Graybar Will Not
Effect Parts**

The recent move of Philco from a company owned distributorship to Graybar Electric has not effected the former parts distribution program.

Although Graybar took over the complete facility in Los Angeles, the parts department has been partitioned off and is still operating as a division of Ford Motor Company.

The service department also remains as part of the Philco operation with Bob Meyer as head. Bob Gage remains in charge of the parts.

**W. T. Geist Co.
To Represent
Medistor**

Medistor Instrument Company, located in Seattle, Washington, has appointed the W. K. Geist Company as sales representative covering Southern California; Arizona; New Mexico; Clark County, Nevada; and El Paso, Texas.

The company's primary product is a line of fully transistorized microvoltmeters featuring no warm-up time, fully floating and guarded input, and full-scale ranges from ± 3 microvolts to 1000 volts.

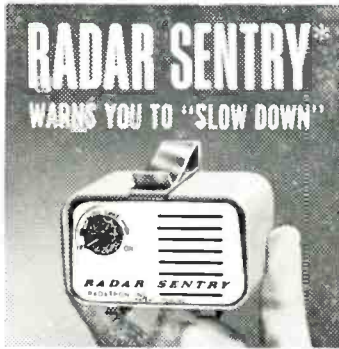
**APRIL IS AVERAGE
MONTH FOR FACTORY
SALES OF TUBES**

Factory sales of television picture tubes and receiving tubes eased back from the 1962 highs scored in March to an April level about average for the first four months of the year, it was disclosed by the Electronic Industries Association's Marketing Data Department today.

In April, 758,539 TV picture tubes valued at \$14,253,425 were sold at the factory. The totals were 817,830 units worth \$15,580,149 the month before. Sales during the first four months of 1962 totaled 3,112,100 picture tubes with 1961 cumulative totals of 3,095,030 with a value of \$59,403,191 compared units worth \$61,844,969.

Receiving tubes in April stood at 31,016,000 and accrued revenue at \$25,838,000. In March, 34,884,000 units were sold at a value of \$29,743,000. Through April of this year, sales totaled 123,469,000 worth \$104,211,000; last year the figures for the comparable period were 117,468,000 and \$99,203,000.

promotes safe driving



No longer must you depend entirely on overworked eyes to spot speed and danger signs. Miniature, transistorized electronic detector gives audible warning when triggered by radar signal... alerts you when entering danger zones or exceeding speed limit.

Its presence on sunvisor or dashboard keeps you safety-conscious... makes you a more careful driver. Small, 13 oz. unit will not obstruct vision. Requires no wires or antenna. Operates on 1,000 hour battery. Choice of Beige, Sapphire Blue, or Emerald Green. Guaranteed.

Caution: Radar Sentry is designed to make drivers aware of speed limits established for safety. It is not an invitation to speed. Patent Pending

NEW DUAL BAND MODEL only \$39.95
Product of Radatron, Inc., N. Tonawanda, N. Y.

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1—Precision #660 Tube Checker
3—4 Drawer Steel Filing Cabinets
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Just what the doctor ordered for the man starting in business. Must sell as a package. MAKE OFFER. CALL: BE 9-2211 or BR 6-4516.
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FAST GUARANTEED SERVICE
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We have immediate opening for energetic man to call on Electronic Service dealers in Los Angeles.
MUST HAVE EXPERIENCE AND BE WILLING TO WORK ALL INQUIRIES CONFIDENTIAL
All qualified applicants considered regardless of race, creed, color or national origin.
Write Box 15 Z 826, 4041 Marlon Ave., Los Angeles 8, Calif.

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ELECTRONICS SALES & Service Business desiring to sell for net inventory... We have other interests. Good location, excellent recreational and educational surrounds. Ideal for ski, fishing or hunting enthusiasts. Blue skies, clear air! Immediate answer requested. ESCO, Box 588, Mt. Shasta, Calif.

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WHOLESALE TO DEALERS
100's OF SETS TO CHOOSE FROM
LOW SHIPPING COSTS ANYWHERE
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WE 1-6622

USE YOUR CLASSIFIED ADS

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 GRAYCE KENNEDY.
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 QUINN'S Classified Dept., 4041 Marlon Ave., Los Angeles 8, Calif.
RATES
95c PER LINE, one time. **MINIMUM** 5 lines.
BOX NO.: Add 50¢ 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.
POSITION WANTED: Less 15%, payable in advance.



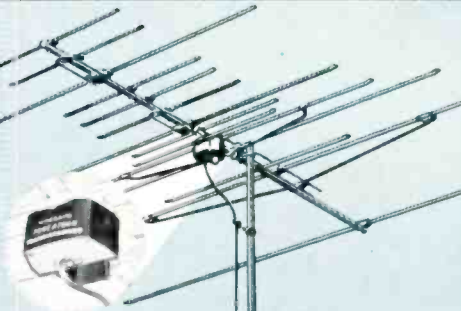
Winegard

ANTENNA SYSTEMS

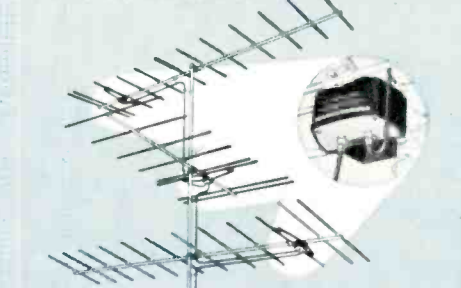
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THE BRAND NAME YOUR CUSTOMERS KNOW AND TRUST

7 Winegard Electronic Products to Improve TV and FM Reception—nationally advertised month after month after month in magazines, newspapers & TV.

WINEGARD ELECTRONIC POWERTRON TV ANTENNAS—TUBE AND TRANSISTOR MODELS. World's first and most effective electronic TV antennas. More Winegard Powertrons have been installed than all other amplified TV antennas combined. Choose from 3 transistor or 3 tube models. Transistor models for **FRINGE** areas (nearest TV or FM station some distance away). Tube models for **MIXED** signal areas (locations with TV station close to set, and other stations far away). Both Powertrons come complete with built-in amplifiers, all AC power supply. Patented antennas have exclusive "Tapered T" driven elements, electro-lens director system. Six models, **GOLD ANODIZED** from \$74.95 to \$104.95 list. Excellent for color or black and white.



ELECTRONIC CUT-TO-CHANNEL POWERTRON YAGIS. Where you require the finest installation, motels, hotels, hospitals, institutions, deep fringe locations, there is no antenna made that compares to Powertron cut-to-channel yagis. Highest gain (28 DB), powered by transistor amplifier peaked for perfect results. Six (8 element) cut channel and broad low band models—eight (12 element) cut channel and high band models. Run up to 8 antennas from one power supply. **ALL MODELS GOLD ANODIZED.** Perfect for color or black and white. Write for models no's. and prices.

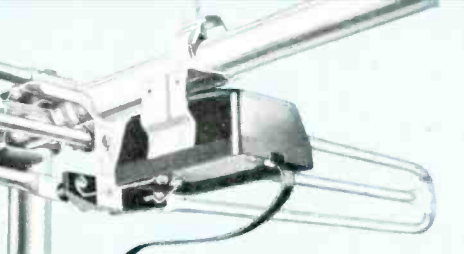


WINEGARD ELECTRONIC STEROTRON FM ANTENNAS. For the ultimate in long distance FM and STEREO, Stereotron is world's most powerful FM antenna. Comes with power supply and built-in transistor amplifier. Guaranteed to bring in 85% of all FM stations in a 200 mile radius over normal terrain with rotor. Has minimum gain of 26 DB over folded dipole. Recommended for use where signals are from 1 to 20,000 microvolts. **GOLD ANODIZED.** Model PF 8 (300 ohm) or PF 8C (75 ohm), \$64.25 list.



WINEGARD ELECTRONIC TURNSTILE FM ANTENNA

Non-directional, has 16 DB gain, receives in all directions to 125 miles . . . no rotor needed. Has built-in transistor amplifier and comes complete with power supply. **GOLD ANODIZED,** built to last for years of service. Complete with two 300 ohm terminals on amplifier; one for down-lead connection to the set and one for connection to a Powertron antenna. Model PF-4 (300 ohm). \$55.80 list



WINEGARD TENNA-BOOST. Mounts on any antenna. Excellent antenna amplifier mounts on antenna, mast or wall. Has 19 DB gain. All AC power supply built-in two set coupler. Next best thing to Winegard Powertron.

Model MA-300,
\$34.95 list.

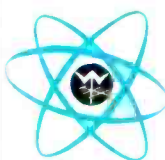


WINEGARD "BOOSTER-PACK" Single Set Amplifier or Home System Amplifier. Demonstrate right at set with unique "convincer" switch that switches from antenna only, to half power and full power. See the picture improvement with the touch of a switch. Takes only a couple of minutes to install. Has 16 DB gain on low band and 14 DB on high band. Transistorized, costs only 27c a year to operate. Model AT 6X, \$34.95.



WINEGARD "BOOSTER-COUPLER"

Signal booster and set coupler combined. Has one tube, 4 sets of no-strip terminals, on-off switch, antenna disconnect plug. Runs 1-4 sets. All AC—no hot chassis. Installs anywhere. **WBC-4X, \$27.50 list.**



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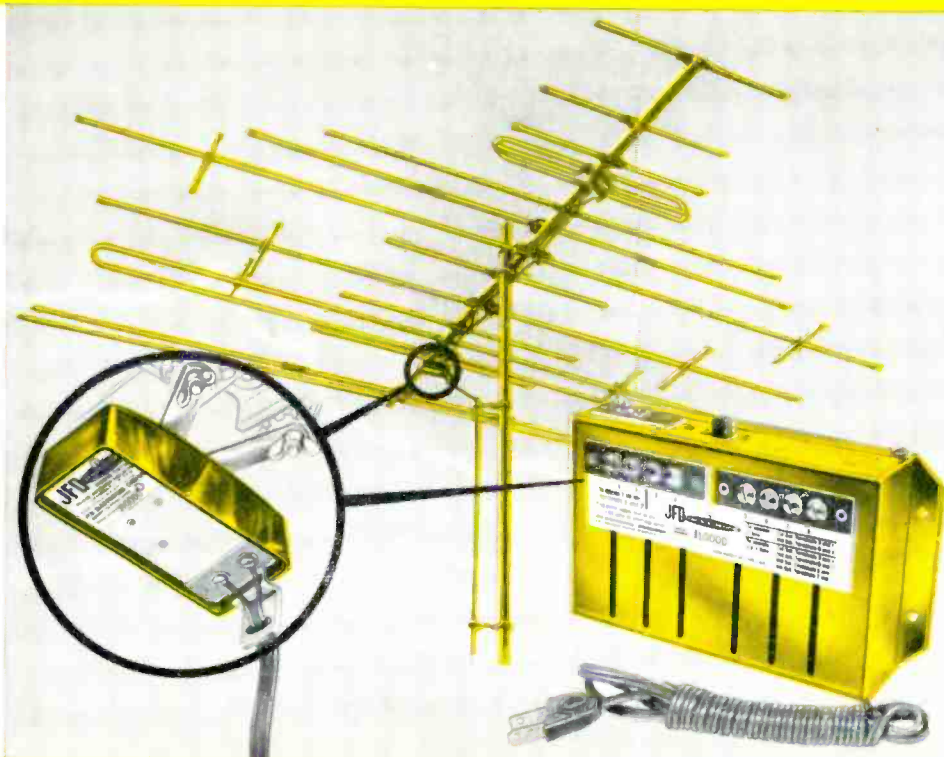
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ELECTRONIC TV ANTENNA-AMPLIFIER-DISTRIBUTION SYSTEM



and be **SURE** of
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and **HIGHEST**
signal-to-noise
ratio—in black
and white or color
on 1, 2, 3 or 4 Sets!

WHY QUALITY-CONSCIOUS, PERFORMANCE-CONSCIOUS, PROFIT-CONSCIOUS SERVICE DEALERS ARE SWITCHING TO THE JFD TRANSIS-TENNA

- PADT transistor circuitry provides higher gain, and superior saturation level and cross-modulation index characteristics. Up to 18 db gain on channels 2 to 6—15 db on channels 7 to 13 and 13 db on FM (gain above antenna). Proof of this superiority is the fact that competitive amplifier makers are switching to the same type PADT transistor.

- JFD amplifier is mounted directly on antenna terminals—the point of highest signal-to-noise ratio—the one and only right place. Result more clean signal on every VHF channel to each set in use—plus brilliant STEREO FM.

- Only the pure amplified TV signal gets through. "No picture tear-out" by unwanted amplified signals in the critical 130-160 mc frequency range. Specially designed circuit also eliminates interference from amateur, citizen's band, fire, police, aircraft and other commercial services.

- Linear frequency response... excellent impedance match... low VSWR at input and output (under 1.4 across VHF spectrum)—assures fidelity color.

- AAA* Gold Bond Alodized aluminum keeps JFD Transis-tennas looking like new and working like new. This golden iridescent finish beautifies the antenna—protects it from corrosion or discoloration. And the electrically conductive coating will never flake, peel or chip—actually heals itself after damage. Conforms with requirements of MIL-C-5541 and MIL-S-5002 government specs for satellites and missiles. All at no extra cost to you.

(*Attractive, Anti-Corrosive, Alodine-treated)

- Includes 300 ohm connectors for multi-set operation—provides up to four different locations where set can be plugged in.

- Only JFD provides you with the widest selection of electronic Transis-tenna antenna-amplifier-distribution systems for every location. Prices range from \$39.95 to \$76.95, retail, including antenna and amplifier system.

Call your JFD distributor today for Transis-tenna—or write for literature.

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