

MODERN

1963 "WSBP"  
Award Winner

# electronic service dealer

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

VOL. 3, NO. 5

SEPTEMBER, 1963

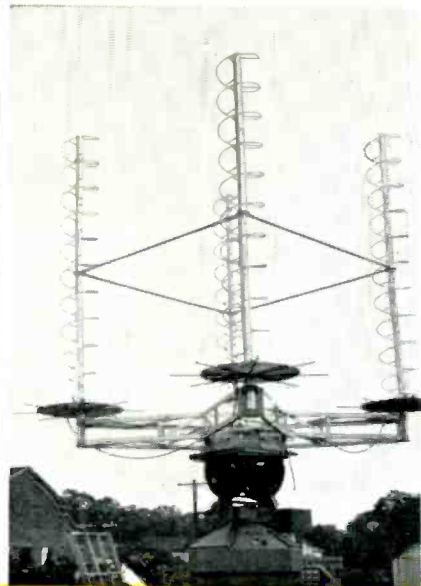
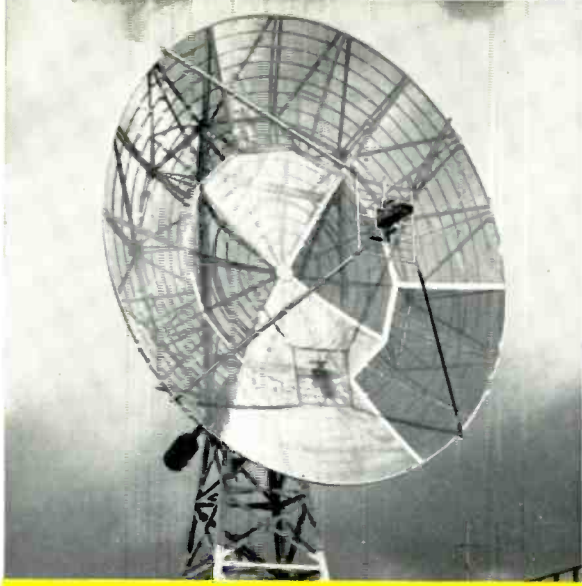
## How To Sell Your Services . . . By DIRECT MAIL



### ALSO IN THIS ISSUE:

- Complete Text of New Television Service Laws

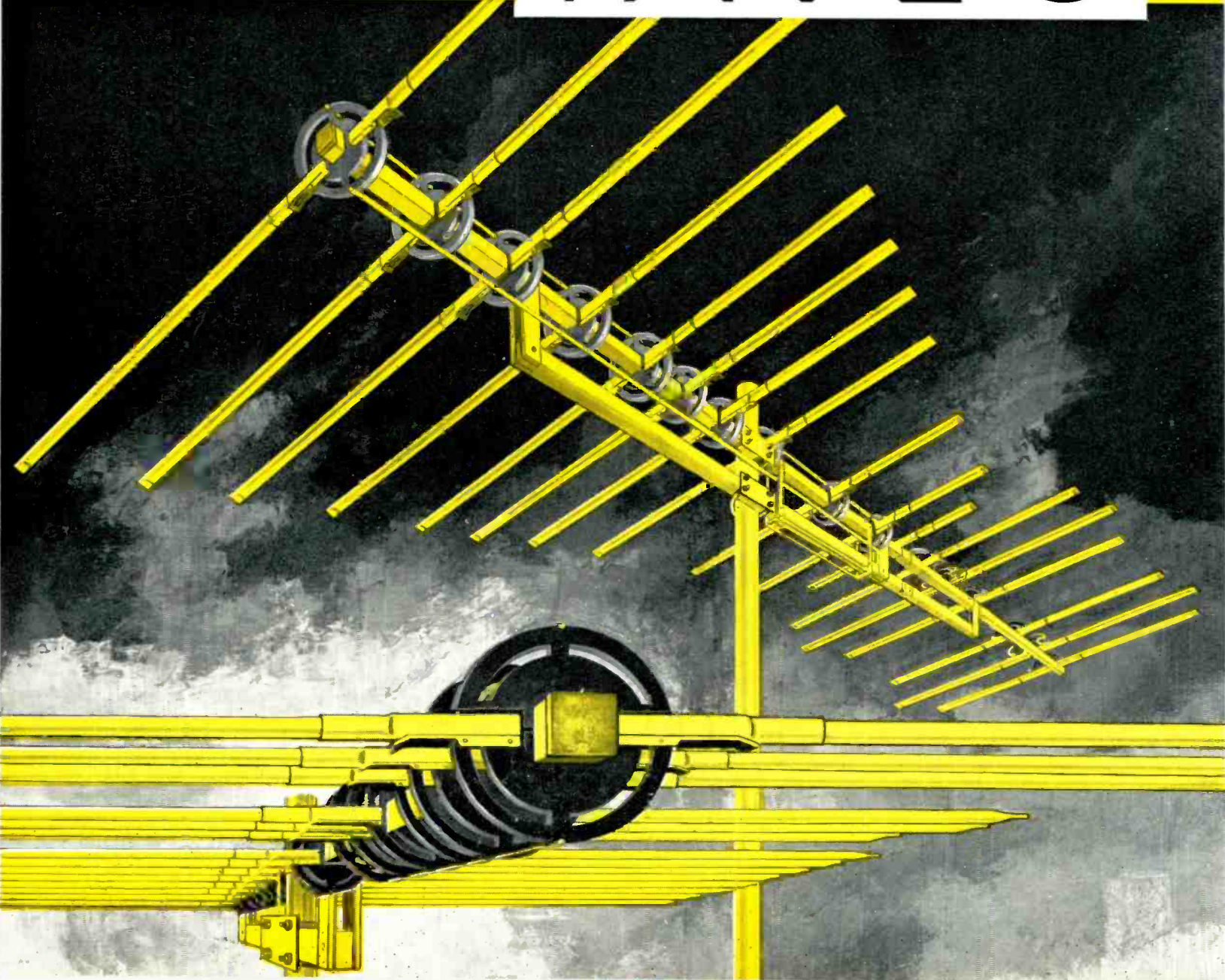




**THE SAME ENGINEERING, SAME PLANT THAT  
PRODUCES AMERICA'S GREATEST SATELLITE-  
TRACKING AND TELEMETRY STATIONS, HAS CREATED**

*the revolutionary new*

# PARALOG







# PARALOG

## TV / FM ANTENNA

... Unparalleled performance because it has **ALL 4**:

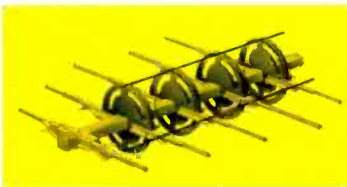
- **HIGH GAIN**
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HERE IT IS—the space-age TV/FM antenna from the only manufacturer with actual space-age experience!

From the laboratories of Jerrold-TACO, designers of powerful satellite-tracking and space-telemetry antenna arrays for the U. S. Government, comes the all-new PARALOG, first home TV/FM antenna truly based on the log-periodic principle with a unique parasitic-element system for maximum all-channel gain.

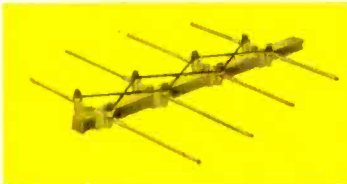
Exclusive Cyclocac insulating mounts on PARALOG antennas assure constant impedance under all weather conditions, and eliminate the troublesome and unsatisfactory cross-feed systems of other antennas. Cyclocac, tough enough to be used for timber-splitting wedges and golf-club heads, makes each insulating mount a *strong point* on the PARALOG. Look at all these features:

### PARALOG FEED SYSTEM



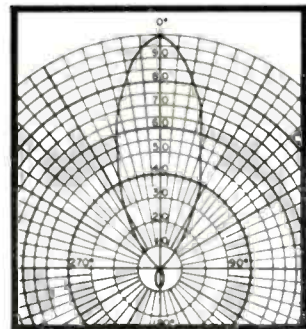
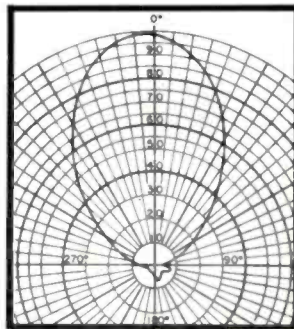
**CYCLOCAC INSULATORS** and radically new impedance-stabilizing phase correctors eliminate the poor criss-cross transmission-line characteristics of other antennas.

### OTHER FEED SYSTEMS



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is maintained throughout high and low bands. Left: 69 mc (mid-channel 4); right: 195 mc (mid-channel 10). Lobe patterns for each channel equal or surpass these.



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eliminate dipole-junction noise, can't loosen to cause vibration snow. Wind vibration merely serves to tighten wedge further into dipole.

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Best gain/overload capability in the industry—brings in distant stations without overloading from nearby signals.



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Seven non-amplified and four electronic PARALOGs for TV and FM, plus three special FM-stereo models, give you a line prepared to meet any reception condition at distances up to 200 miles.

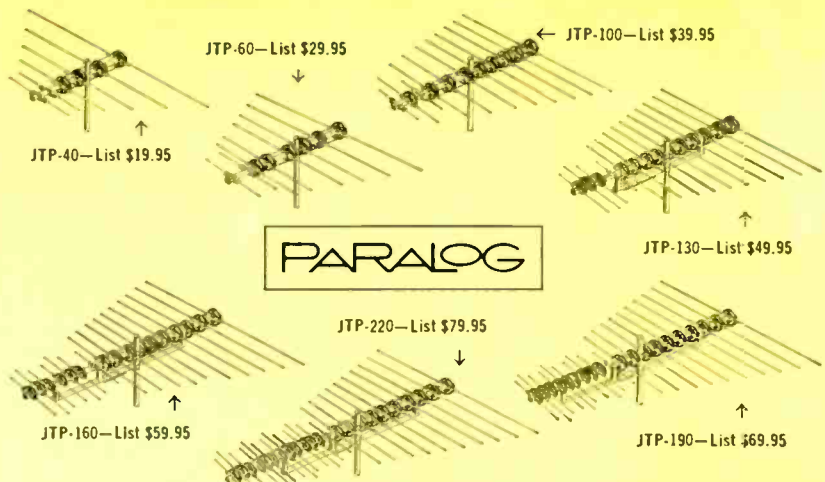
#### ELECTRONIC MODELS

JTP-130S—List \$94.95    JTP-190S—List \$114.95  
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#### FM STEREO MODELS

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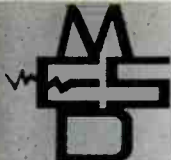
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MODERN

**electronic  
service dealer**

EDITORIALLY SPEAKING



DON MARTIN

## SERVICE LAWS DISCUSSED

During the last few weeks I have received numerous phone calls in regards to the new Television Laws.

On several of these occasions I have been asked for my opinion and frankly I can not see anything but good for all concerned.

First of all let's take the new registration law. Although it calls for the registration of every service dealer in the State it has the same effect as a license law. It means that every man who is doing business in the State of California in the repair of Television sets must be registered with the State. He must have a place of business and he must pay all the necessary taxes. If he does not register, and is reported, he is subject to a fine. If he presents false and misleading advertising or is proven to have committed fraud his registration can be revoked and his business closed. These are but a few of the more important points of the registration law and although we may or may not agree to the regulation of our industry through law we must take a look at who is being affected.

One of the biggest problems of the independent service dealer today is the unfair competition of the night crawlers, sun-downers, etc. These people usually have a full time job during the day and repair TV's at night. They may or may not pay sales tax. They may or may not have a resale license. They may or may not have a place of business other than their garage. They may or may not have the overhead of trucks, book-keepers, stationary, inventory, advertising, etc. They don't have to advertise the \$2 service call since their customers are use to it and consider any other charges as being cheated. Contrary to what many think, all of the bait advertising isn't restricted to local newspaper and phone books. It is done every day by mail, handbill, or word of mouth. We all know that you can not make a service call for \$2, \$3, \$4 or even \$5 and stay in business very long.

All of this is old hat but through the registration law many of these night crawlers are going to have to make a decision to either get in or get out of the TV service industry. If they get into it we will welcome them with open arms since we know their prices must go up and we can all compete on an equal basis. All surveys and statistics show that the very minimum a dealer can charge for a house call is the \$5.50 to \$7.50 range. If everyone was charging these kind of rates there is no doubt in my mind that we would have a healthier and respected industry. The cut rate call . . . with the usual high parts charge . . . has smeared the Television Service Industry long enough and it is now up to the Dealers themselves to use this new law to their best advantage. Make sure it works by reporting any non-registered operator in your area.

Along this same line, as soon as the complete list of registered dealers is made available, Modern Electronic Service Dealer will obtain the list from the State and will check any name submitted by dealers. By return mail we will let you know whether or not the person or firm is listed and you can then take any further action that is necessary.

### LIEN LAW

The new Lien Law is a real rough one for all dealers to work with and the result may be very good for the Industry. First of all, the new law requires that you give a written estimate before you take a set from a house. If, later, you find that the cost will actually run more you must receive

a written o.k. from the customer before proceeding. In the event you do not receive this o.k. your right to a lien on the Television for the repair work charges from the original estimate to the final charge is void.

At first glance this may seem real rough but what it means to almost every dealer is that he will be providing high estimates and will probably end up making a better profit, in the long run, than at the present time. The only unfair portion of the new law is that it is limited to counties with a population exceeding 2 million. What this means is that it only affects Los Angeles county.

Of course, this law also lists a number of provisions such as a business address where the set is to be taken, signing of the estimate, etc. but, in my opinion, this even furthers the aim of the independent service dealer who has had to compete with the answering service type operator who was usually responsible for the majority of complaints to different agencies by consumers and who caused the current image of the Television Service Dealer.

There are many differences of opinion concerning these laws. As for the Registration requirements . . . it has a two year trial run. At the end of that time I look for a real healthy service industry in California. It took a lot of time to acquire these regulations and it is amazing that SB 1292 went through both houses without one single amendment. The California State Electronics Association deserves a great deal of credit for their concentrated effort to bring about the tools to make this a truly fine profession.

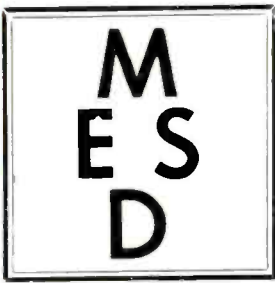
## QUALITY STABILIZATION LAW

Over the past few months there has been a lot of interest in the Quality Stabilization Bill now pending in Congress. Under this proposed law, manufacturers would be able to set a price at which retailers must sell brand-new goods. So far, this new law has been approved by the House Commerce Committee and is waiting further action. Last year, the quality stabilization bill got to the House floor but it was too late for action. This time, it will probably get a rule and a chance for voting. According to reports, it has a good chance in the House since Congressmen have been flooded with appeals from small businessmen throughout the country. However, in the Senate it might have a rougher road even though it has some strong support from Majority Whip Hubert Humphrey and California Senator Thomas Kuchel who is the Minority Leader.

So far this bill has only received one amendment and this one a so-called "States Rights" amendment. This amendment was incorporated to make it more palatable to those who argue that a federal fair-trade law would nullify state legislation and be unfair to states which have opposed fair-trade laws. On the surface this amendment doesn't seem to have much effect on the final outcome of the bill. Since this type of fair-trade would have a direct effect on the Television and Appliance Industry we would like to suggest that every dealer should take a long look at this legislation and then write their local representatives in Washington.

We would like to mention that Zenith has been actively pushing for this bill since its inception. At all dealer and distributor meetings the bill has been discussed and recommended for support for over two years.





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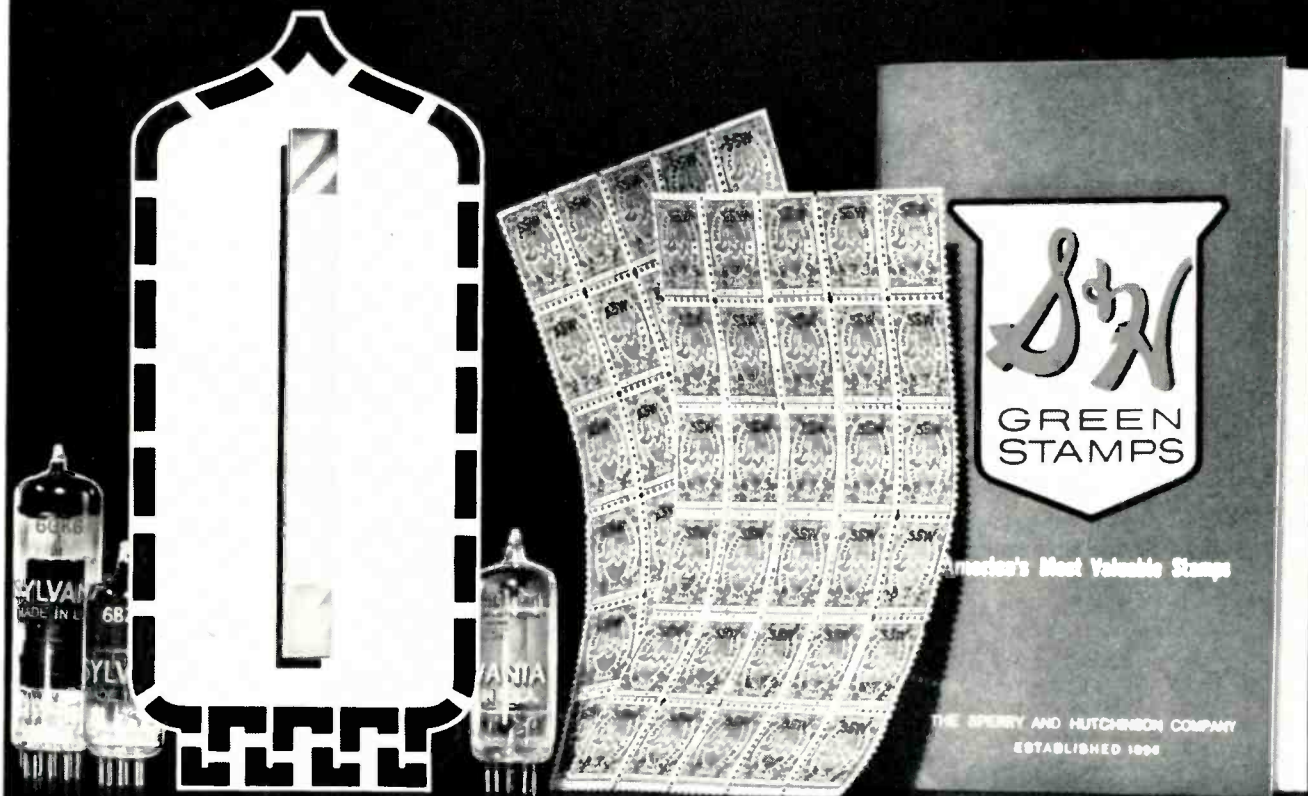
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Only Sylvania receiving tubes  
give you these 2 big bonuses:



**LIFE-BOOST\* CATHODE**  
...a big bonus in tube quality

**S&H GREEN STAMPS**  
...with the Service 'n Save Plan

This exclusive Sylvania advance is putting new life into tubes — and sales. It offers benefits you can really sell: virtual elimination of performance slump, a major cause of profit-stealing callbacks...significantly better tube life and uniformity. 90 types have LIFE-BOOST cathodes, with more coming...and it's being heavily promoted in national magazines and by mail.

S&H Green Stamps, exclusive with participating Sylvania Distributors, go free to dealers with the purchase of Sylvania receiving tubes. They add up fast, especially when combined with stamps from the grocer and other merchants who give S&H Green Stamps. Choose gifts from a 144-page S&H Catalog full of everything from home furnishings to furs.



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\* dates

\* dealer news

\* programs

## “Jimmie” Wakefield Details New Legislation to ACTRA

James F. Wakefield, appointed July 28th at the special CSEA board meeting in Fresno as full time Executive Secretary of CSEA, addressed the August 6th general meeting of ACTRA at the Driftwood, in Alameda. His subject was the new “registration” legislation, and we’ll have to give Jimmie a hand for his swift accumulation of knowledge re the bill and for his presentation of that knowledge in so clear and interest holding a manner.

Fifty-two men were present. And yes, one woman, Katie Hall, gracious wife of Lewis Hall, of Louie’s TV & Radio of Oakland, who is ACTRA’s stand-by delegate with full power to act as such in event of failure of others to attend. Naturally, Louie was present himself.

Executive Secretary Wakefield went into full detail re the new law, told of the benefits it holds for the competent and ethical service dealers, and answered a barrage of questions as to its various details.

He has sent out a bulletin to all chapters and even as yet unaffiliated associations, calling upon them to set up dates for him to appear before them . . . as time goes fast, and he must coordinate his activity in this regard. ACTRA, having heard him, agrees with him entirely that such meetings are a MUST. So send in to him your meeting dates at once . . . or call special dates. BUT clear with him at once . . . CSEA, 3333 Watt Avenue, Sacramento 21, Calif.

## “Diablo-Valley” New Chapter in Zone B

Wesley Keys, CSEA director from Diablo Valley, Contra Costa County, reports that his “Diablo Valley” Association has now become a full fledged CSEA Chapter.

It is also reported that promising efforts are being made in San Francisco and San Mateo Counties toward development of Chapters in those areas. Sign-ups among their local associations are now in process.

## ALLAN D. CRAWFORD, of ACTRA CHAPTER, NEW CSEA DIRECTOR

Allan D. Crawford, Actra Chapter president, has been elected by Zone B delegates as full term CSEA director to fill the vacancy created by the passing of Claire Lanam. His election again fills the quota of our Zone’s allotted three directors on the CSEA board. Zone B Council of CSEA, as you may recall, includes the eleven counties in the greater Bay Area.

To refresh all memories the CSEA board is comprised of eleven directors, three each from Zone F (Los Angeles area) and Zone B, with one each from five other zones in the state.

Allan could not succeed to the CSEA presidency, of course, as that was naturally filled by Emmett Mefford, who was vice-president under Claire Lanam. Mefford, a dedicated and hard working enthusiast for CSEA, resides in Fontana and is with the Riverside Chapter.

Allan continues his ACTRA presi-

dency, but relinquishes his post as ACTRA delegate, so no member may serve as both CSEA director and delegate.

Crawford, owner of Crawford’s TV Service of El Cerrito, is secretary of his city’s Planning Commission; vice-president of El Cerrito Rotary; board president of the Berkeley Co-op Center Federal Credit Union; and member of the El Cerrito Committee of the Berkeley Consumer Co-operative.

## DONALD O. OTTEN ADDRESSES OVER 1,000 DEALERS IN TWO-DAY SO. CALIF. MEETINGS

Mr. Donald O. Otten, representing the Department of Professional Standards for the State of California, addressed over 1,000 service dealers in meetings held in Los Angeles and San Bernardino last month.

According to Mr. Otten, the new law that requires the registration of all Electronic Service Dealers, is a big step in the building of a true profession. He went on to say that, “this is only a part of a mass movement throughout the United States by many industries to place their industries on a professional par with the recognized professions.

“In becoming a part of the Department of Professional Standards you are joining a group of 33 other industries that include Doctors, Lawyers, Nurses, etc. Our Department takes them from the cradle to the grave in that we begin with the medical profession and end with the morticians.”

The meetings, co-sponsored by the California State Electronics Association and a group of dealer distributors, attracted a great deal of interest by the service industry. Mr. Otten first explained the new Lien law and pointed out that this will not be administered by his department. He stated that, “this new law is more in the line of a general law and will be enforced by local law enforcement agencies.” As for the Registration Law, he took this section by section and explained in detail the effect of each section. Of special note was that even though the new law requires the Governor to make his ap-

pointments to the commission within a certain length of time there has been a delay and these appointments will not be until later in the year.

Although the law goes into effect on September 22nd all service dealers have until January 1, 1964, to become registered. Forms for registration will be made available by the middle of October.

Another important point that was brought out during the meeting was that even though the law was created by the legislature the regulations that enforce this law will be passed by the new commission and the Director of this section of the Department. As these new regulations are passed, MODERN ELECTRONIC SERVICE DEALER will publish them for your information.

At this meeting Mr. Otten asked that all questions be written on a card and submitted to the Department. All of these will be answered by mail and a list of these questions will be compiled and also will be answered in a future issue of MESD.

Mr. Otten also stated that, “this law is not the cure all of the electronic industry. It will take a great deal of time and the cooperation of the entire industry to make this work. The law is on a two year trial basis . . . it is up to the dealer himself to make it work.”





Mr. Ray Harter, center, was recently honored by the "Harbor Dealers" for 18 years of service. Mr. Harter just retired from Dean's Electronics in Long Beach. Those attending and pictured here are (left to right) Paul Zerkel, Max and Ruth Vacak, Lois Holloway, Jean Harter and Ray, Otis and Evelyn Williams, Phyllis and Harry Werner and Nelda and Ben Grubb. We want to thank Glenn Holloway, who was taking this picture, for his help in providing this material.

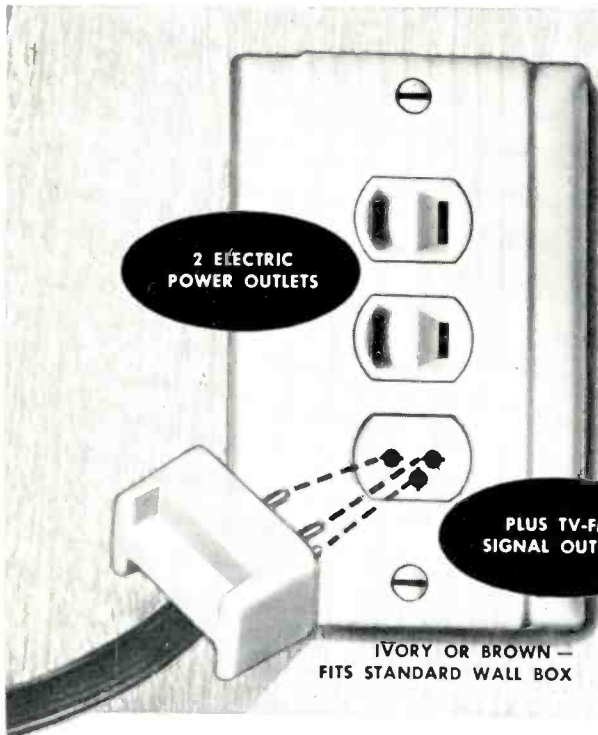
## HARBOR AREA DEALERS HONOR RAY HARTER

Mr. Ray Harter, dealer salesman for Dean's Electronics in Long Beach since 1946 was recently honored by San Pedro and Lomita dealers, at the Port of Call Restaurant, upon his retirement.

The testimonial dinner was highlighted by the presentation of a trophy to Mr. Harter that stated, "in appreciation of 18 years of service, Harbor area, TV Dealers."

The affair was attended by Nelda and Ben Grubb of Ben's Radio & Television; Glenn and Lois Holloway of Glenn Radio & Television; Harry and Phyllis Werner of Harry and Frank Television Sales and Service; Otis and Evelyn Williams and Max and Ruth Vacak of Williams Television Service and, of course, Jean and Ray Harter.

According to Ray, "we hope to take a trip to the orient in September and will probably make this one of the most active retirements in history."

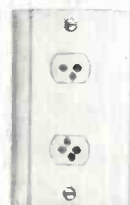


# NEW! Winegard TV-FM Signal Outlets!

Look better, offer greater convenience and versatility—Easy to install!



SINGLE TV-FM SIGNAL OUTLET



TV-FM SIGNAL OUTLET WITH ROTOR CONNECTION



Nylon plug has no-strip wire connection—loosen screws, insert twin-lead and tighten. Can't pull out. Prongs are spaced so it is impossible to plug into AC outlets by mistake.

Winegard now offers a complete line of TV-FM wall outlets with plug. They are available with 117V AC electric power connections *plus* a TV-FM signal connection in various combinations. Or they can be bought as single TV-FM outlets, with or without rotor con-

nection. All Winegard TV-FM outlets are "fast connect", require no wire stripping—are available for both 75 and 300 ohm hook-up. Provides isolation between sets preventing set interaction.

On your next home TV-FM system, try Winegard signal outlets.

*There's an extra bonus of quality and performance in every Winegard product.*



*At your distributor or write for spec. sheets and prices.*

# Winegard

ANTENNA SYSTEMS

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MODERN ELECTRONIC SERVICE DEALER



# **A COMPLETE TEXT**

*Of The New*

# **LAWS GOVERNING THE CALIFORNIA SERVICE INDUSTRY**

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## **IMPORTANCE OF NEW LAWS REGULATING SERVICE INDUSTRY**

IN THIS ISSUE OF MESD WE HAVE REPRINTED THE NEW REGISTRATION LAW AS WELL AS THE NEW LAW THAT REGULATES TELEVISION AND RADIO REPAIR LIENS. IT IS EXTREMELY IMPORTANT THAT EVERY SERVICE DEALER IN THE STATE BE FAMILIAR WITH THESE LAWS AND UNDERSTAND THEIR FULL MEANING. NEVER BEFORE IN THE STATE'S HISTORY HAS SUCH AN IMPORTANT MATTER EFFECTED SO MANY IN OUR INDUSTRY. ITS SUCCESS OR FAILURE IS DEPENDENT UPON THE ADMINISTRATION, COOPERATION OF THE INDUSTRY AND EXTENT OF ITS POLICE ACTION. IT IS ON A TWO YEAR TRIAL BASIS BUT WE HAVE EVERY ASSURANCE THAT IN 1965 IT WILL AGAIN PASS THE STATE LEGISLATURE.

IN MY OPINION, THIS IS THE TIME FOR EVERY DEALER IN THE STATE TO INVESTIGATE THE POSSIBILITY OF BECOMING A MEMBER OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION. THIS GROUP, OVER A PERIOD OF YEARS, HAS DONE A GREAT JOB FOR THE BENEFIT OF THE INDUSTRY. MANY OF THE PROBLEMS THAT EXISTED AS LATE AS LAST YEAR HAVE BEEN ELIMINATED. BAIT ADVERTISING, PRICE SELLING AND THE YELLOW PAGE CLIP ARTIST ARE ALL NEARING THEIR END. THE NEW LEGISLATION WILL BE ADMINISTERED BY A COMMISSION MADE UP OF TWO FROM OUR INDUSTRY AND THREE FROM THE CONSUMING PUBLIC. THROUGH CSEA YOU WILL HAVE A DIRECT COMMUNICATION TO THIS BODY AND WILL BE REPRESENTED IN ALL MATTERS THAT MAY COME BEFORE IT. IT IS IMPORTANT THAT YOU ARE PART OF THIS GROUP THAT HAS LED THE WAY TO A FINER MORE PROFESSIONAL INDUSTRY.

WE HAVE SEEN THE STABILIZATION OF PRICES AND WAGES IN OTHER INDUSTRIES SUCH AS PLUMBING, ELECTRICAL, ETC. ON AN INDUSTRY WIDE BASIS. THESE NEW LAWS MAY LEAD THE WAY TO A SIMILAR PROGRAM FOR TELEVISION AND RADIO REPAIR DEALERS. IT COULD MEAN A NEW BIRTH TO OUR INDUSTRY IN CALIFORNIA AND IT IS UP TO THE PEOPLE IN THE INDUSTRY ITSELF TO MAKE THE NECESSARY CHANGES AND MOVE AHEAD IN ITS EFFORTS TO ESTABLISH A TRULY RESPECTED PROFESSION.

*An act to add Chapter 20 (commencing with section 8900) to Division 3 of the Business and Professions Code, relating to the registration and regulation of electronic repair dealers, creating the Bureau of Electronic Repair Dealer Registration, prescribing its organization, power and duties and making appropriation therefor.*

*The people of the State of California do enact as follows:*

SECTION 1. Chapter 20 (commencing with Section 9800) is added to Division 3 of the Business and Professions Code, to read:

#### CHAPTER 20. ELECTRONIC REPAIR DEALERS

##### Article 1. General Provisions

9800. This chapter of the Business and Professions Code constitutes the chapter on electronic repair dealers. It may be cited as the Electronic Repair Dealer Registration Law.

9801. The following terms as used in this chapter have the meaning expressed in this section:

(a) "Person" includes firm, partnership, association or corporation.

(b) "Department" means the Department of Professional and Vocational Standards.

(c) "Director" means the Director of Professional and Vocational Standards.

(d) "Bureau" means the Bureau of Electronic Repair Dealer Registration.

(e) "Chief" means the Chief of the Bureau of Electronic Repair Dealer Registration.

(f) "Board" means the Advisory Board, Bureau of Electronic Repair Dealer Registration.

(g) "Service dealer" means a person who, for compensation, engages in the business of repairing, servicing, or maintaining television, radio, or phonograph equipment normally used or sold for use in the home.

(h) "Complaint" means the customer of a service dealer who has complained to the director concerning such service dealer.

9802. This chapter does not apply to:

(a) Any employee of a service dealer if the employee repairs, services or maintains television, radio, or photograph equipment for compensation only as such as an employee.

(b) The repair, service, or maintenance of equipment used in commercial, industrial, or governmental establishments.

9803. When the installation of any television, radio, or phonograph equipment involves a function which is subject to the provisions of Chapter 9 (commencing with Section 7000) of Division 3 of this code, such function shall be performed by a person who is licensed pursuant thereto.

9804. No person who is licensed pursuant to Chapter 9 (commencing with Section 7000) of Division 3 of this code shall be required to register under this chapter if such person's activities are within the scope of his license; nor shall such person be prohibited from repairing, servicing, or maintaining equipment of any type, the installation of which may be performed under his license.

9805. No person registered under this chapter shall be required to apply for a license pursuant to Chapter 9 (commencing with Section 7000) of Division 3 of this code if such person's activities consist only of repairing, servicing, or maintaining televisions, radio, and phonographic equipment normally used or sold for use in the home.

##### Article 2. Administration

9810. There is in the Department of Professional and Vocational Standards a Bureau of Electronic Repair Dealer Registration under the supervision and enforce the provisions of this chapter.

The Governor shall appoint, subject to confirmation by the Senate, a chief of the bureau at a salary to be fixed and determined by the director with the approval of the Director of Finance. The chief shall serve under the direction and supervision of the director and at the pleasure of the Gov.

Before a chief is appointed, the Governor shall give due consideration to any person or persons recommended by the name of the director by a deputy or assistant director or by the chief, subject to such conditions and limitations as the director may prescribe.

9811. The director, in accordance with the State Civil Service Act, may appoint and fix the compensation of such clerical, inspection, investigation, and auditing personnel as well as an assistant chief, as may be necessary to carry out the provisions of this chapter. All such personnel shall perform their respective duties under the supervision and the director of the chief.

9812. The director shall gather evidence of violations of this chapter and of any regulation established hereunder, by any service dealer, whether registered or not, and by any employee, partner, officer, or member of any service dealer. The director shall, on his own initiative, conduct spot check investigations of service dealers throughout the State on a continuous basis.

9813. The director shall have the powers granted to the head of a department by, and shall conform to the provisions of Article 2 (commencing with Section 11180) of Chapter 2 of Division 3 of Title 2 of the Government Code.

9814. The director may establish and enforce such regulations as may be reasonable for the conduct of service dealers and for the general enforcement of the various provisions of this chapter in the protection of the public. The director shall distribute to each registered service dealer copies of this chapter and of the regulations thereunder. Such regulations shall be adopted, amended, or repealed in accordance with the provisions of Chapter 4.5 (commencing with Section 11371) of Part 1 of Division 3 of Title 2 of the Government Code.

9815. The director shall keep a complete record of all registered service dealers and shall annually prepare a roster showing the names and addresses of all registered service dealers. A copy of the roster shall be made available to any person requesting it upon the payment of such sum as shall be established by the director as sufficient to cover the costs thereof.

9816. The director shall submit to the Governor, during the month of December prior to each general session of the Legislature, a full and accurate report of the activities of the bureau during the preceding two years, including a complete statement of the receipts and expenditures of the bureau during that period. A copy of such report shall be filed with the Secretary of State.

9817. There is in the bureau an advisory board which consists of five members appointed by the Governor subject to confirmation by the Senate.

9818. The first members of the board shall be appointed within 60 days from and after the effective date of this chapter.

9819. Each member of the board shall be appointed for a term of four years and shall hold office until the appointment and qualification of his successor or until six months shall have elapsed since the expiration of the term for which he was appointed, whichever first occurs.

The terms of the members of the board first appointed shall expire as follows: one member, January 15, 1965; two members, January 15, 1966; two members, January 15, 1967. The terms shall thereafter expire in the same relative order. Vacancies occurring shall be filled by appointment to the unexpired term.

9820. Three members of the advisory board shall be selected to represent the public and two members shall be selected from the radio, phonograph, and television repair industry.

9821. The board shall meet at least twice a year. Additional meetings may be held upon the call of the president or at written request of any two members of the board.



The board shall elect from its members each for a term of one year, a president and a vice president, and may appoint such committees as it deems necessary to carry out its duties.

9822. Each member of the board shall receive a per diem and expenses as provided in Section 103 of this code.

9823. The quorum required for any meeting of the board shall consist of three members, one of which shall be a representative of the radio, phonograph, and television repair industry. No action by the board or its members shall have any effect unless a quorum of the board is present.

9824. The chief shall serve ex officio as secretary of the board but shall not be a member of the board.

9825. The board shall:

(a) Inquire into the practices of the radio, phonograph, and television repair industry, the functions of the bureau and the matter of the policy thereof, and make such recommendations with respect thereto as after consideration, may be deemed important and necessary for the welfare of the consuming public.

how the bureau may best fulfill its functions.

(b) Confer and advise with the director and chief as to

(c) Consider and make appropriate recommendations on its own initiative as to changes in, or additions to or deletions of regulations which the director has adopted as, after consideration, may be deemed important and necessary.

(d) Consider and make appropriate recommendations in all matters submitted to it by the director or the chief.

(e) Assist the director and the chief in the collection of such necessary information and data as the director or the chief may deem necessary to the proper administration of this chapter.

#### Article 3. Registration Procedure

9830. Each service dealer shall pay the fee required by this chapter for each place of business operated by him in this State and shall register with the director upon forms prescribed by the director. The forms shall contain sufficient information to identify the service dealer, including name, address, retail seller's permit number, if a permit is required under the Sales and Use Tax Law (Part 1, commencing with Section 6001, of Division 2 of the Revenue and Taxation Code), and other identifying data to be prescribed by the director. If the business is to be carried on under a fictitious name, such fictitious name shall be stated. If the service dealer is a partnership, identifying data shall be stated for each partner. If the service dealer is a corporation, data shall be included for each of the officers and directors of the corporation as well as for the individual in charge of each place of the service dealer's business in the State of California, subject to such regulations as the director may make.

9831. Upon receipt of the form properly filled out and receipt of the required fee, the director shall validate the registration and send a proof of such validation to the service dealer. The director shall by regulation prescribe conditions upon which a person whose registration has previously been invalidated or has previously been refused validation, may have his registration validated.

9832. Every registration shall cease to be valid on June 30 of each year unless the service dealer has paid the renewal fee required by this chapter in accordance with regulations issued by the director.

9833. A registration shall cease to be valid when any of the information provided by the form specified in Section 9830 ceases to be current. The director shall make regulations prescribing the procedure for keeping such registration information current.

#### Article 4. Offences Against the Chapter

9840. On or after January 1, 1964, it shall be unlawful to act as service dealer without first having registered in accordance with the provisions of this chapter and unless such registration is currently valid.

9841. The director may refuse to validate, or may invalidate temporarily or permanently the registration of a service dealer for any of the following acts or omissions done by himself or any employee, partner, officer, or member of the service dealer and related to the conduct of his business:

(a) Making or authorizing any statement or advertisement which is untrue or misleading, and which is known, or which by the exercise of reasonable care should be known, to be untrue or misleading.

(b) Making any false promises of a character likely to influence, persuade, or induce a customer to authorize the repair, service, or maintenance of the equipment covered by this chapter.

(c) Acting for more than one customer in a transaction without the knowledge or consent of all parties thereto.

(d) Any other conduct which constitutes fraud or dishonest dealing.

(e) Conduct constituting gross negligence.

(f) Failure in any material respect to comply with the provisions of this chapter or regulations thereunder.

9842. All work done by a service dealer shall be recorded on an invoice in such detail as is required by regulations issued by the director and shall describe all service work done and all parts supplied. If any used parts are supplied, the invoice shall clearly state that fact. One copy shall be given to the customer and one copy shall be retained by the service dealer for a period of at least one year.

9843. The service dealer shall return replaced parts to the customer excepting such parts as may be exempted from this requirement by regulations of the director and excepting such parts as the service dealer needs to return to the manufacturer or distributor under a warranty arrangement.

9844. If a customer requests an estimate for labor and parts necessary for a specific job, the service dealer shall make such an estimate in writing and may not charge for work done or parts supplied in excess of the estimate without previous consent of the customer. The service dealer may charge a reasonable fee for making the estimate.

9845. A service dealer may not make the compensation of any employee, partner, officer, or member dependent upon the value of parts replaced in any equipment by, or with the consent of, such employee, partner, officer, or member.

9846. The use of "guarantee" and words of like import shall conform to the regulations adopted by the director.

9847. Each service dealer shall maintain such records as are required by the regulations adopted to carry out the provisions of this chapter. Such records shall be open for reasonable inspection by the director or other law enforcement officials.

9848. All proceedings to refuse to validate and temporarily or permanently to invalidate a registration shall be conducted pursuant to Chapter 5 (commencing with Section 11500) of Part 1 or Division 3 of Title 2 of the Government Code.

9849. The expiration of a valid registration shall not deprive the director of jurisdiction to proceed with any investigation or hearing on a cease and desist order against a service dealer or to render a decision invalidating a registration temporarily or permanently.

9850. Any person who fails to comply with the provisions of this chapter is guilty of a misdemeanor and punishable by a fine not exceeding one thousand dollars (\$1,000) or by imprisonment not exceeding six months, or by both such fine and imprisonment.

9851. The superior court in and for the county wherein any person carries on, or attempts to carry on, business as a service dealer in violation of the provisions of this chapter, or any regulation thereunder, shall, on application of the director, issue an injunction or other appropriate order restraining such conduct.

The proceedings under this section shall be governed by Chapter 3 (commencing with Section 525) of Title 7 of Part 2 of the Code of Civil Procedure, except that no undertaking shall be required and the director shall not be required to allege facts necessary to show or tending to show lack of an adequate remedy at law or irreparable injury.

9852. No person required to have a valid registration under the provisions of this chapter shall have the benefit of any lien for labor or materials unless he has such a valid registration.

#### Article 5. Informal Adjustment of Complaints

9860. The director shall establish procedures for accepting complaints from the public against any service dealer.

9861. If the complaint does not appear to state any violations of this chapter or of the regulations made pursuant to this chapter, the director shall so advise the complainant and take no further action.

9862. If such a complaint indicates a possible violation of this charter or of the regulations made pursuant to this chapter, the director shall advise the service dealer of the contents of the complaint and, after the service dealer has had reasonable opportunity to reply thereto, the director shall make a summary investigation of the facts.

9863. If, upon summary investigation, it appears to the director probable that a violation of this chapter, or the regulations thereunder, has occurred, the director, in his discretion, may suggest measures that in the director's judgment would compensate the complainant for the damages he has suffered as a result of the alleged violation. If the service dealer accepts the director's suggestions and performs accordingly, the director shall give such fact due consideration in any subsequent disciplinary proceeding. If the service dealer declines to abide by the suggestions of the director, disciplinary proceedings in accordance with the provisions of the director may investigate further and may institute disciplinary proceedings in accordance with the provisions of this chapter.

#### Article 6. Revenue

9870. All fees collected pursuant to this chapter shall be paid into the State Treasury to the credit of the Electronic Repair Dealer Registration Fund, which fund is hereby created.

9871. The director shall report to the State Controller at the beginning of each month, for the month preceding, the amount and source of all revenue received by the bureau pursuant to this chapter, and at that time shall pay the entire amount thereof into the State Treasury for credit to the Electronic Repair Dealer Registration Fund.

9872. The money in the Electronic Repair Dealer Registration Fund necessary for the administration of this chapter is hereby continuously appropriated for such purposes. Money in excess of a year and a half's operating cost shall be transferred to the General Fund from the Electronic Repair Dealer Registration Fund.

9873. The fees prescribed by this chapter shall be set by the director according to the following schedule:

(a) The service dealer registration fee is not less than twenty-five dollars (\$25) nor more than fifty dollars (\$50) for each place of business in this State.

(b) The annual renewal fee for a service dealer registration is not less than twenty-five dollars (\$25) nor more than fifty dollars (\$50) for each place of business in this State, if renewed prior to its expiration date.

(c) The renewal fee for a registration that is not renewed prior to its expiration date shall be double the renewal fee required for a registration renewal prior to its expiration date.

9874. All salaries, expenses, or costs incurred or sustained pursuant to this chapter shall be payable only out of the Electronic Service Dealer Registration Fund.

#### Article 7. Temporary Provisions

9880. The provisions of this chapter shall be effective until September 20, 1965, and thereafter shall have no force or effect.

### NEW LAW REGULATING RADIO AND TELEVISION REPAIR LIENS AND ESTIMATES CHAPTER.....

*An act to add Chapter 14 (commencing with Section 22250) to Division 8 of the Business and Professions Code, relating to television and radio repair.*

*The people of the State of California do enact as follows:*

SECTION 1. Chapter 14 (commencing with Section 22250) is added to Division 8 of the Business and Professions Code, to read:

#### CHAPTER 14. TELEVISION AND RADIO REPAIR

22250. Any person who for the purpose of repairing a television or radio set removes the set from the premises of the owner shall furnish the owner at the time of such removal with a receipt containing all the following information:

(a) The name and business address of the person or business firm which will repair or authorize the repair of the television or radio set.

(b) The name of the person who actually removes the set from the owner's premises if different from the person referred to in subdivision (a).

(c) Each and every address at which the television or radio set will be kept, repaired, or stored, if different from the address referred to in subdivision (a).

(d) A description including the make and model of the television or radio set removed from the premises.

(e) An estimate of the total charges, including parts and labor, to be levied for all services to be rendered.

(f) A statement of the total charges which will be levied if the television or radio set is returned without being repaired.

22251. In every instance in which charges in excess of fifteen dollars (\$15) are levied for the repair of a television or radio set the person receiving payment shall give the person making payment a receipt at the time of payment containing all the following information:

(a) The name and address of the person making or authorizing the repairs.

(b) A statement of the total charges.

(c) An itemization and description of all parts placed in the set indicating the charges levied for each part.

(d) A statement of the charges levied for labor.

(e) A description of all other charges.

22252. No liens or other rights to maintain possession of the television or radio set pending payment of charges for repair, including those arising from Chapter \* (commencing with Section 3046) of Title 14, Part 4, Division 3 of the Civil Code, shall exist where the total charges levied for the repair of a television or radio set exceeds the higher of (1) the amount estimated in writing pursuant to subdivision (e) of Section 22250, or (2) a written revision of such estimate signed and dated by the owner of the television or radio set.

22253. Any waiver by the set owner of the provisions of this chapter shall be deemed contrary to public policy and shall be void and unenforceable.

22254. Any person who willfully violates any provision of this chapter is guilty of a misdemeanor.

22255. This chapter is applicable only in a county with a population of 2,000,000 or more.

The Legislature finds that the protection afforded the public by this chapter is necessary only in those counties of the State with large populations where the public has little opportunity to obtain any personal knowledge of the repairmen with whom they must deal.





*How To Sell Your  
Services . . . By*

# DIRECT MAIL

It has come to be an established fact that often times advertising gets the proverbial "boot" due to being tagged an intangible. The advantage of advertising, good advertising, is no more intangible than the sign that hangs above your place of business or the building your dealership envelops.

If good direct mailing procedures are practiced it is possible to build sales, procure new customers and most important, help keep old ones sold.

If you are located in a large city the disadvantages of newspaper advertising are great and almost working against you and your dealership. It is unwise to waste money on the large circulation that live too far from your shop. Do consider a small community newspaper.

Direct mailing is something that should not be rushed into, it won't pay unless there is some validity in what you are advertising and it is essential that you are making a sensational offer or making use of something timely. Remember that direct mail is concerning itself with Exposure—exposing the fact that your shop offers more than any other in the community.

It is vital when choosing mail recipients to make sure everything is as logical, ideal, convenient and easy as pos-

sible for using your services. Consider: your location, size of community in which you are doing business, and number of competing dealers and their locations.

At first advertising is formulated as a hypothesis, or simple guess, though based on experience and matured judgment. It will soon become more and more polished if given a long enough period to develop. Trial runs must be made and results must be allowed to develop.

### *Building a List*

Without a doubt, the most important part of direct mail advertising is the building of your mailing list. When building this list, remember that your local telephone book is a valuable source of names. Today almost every household has one or more Television sets, several radios, at least one phonograph, etc. Select only those names in the territory you can economically cover with your service facilities. In large population centers you can rent reverse telephone books that will give you the addresses. This is the best way in which to work. If you are located in a large metropolitan area pick up a map and pick

your streets, say within a one mile radius, two mile radius, etc. In this way, you will be able to determine just how large of a mailing you wish to do and just how distant you wish to cover. Your local competition may have some effect upon the radius you choose.

Of course, there are other sources of mailing lists and they should also be keyed and incorporated into the overall list. Your present customer list is undoubtedly the best. If you sell products as well as service them, use the names of the people who have bought sets from you. If you don't sell sets, try to secure the lists of other retailers in town who do, but who do not maintain service departments.

Another method of doing a direct mailing program is through the well known "Occupant" type of program. This, once again, can be handled by yourself by simply obtaining house and apartment numbers and directing the mail accordingly. If you are considering this type of mailing it might be a real good idea to contact a local Mailing House in your area and ask their prices on doing the occupant mailing for you. Often times this is much easier and you have a more direct control of where

your mail is going. These mailing houses are in a position to occupant mail to the exact blocks you wish to cover. Many times they will be able to control a mailing in a direct radius around your shop such as the 1 mile, 2 mile, etc. we were talking about earlier in this article.

*Direct Mail Copy*

Direct mail advertising includes postal cards, mailing cards, over-sized cards, letters, folders, circulars catalogs . . . in fact it is any printed matter sent through the mails with the purpose of selling your services to your prospects. There are simple proved successful

formulas for writing good direct mail copy. First of all watch bad "conversation" habits. For example humorous phrases which sound fine when you are talking to a prospect because you give them flavor with the sound of your voice might well lose all meaning in print.

Try always to use the "you" approach—not the "we". Don't write about yourself unless you can interpret your message into an advantage for your customer. For example don't say "Our technicians average ten years experience and have serviced all makes all models, etc." Twist this to read "Your TV will receive the most expert attention from

service technicians who average ten years in servicing etc." Your customer or prospect isn't interested in reading about you except as you benefit him. Talk about him.

Many a good sales point has been lost in verbiage. Eliminate those extra, useless words. As for using long "five dollar" words, they probably won't be understood, and your prospect will not take the time to try and figure out what you *might* mean.

Write simply, in a friendly manner. Your sentences should average only about a dozen words. Try this rule—you will soon be writing simple, direct copy that is easy to read and understood.

But before you can write good direct mail advertising copy you must know what makes your prospect buy what you have to offer.

Your prospect wants to know . . .

1. How your service benefits him.
2. What makes your service better.
3. How it will save him money.
4. How much it costs.
5. How he can reach you fast when you're needed.

There are basic facts about you and your organization which will be the foundation of your direct mail advertising copy. List them now.

List all the reasons you can think of why your service is better than your competitors.

How long have you been in business? List the number of years and anything interesting in the history of it.

Are you, or any of your associates generally well-known in the community? Featuring a known personality, or building one, lends a human touch to your advertising.

List all facts about your special services—about speed of service—about technical know-how, guarantees, etc.

List seasonal features, special offers. If you feature a credit policy, list it.

*Planning What To Say*

Your opening words are probably the most important in your message. They must be thought-provoking. They will either persuade your prospect to read on, or he will lose interest and you will lose your message to his wastebasket.

Since personalization (filling in name, address and salutation) is costly, many users of direct mail feature headlines instead. These can be your opening words, for example:

Your opening words have earned your prospect's attention. Now get into your sales story, writing copy that is direct, say what it means, means what it says. Appeal to your reader's human reactions, of course. Stir his buying impulses with enthusiastic copy, but steer clear of extravagant or boastful claims.

**PICTURE  
TUBE  
SAVINGS!**



**COLOR**

**BONDED FACE &  
BLACK & WHITE**

- TOP QUALITY
- ALL SIZES
- ONE YEAR GUARANTEE

WHOLESALE ONLY—DIRECT FACTORY TO YOU

Distributors of:

Westinghouse Receiving Tubes—Rogers Transformers & Yokes—  
Test Equipment—Condensers—Resistors—Antennas—Everything  
for the TV Replacement Market.

**PICO PARTS**

STORES IN

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

**LYNWOOD**  
10906 Atlantic  
NE 9-6248

**EAST LOS ANGELES**  
5916 Whittier Blvd.  
PA 1-2907



Your closing copy must move the reader to action! Either he will immediately place your mailing piece where it can be quickly found in case of trouble, or he'll pick up the telephone and call for service. Feature your telephone number, make it easy to call.

Here are other tricks that will spark up your printed copy.

Type talks! On printed matter you have a wide choice of type faces to emphasize important points. Use a succession of brief, snappy phrases. Feature important benefits, or sales points, by position of the sentence or paragraph. Indent, center, or use a postscript. Your words will stand out and get extra attention. Underline important words, but don't overdo emphasis. Use too much of it and the same thing will happen to you that happened to the boy who cried "wolf" too often. After a while no one paid any attention to him.

Repetition is another help. It is one of the most successful forms of advertising. You don't have to sound like a parrot—don't repeat the same words all through your copy—but do repeat the carefully thought-out *theme*. It has been said that one picture is worth ten thousand words. Pictures, if they tie in with copy, add interest, get attention.

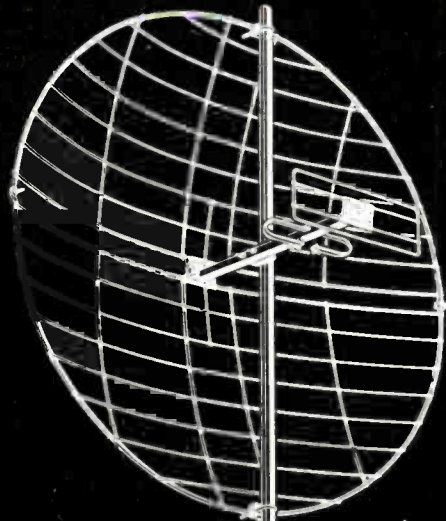
Develop a mailing personality. No one likes dull people, yet many letters and mailing pieces give that impression. Colloquialisms properly used will flavor your copy and often supply the right touch of friendliness and appeal.

A good vocabulary helps. But that doesn't mean long words. They don't impress, rather they make your sales message confusing, stiff and stuffy! There are many good books on copy, design, production, etc. Here we have just highlighted some do's and don'ts which add up to organizing and planning your copy and sales approach; keeping your copy friendly and making it easy to read and understand; and setting up the physical layout so your "benefits" stand out to move your prospect to action.

#### Distributor & Manufacturer Aids

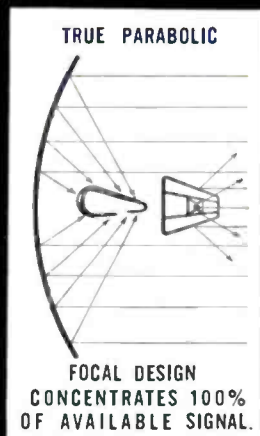
These are but a few of the basic rules that will help you plan a direct mail program. It is our hope that through this means we will be able to generate some interest on your part to do something to promote your business on a regular basis. At the present time, your local distributor has material available to you that will make this program work. Almost every major manufacturer has literature and ideas for helping you to promote your business. Why not take advantage of this opportunity by asking them for free copies? It might be the answer to your future.

# Most POWERFUL UHF FRINGE ANTENNA EVER!



Clear Beam's  
**PARABOLIC**  
Model P-100

## New, from Clear Beam UHF Research



Focusing screen  
selects directional signal  
... Rejects ghosts.

Unique parabolic "big screen" design, single dipole feature, and all metallic construction provide maximum performance even in the toughest fringe and translator UHF areas. Prevents signal loss caused by weather deterioration and phasing harness mismatch. Preassembled screen and dipole for fast, strong installation! Up to 18 db gain. Proven the most powerful UHF antenna ever designed!

Ask your distributor or write today  
for technical bulletin

## FOR THE BEST • UHF RESEARCH UHF DESIGN • UHF PERFORMANCE • CLEAR BEAM

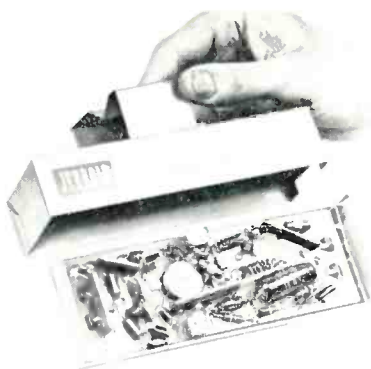
Through continuing research and nationwide evaluation of problems in UHF areas, Clear Beam brings you the widest selection of proven UHF designs. Clear Beam's UHF antennas have been field tested in every type of UHF reception area to assure you maximum performance, maximum profits!



... one step ahead!

**CLEAR BEAM ANTENNA CORPORATION**

21341 Roscoe Boulevard • Canoga Park, California



**THE MODEL SPM-102 . . .**

Super-Powermate is completely transistorized—yet handles up to 700,000 microvolts output. This new unit combines the high-gain and low-noise characteristics of the widely used Powermate, plus increased overload capacity—40 dbj.

The Super-Powermate is a new product from the Distributor Sales Division of Jerrold Electronics Corporation.

Super-Powermate lets you pick up the fringe signals, even though the powerful local TV and FM stations are "looking down your throat"!

Gain-overload specifications range from 15.5 db with a maximum output of 700,000 microvolts at channel 2, to 11.1 db with a maximum output of 390,000 microvolts at channel 7, 11.3 db with 200,000 microvolts maximum output at channel 13.

Super-Powermate has tight frequency response to compliment these high gain-overload characteristics. A deviation of 0.6 db over the entire low band, and only 0.2 on the high band. Frequency response characteristics for color reception are flatter than any broadband antenna made to date. Each Super-Powermate is individually aligned and tested.



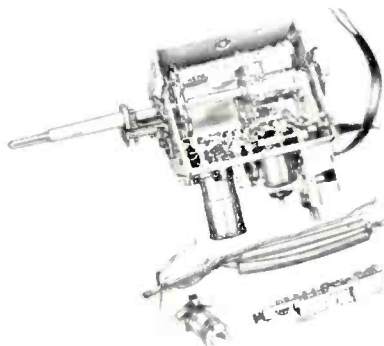
**JENSEN MANUFACTURING COMPANY . . .**

Chicago, has introduced a 5-Speaker, 4-Way line sound system that combines a new bookshelf size of 16 inches high, and a 25½ inch width with a shallow depth of only 8½ inches. The new TF-4 high fidelity loudspeaker system provides

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

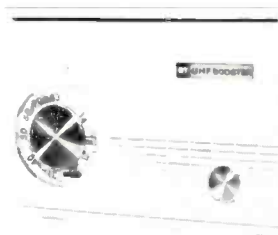
the superb sound quality of expertly engineered Jensen components with fresh new cabinet styling that compliments any home decor.

Two Jensen decorator styled cabinets are available, the genuine walnut veneer in an oil finish, or an unfinished gum hardwood for custom painting or building-in. A new custom woven, two-tone grille fabric in an exclusive Jensen pattern, adds harmony to the cabinet styling.



**ZENITH VHF TV TUNER . . .**

named the Super Gold Video Guard, is the industry's first such device with provision for incorporating UHF channel strips and a continuously variable all-channel UHF tuner simultaneously, with or without remote TV tuning. By placing a crystal diode, RF choke and bypass circuitry in an input antenna assembly placed around the shaft of the tuner (see above) individual UHF channel strips occupy one space instead of two and permit the tuner to accommodate any mixture of 12 VHF or UHF channel strips. UHF antenna adapter and slim UHF strip are shown in the foreground.



**THE NATION'S FIRST . . .**

all-channel booster—strong enough to bring UHF broadcasting to scores of new communities—has been unveiled at the Electronic Parts Distributors Show, Chicago, by Blonder-Tongue Labs, Inc.

Called the U-Boost, this new product is said to establish Blonder-Tongue as the only electronics manufacturer with a complete line of UHF equipment and provide the distributor with a total approach to the profit potential in this fast-developing field of broadcasting and

reception. List price: \$39.95.

Richard Helhoski, Blonder-Tongue marketing director, noted that the new U-Boost increases what he termed the "UHF profit zone" through its ability to bring UHF signals to areas that were formerly out of range. "This will enable vast numbers of new viewers to tune in on the new channels that are going UHF," he said.



**THE NEW REMBRANDT . . .**

FM 1000 Indoor FM Antenna was introduced to distributors for the first time at the Parts Show.

This revolutionary antenna was engineered and perfected exclusively for FM—Multiplex—Stereo and Hi-Fidelity, nents, special noise filtering circuit, and 12 position direction finding switch assures virtually drift and distortion free reception.

Exhaustive test have proven that the new Rembrandt FM 1000 brings in more stations clearer and sharper. In metropolitan areas, the new antenna performed as well as an Outdoor antenna in 9 out of 10 locations. It is also up to 10 times more effective than built-in antennas.

The new Rembrandt FM Antenna is beautifully styled and attractively boxed in individual display cartons and will be available in mahogany, walnut, and ivory. The unit is fair traded at \$6.95 retail.

**THE "COLOR MASTER" . . .**

antenna was introduced by the Gallo Electronics Corporation, New Rochelle, N.Y., at the recent Electronics Parts Distributors Show in Chicago. The unit may be used as a color television antenna, an FM monaural and stereo antenna, and a master distribution television and FM amplifier system. It is scheduled for delivery in the fall.



### A NEW DEVICE . . .

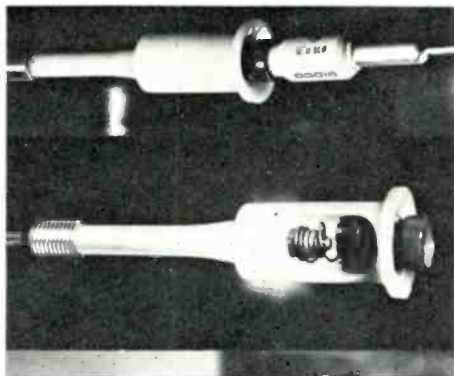
for quickly determining phase sequence of polyphase circuits has been announced by Amprobe Instrument Corporation, Lynbrook, New York, manufacturer of Snap-Around Volt-Ammeters and Miniature Strip-Chart Recorders.

The Phase Sequence Adaptor, Model PSA-1, permits electricians to locate and phase rotation in wye and delta circuits up to 550 V AC (25 to 60) cycles, when used with an Amprobe snap-around volt-ammeter or any multimeter having the appropriate AC voltage. Compact and rugged, the handy PSA-1 is indispensable to contractors, maintenance and meter-men because it eliminates guesswork in connecting motors, relays, meters and power busses, according to the manufacturer.

### UNIQUE PATENTED . . .

features plus automated production techniques permit Clear Beam Antenna Corp., Canoga Park, Calif. to produce the ever popular Slimline indoor antenna at a consistently higher quality and lower price.

Research and engineering provide style-appeal and mass-production adaptability. The Slimline antenna offers attractive low silhouette base constructed of unbreakable virgin acetate, exclusive Polyneolan ratchet mechanism that holds antenna staffs firmly in any set position without flopping, and a completely pre-assembled lead wire that is riveted securely for positive electrical contact.



### ELECTRONICS IDEAS, INC. . .

manufacturer of the Sidco Kiss'N Cool Pencil Type Soldering Iron (patented), announces what is believed to be the world's only soldering iron with a "built-in" light indicator.

According to the manufacturer, a tiny lamp, built into the handle, gauges tip temperature and wattage. The lamp burns brightly on 50 watts and dimly on 40 Watts. An added safety advantage is being able to tell when the iron is hot (when the lamp is lit) thus preventing serious burns to workers and possible fire damage to property. The new Soldering Iron, called the Sidco "Sentry" (Model KC 1200B), is made of special heat stabilized nylon.

## 'HOW TO CONVERGE COLOR IN 15 MINUTES' SUBJECT OF RADIO TELS DEALER SEMINAR

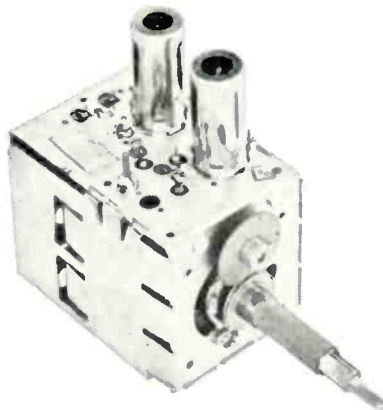
Radio Television Supply Company in Los Angeles will sponsor a Color TV Clinic for all service dealers and technicians three week of October 14th.

The meeting will be conducted by Mr. Al Nanni, Factory expert from the Jackson Electrical Instrument Co. Mr. Nanni has had many years of "down to earth" Television Servicing experience and his topic will be "How

to converge color in 15 minutes." According to the announcement, all interested persons will be able to learn this time-saving procedure and others in the servicing of color Television and are urged to attend.

The place of the meeting will be announced as soon as final arrangements are made.

Tarzian offers  
**FAST, DEPENDABLE  
TUNER REPAIR  
SERVICE (ALL MAKES)**



It just makes sense that a manufacturer of tuners should be better-qualified, better-equipped to offer the most dependable tuner repair and overhaul service.

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Tarzian-made tuners received one day will be repaired and shipped out the next. Allow a little more time for service on other than Tarzian-made tuners.

Tarzian offers a 12-month guarantee against defective workmanship and parts failure due to normal usage. And, compare our cost of \$9.50 and \$15 for UV combinations. There is absolutely no additional, hidden charge, for ANY parts except tubes. You pay shipping costs. Replacements on tuners beyond practical repair are available at low cost.

Ⓢ Tarzian-made tuners are identified by this stamping. When inquiring about service on other tuners, always give TV make, chassis and Model number. All tuners repaired on approved, open accounts. Check with your local distributor for Sarkes Tarzian replacement tuners, replacement parts, or repair service.



**SARKES TARZIAN, INC.**

Bloomington, Indiana

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(except tubes)  
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## TO ALL CSEA MEMBERS

Through a mistake in our recent subscription mailing all CSEA members also received an application for a subscription. Of course, all CSEA members receive MESD as part of their membership fees and this is paid by the Association. If you are a member and did mail in a subscription please let me know and a refund will be made.

We would like to say that the response to this offer has been overwhelming and we want to thank everyone who has subscribed and state that their free copy of the new laws will be in the mail shortly.



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### FOR SALE

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90 Day Warranty

Tuners will have all worn, broken or defective parts including shafts, wafers, sockets, etc. replaced and aligned to factory specifications on crystal controlled equipment.

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Combo UHF-VHF . . . . .	\$15.00
includes true combos only, not 2 unit jobs.	
Two unit types . . . . .	\$22.50

Includes separate U & V sections bolted to common bracket with string drive, etc.—Includes all Motorola, GE, RCA types.  
An additional charge at net will be made for any missing parts, tubes or gross mutilation.

SAVE return Postage and C.O.D. Charge by enclosing remittance with tuner.—Shipped via U.P.S. where possible.  
Always include all tubes, shields, broken parts, and identify Tuner by set make, model and chassis number. ALSO, state what is wrong with Tuner.

### FRESNO TUNER SUPPLY

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TV TUNERS • \$9.50  
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Including all parts except tubes.  
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BY PHONE: in Los Angeles call AXminster 2-0287. (This is the number of the Classified Dept. only) ask for GRAYCE KENNEDY.  
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BY MAIL: Send your ad to MODERN ELECTRONIC SERVICE Classified Dept., 4041 Marlton Ave., Los Angeles 8, Calif.

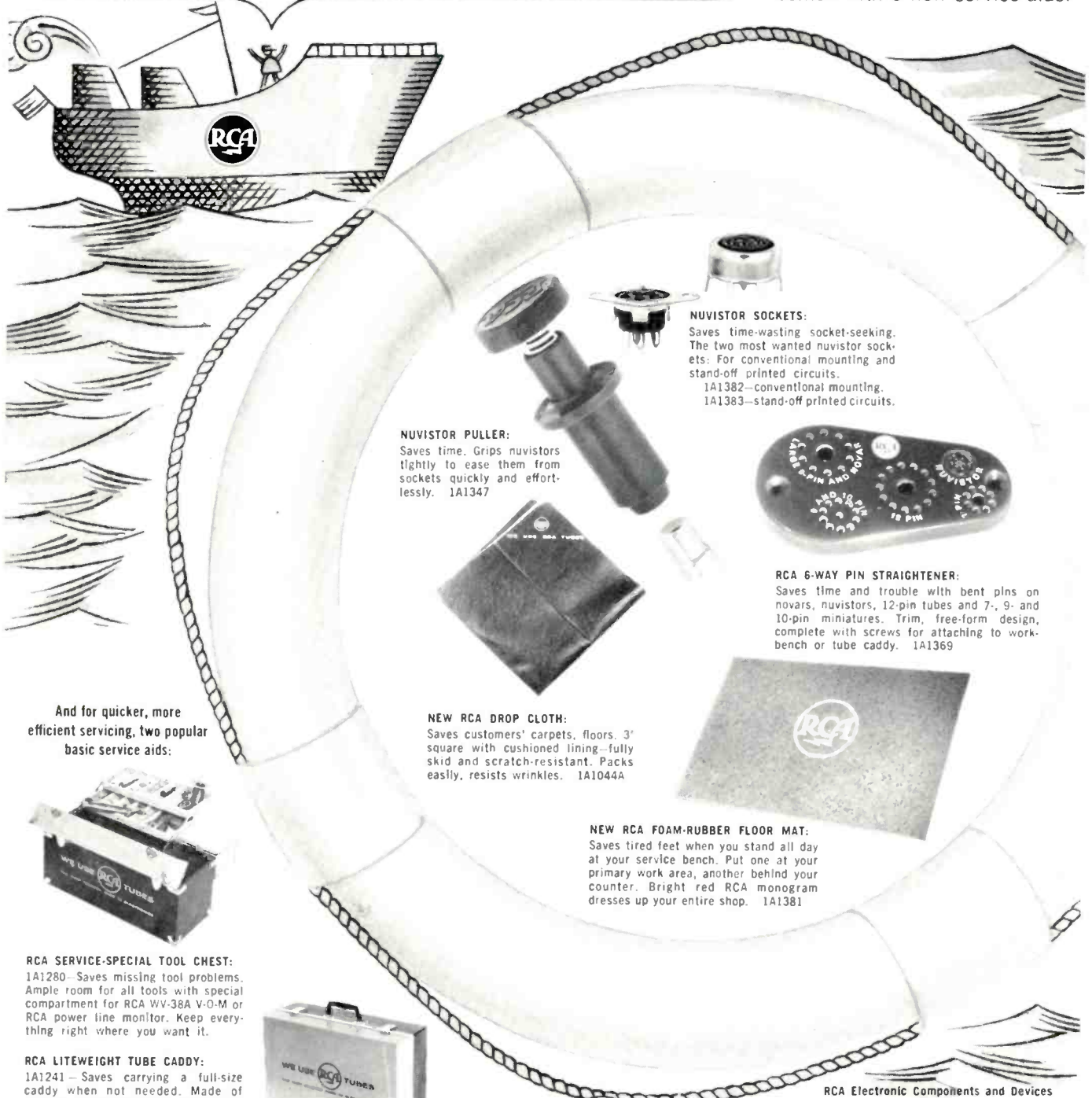
#### RATES

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.  
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\*\*POSITION WANTED\*\*: Less 15%, payable in advance.



# Service Technicians ahoy! RCA to the rescue!

In electronic servicing, it's the little things that count... the minor problems that add up to a major loss of time. Now RCA answers the S-O-S of busy servicemen with 5 new service aids:



And for quicker, more efficient servicing, two popular basic service aids:



**RCA SERVICE-SPECIAL TOOL CHEST:**  
1A1280 - Saves missing tool problems. Ample room for all tools with special compartment for RCA WV-38A V-O-M or RCA power line monitor. Keep everything right where you want it.

**RCA LITEWEIGHT TUBE CADDY:**  
1A1241 - Saves carrying a full-size caddy when not needed. Made of sturdy, stain-resistant lightweight molded plastic. And it can hold up to 210 receiving tubes at one time.



**NUVISTOR PULLER:**

Saves time. Grips nuvistors tightly to ease them from sockets quickly and effortlessly. 1A1347



**NUVISTOR SOCKETS:**

Saves time-wasting socket-seeking. The two most wanted nuvistor sockets: For conventional mounting and stand-off printed circuits.  
1A1382 - conventional mounting.  
1A1383 - stand-off printed circuits.



**RCA 6-WAY PIN STRAIGHTENER:**

Saves time and trouble with bent pins on novars, nuvistors, 12-pin tubes and 7-, 9- and 10-pin miniatures. Trim, free-form design, complete with screws for attaching to work-bench or tube caddy. 1A1369

**NEW RCA DROP CLOTH:**

Saves customers' carpets, floors. 3' square with cushioned lining - fully skid and scratch-resistant. Packs easily, resists wrinkles. 1A1044A



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Saves tired feet when you stand all day at your service bench. Put one at your primary work area, another behind your counter. Bright red RCA monogram dresses up your entire shop. 1A1381

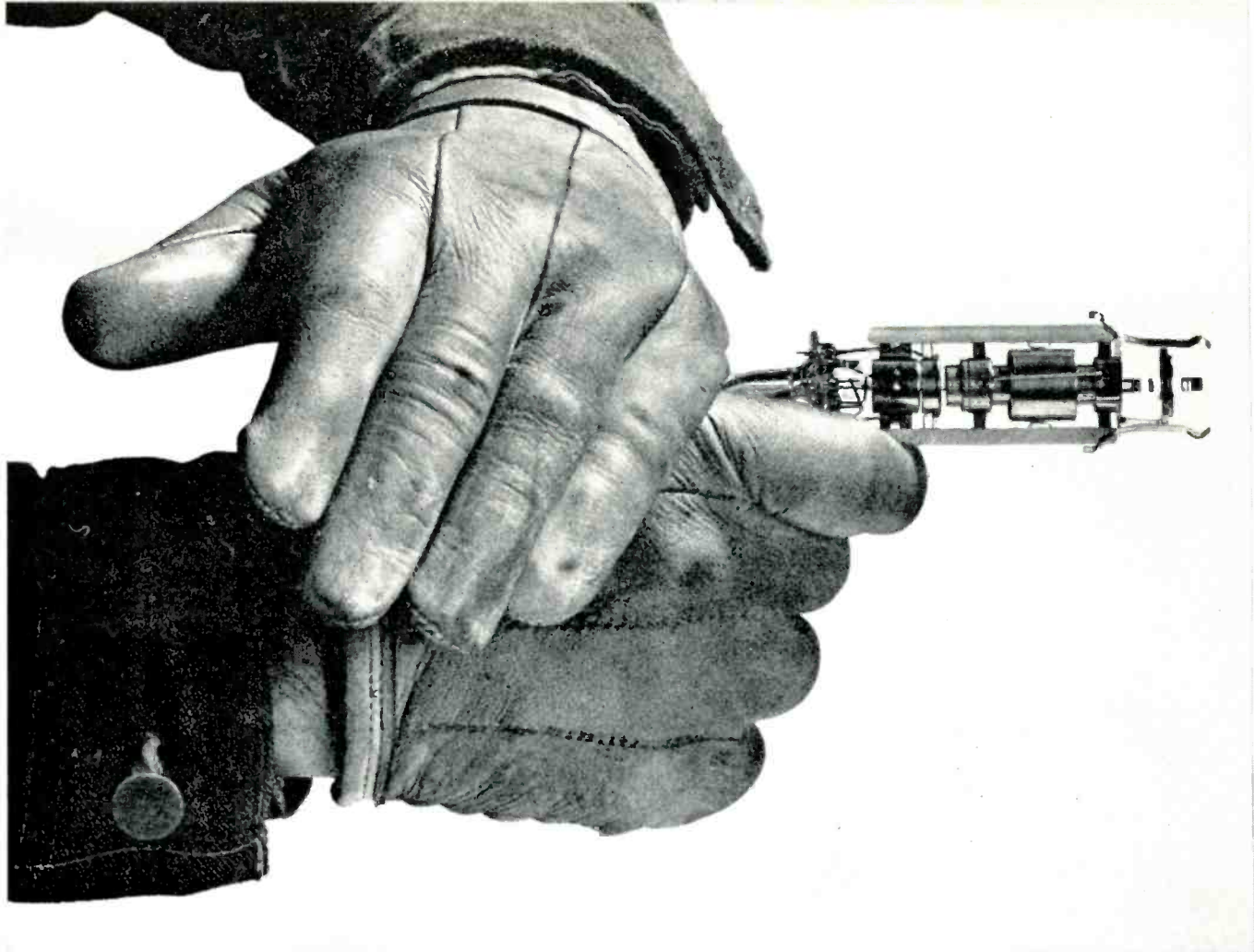


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## This straight shooter never gets trapped

G-E "SG" straight gun picture tubes\* do away with ion traps. No fuss, no call-backs. A G-E "SG's" rugged gun fires electrons with uncanny precision straight at the aluminized phosphor screen—assuring sharply resolved pictures up to 80% brighter. How's that for "Accent on Value"? These features save your time and give your customers thousands of hours of viewing pleasure.

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GET THIS "ACCENT ON VALUE" BONUS, TOO!



This 16" x 12" x 1/2" polyurethane foam bench pad neatly protects the picture tube from marks and scratches. The handy pad's yours with the purchase of a G-ESG-21FLP4 Service-Designed "straight shooter." Your

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