

MODERN

1963 "WSBP"
Award Winner

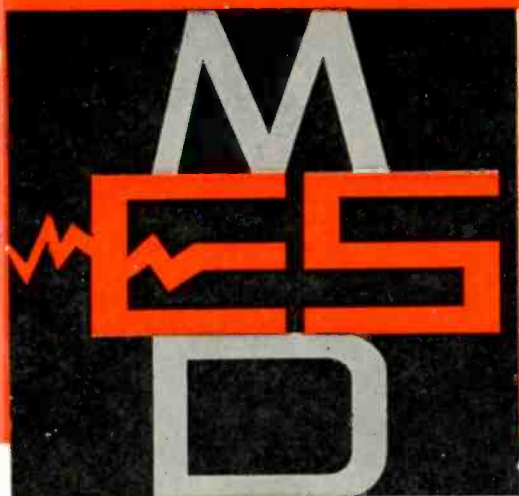


electronic service dealer

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

VOL. 4, NO. 1

MAY, 1964



Alignment . . . Profit Or Loss?

AN INTERVIEW WITH DAN WESTON

Now Is The Time To Sell More Antennas

CSEA CONVENTION-TENTATIVE PROGRAM

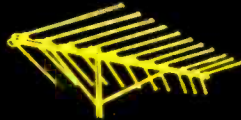
CRT'S, New or Used—An EDITORIAL

NEW FROM

JFD

The Dramatic Products and You Need for Full Profits in

Nineteen months ago JFD made history
Now meet the new TV antennas, converters, and

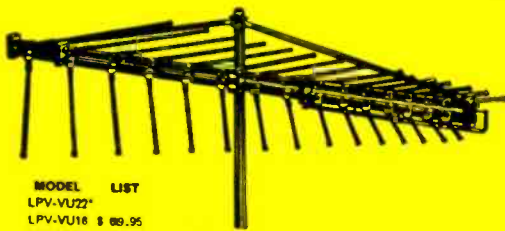


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LPV17	\$59.95
LPV14	49.95
LPV11	39.95
LPV8	29.95
LPV6	21.95
LPV4	14.95

NEW FROM THE NOTED JFD CHAMPAIGN, ILLINOIS LABORATORIES—
NEW LOG-PERIODIC LPV ANTENNAS FOR ANY AND ALL BANDS... EVERY RECEPTION NEED!



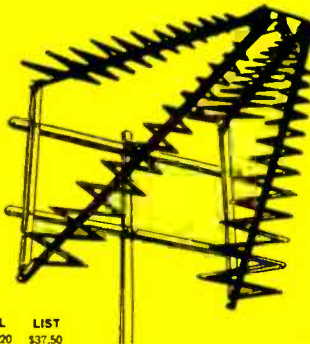
MODEL	LIST
LPV-VU22*	
LPV-VU16	\$ 80.95
LPV-VU15	59.95
LPV-VU12	49.95
LPV-VU9*	

Model LPV-U15 (suburban-fringe) shown

*In its enclosure

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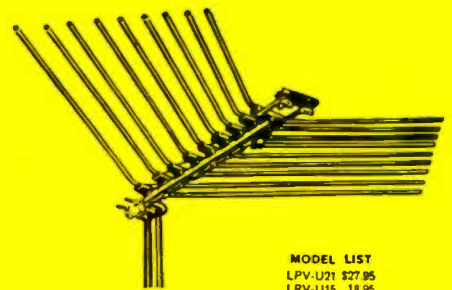


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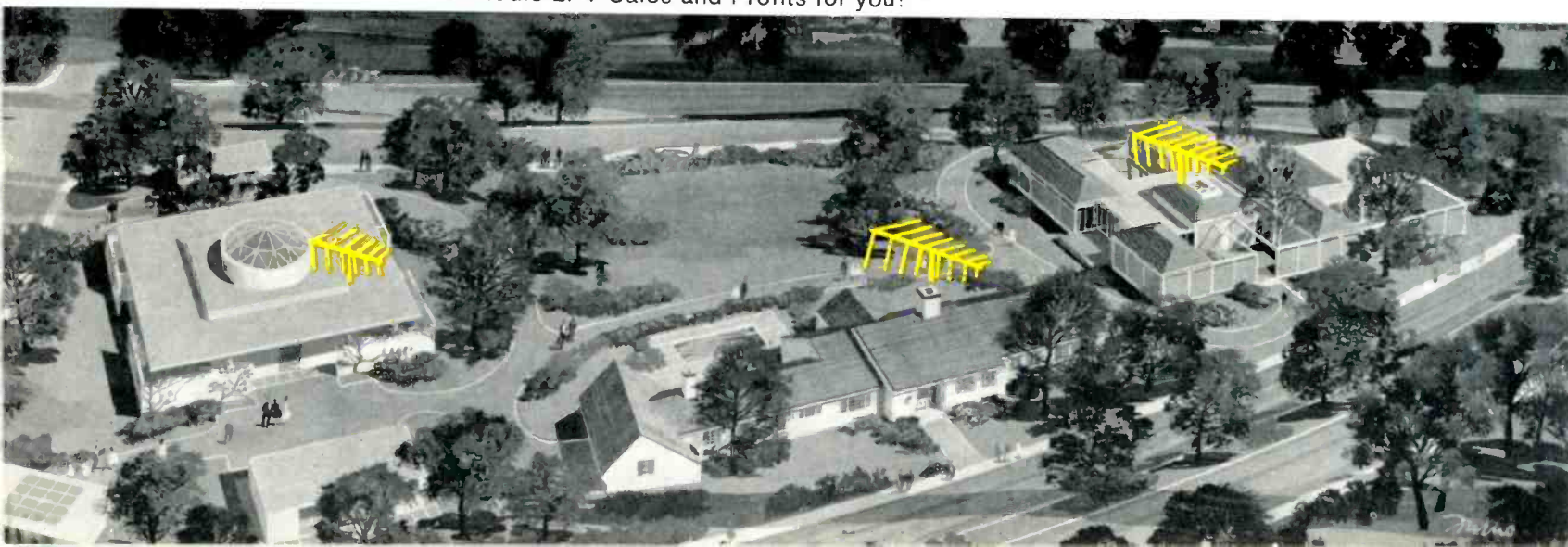
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BACKED BY EXCLUSIVE EXHIBITION AT THE NEW YORK WORLD'S FAIR HOUSE OF GOOD TASTE!

In 1964 and 1965, JFD puts the prestige and drawing power of the biggest attraction of all time behind every JFD Log-Periodic LPV TV/FM antenna you sell—the New York World's Fair!

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Promotions Today's VHF, UHF, FM Markets!

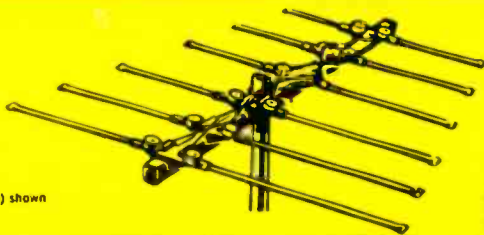
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amplifiers that will make new history for JFD dealers and distributors!



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Model LPL-FM6 (suburban) shown

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Model CR2-J (channels 14 to 83) shown

NEW! UHF CONVERTERS

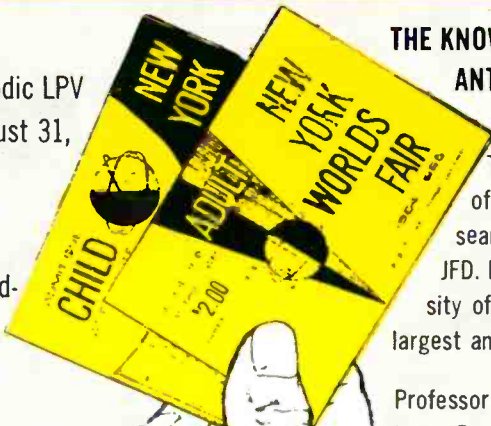
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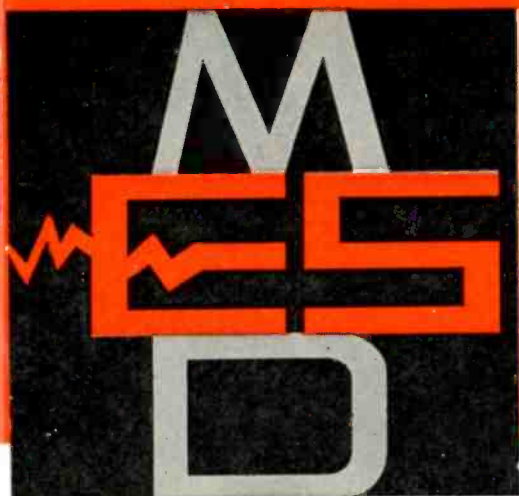
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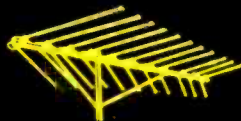
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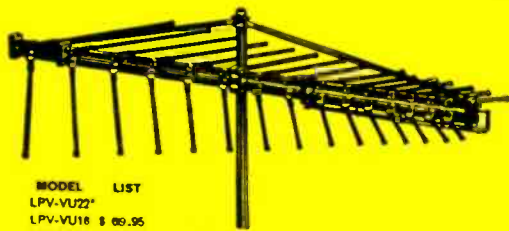


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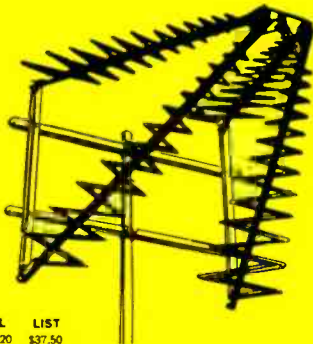
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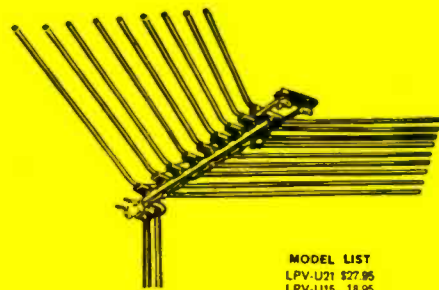


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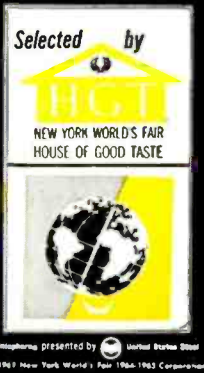
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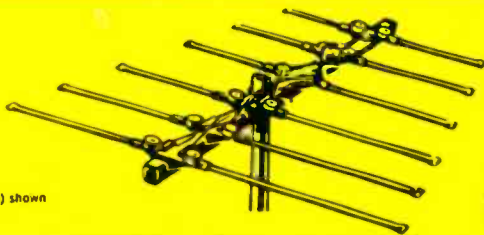
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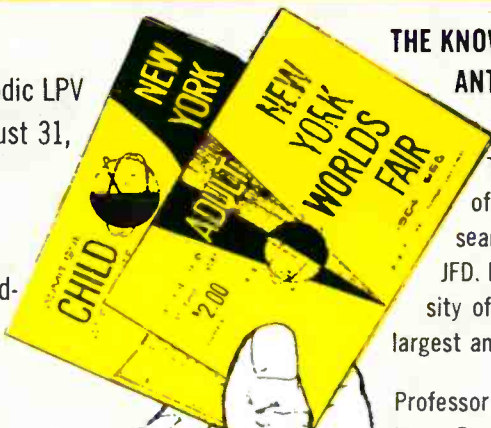
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YOU'D HAVE TO STOCK ALL THESE



IF IT WEREN'T FOR THESE

Yes, if you had to stock an original part for every transistor in some radio set, you'd have hundreds upon hundreds of numbers on your shelves. But, the Tung-Sol ET transistor line cuts your inventory to just twelve numbers. That's all you need to service all the popular transistor radios.

Each ET transistor replaces scores of older types. Altogether more than several hundred. The packages are marked to show the type of service for which each transistor was designed. Selection of the proper type is easier—more accurate and the job is done quicker.

Tung-Sol ET transistors are made to original equipment standards. They're the same high quality that have made Tung-Sol a leading supplier of tubes and semiconductors. Tung-Sol Electric Inc., Newark 4, N.J.

Low power PNP	Medium power PNP	High power PNP	Low power NPN
ET1 Mixer/oscillator/ converter	ET6 AF power amplifier	ET7 AF high power amplifier	ET8 Mixer/oscillator/ converter
ET2 IF amplifier			ET9 IF amplifier
ET3 AF amplifier 6v.			ET10 AF amplifier 9v.
ET4 AF amplifier 12v.			ET11 AF amplifier 12v.
ET5 AF amplifier 9v.			
ET12 RF-IF amplifier Mixer/converter			

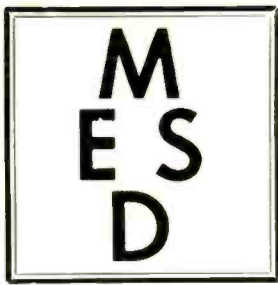


TELL YOUR SUPPLIER YOU'D RATHER HAVE

TUNG-SOL
ET TRANSISTORS



MODERN ELECTRONIC SERVICE DEALER



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Picture here is Stan Gilkerson who provided a great deal of help in preparing the article "Alignment . . . Profit Or Loss?" He is located at: TV Shop, 2536 E. Villa, Pasadena.

EDITORIALLY SPEAKING

 By **DON MARTIN**

Last month I paid a personal visit to Mr. Dan Weston, Chief of the Bureau of Electronic Repair Dealer Registration in order to obtain some answers as to just what was going on. Much of the interview is reported in the article "an interview with Dan Weston" appearing in another section of this issue.

One thing that is not mentioned in that article, and that needs some additional comment, is the picture tube. The Advisory Board and the Bureau have been debating this particular issue for several months and are anxious to get some type of regulation completed in order to hold public hearings on the invoice required information as it must be presented to the customer.

As you know, the law requires that you must provide an invoice form to the customer, after the set has been repaired, and that all used parts must be returned to the customer. Of course, the Bureau has already ruled that you do not have to return the used picture tube but the law goes on to say that you must state what parts are new and what parts are used. In the case of the picture tube, the dealer is going to have to report it as used 99% of the time since there is really only one manufacturer that is selling all new tubes including the glass envelope. Now the question arises as to what is used and what is new in the picture tube itself. The major manufacturers, who ship interstate, are regulated by the Federal Trade Commission and its regulation in regards to tube identification on all tubes, advertising, warranty cards, cartons, etc. All local manufacturers who do not ship out of California are not required to produce this type of information and are only warned by the FTC about out-of-state shipments if any.

Now, we are not saying that the California manufacturers are not producing top-notch re-built tubes but, under the Registration Law, the **DEALER MUST IDENTIFY WHAT IS NEW IN THE CRT AND WHAT IS USED**. For his own protection he is going to have to have some document from the manufacturer that states what is new and what is used in that CRT.

In our opinion, the warranty card is the only answer. This warranty card should name the tube brand and the name and address of the manufacturer whether or not the brand and manufacturer's name are the same. The way it looks to me, the Bureau may require that a warranty card, when available from the manufacturer, must be given to the customer in place of the dud he is taking back with him. As it happens, I don't know of any manufacturer that does not give a warranty card, so this is the ideal answer to the dealer's problem.

If the warranty card is the key, the dealer, in my opinion, would fulfill his obligation to the customer if on his invoice he states or simply inserts the warranty number, the serial number of the tube and the name of the manufacturer. This means that the dealer is relying on the manufacturer to state exactly what is new and what is used in the CRT rather than the dealer accepting this responsibility.

Another important suggestion we would like to make is that possibly a system of grading could be introduced for the CRT. Each grade would reflect exactly what is new and what was used in the picture tube. For example, AA could mean all new including glass, A could mean all new except for the envelope, B could mean all new except for the glass and screen, etc. I do not pretend to know just what these grades should be, but maybe a group of manufacturers could get together and come up with the answer. I am sure that if they understand the position of the dealer, under the new law, that they will make every effort to solve

the problem.

If such a system of grading were used it would mean that the dealer could sell a grade of tube and offer the customer his or her choice of grades at different price levels. He would also be in a position to fulfill this obligation, under the new law, by a simple statement on the invoice that would say:

Picture Tube:

I don't know if this can be worked out or not but the dealer is now responsible to identify all parts replaced in a set and to state whether they are new, used, re-built, etc., whether it is a tuner, speaker, transformer, or picture tube.

LEGISLATOR MAY OPPOSE OWN PAY-TV LAW

A very interesting development has occurred in recent weeks that may very well have a direct bearing on the PAY-TV controversy. The author of the so-called California Pay-TV law, Assemblyman Pearce Young (D-Napa) recently stated that he may support the initiative which would repeal the act and is considering introduction of new legislation containing "strict controls to protect the public from pay-TV exploitation."

According to a report made by the Assemblyman, he is in favor of regulations that would 1. limit programs on pay-TV to fields which are not now covered by free-TV, and 2. require that there be no commercials on pay-TV. He is quoted as saying that "if the pay television people oppose such controls and regulation, after reasonable discussion, then he would actively join the fight against them."

Actually, the law introduced by Young simply states that if pay-TV were started in California the state and local governments should receive appropriate revenues as a result of this new commercial venture.

With this type of stand we would also like to suggest that the Assemblyman take a similar stand against "captive service" and unnecessary cable TV devices. The general public should always have the opportunity of selecting their own service agents and this is certainly in their best interests. "Captive service" means that the customer will have no recourse but to have the Pay-TV firm to service his sets and thereby will be restricted from competitive service prices. The consumer will have no alternative but to "pay the bill" when it is presented without recourse or choice of repair or not to repair. Why don't we start a campaign to let the Assemblyman from Napa know just what this type of captive service would mean to the consumer?

MESD RECEIVES RENEWED CONTRACT

With this issue of MESD we begin our fourth year of publishing. It doesn't seem possible that three years have gone by since we began this publication and a lot has happened during this time. I am sure I do not have to remind you of such programs as the registration law, yellow page advertising clean-up, etc. These actions speak for themselves and their success will be determined by the firms and people who are engaged in the electronic repair business.

However, it is important that we take this occasion to announce the continued co-operation between our staff and the California State Electronics Association. Each year we both review our contract and redetermine whether or not the association has been a good one. In our opinion the combined efforts have been rewarded and as long as we are able to retain our editorial independence and still provide the medium of distributing the industry news, our association will be a long one.

* dates

* dealer news

* programs



LOGAN NAMED AS NEW EXECUTIVE SECRETARY OF ZONE "F"

Glen Logan, former Executive vice president of the Electric League of Southern California, has just been named as the new Executive Secretary of the Zone "F" Council of the California State Electronics Association.

According to announcement by Bob Whitmore, Zone Council Chairman, "we feel we are very fortunate to obtain the services of a man that has the wealth of experience in association work that Glen Logan has gained over the years. His main job will be to serve the general welfare and organizational needs of the Electronic Service profession and to create standards of professional service, business ethics and public relations through technical, scientific and educational programming."

KEITH ANDERSON WINS BRAND NAME FOUNDATION "RETAILER OF THE YEAR"

Keith Anderson, President of Handy Andy TV & Appliances, Inc. of Sacramento, was just named as the Retailer of the year by the Brand Name Foundation.

This award, now in its 16th year, is given to the retailer doing the best overall job throughout the year. It is a national contest with retailers from all over the United States competing for this top honor.

Keith, "Andy" Anderson, is a member of the Sacramento Chapter of CSEA and is one of Governor Brown's appointments to the new Bureau of Electronic Repair Dealer Registration.

ANNUAL CONVENTION TO BE HELD IN FRESNO JUNE 12, 13 and 14TH

The California State Electronics Association will hold its annual General Membership meeting in Fresno, at the Hacienda Hotel, on June 12, 13 and 14.

This year's event will probably be the most interesting ever presented by the State-wide Association in that, through a by-law change, the delegates will vote for the new President.

What promises to have all the earmarks of a political convention, groups will be trying to gain delegate votes for their particular candidate for the presidency. In the past, the Board of Directors have chosen their own officers from those elected to the Board by the different zones. This method has met with opposition over the years in that the delegates felt they would like to have some voice in the selection of the President. With this new by-law change they will now have their way.

The three-day program is directed straight at the family man who wishes to take his family to the convention. So far the program will include a special "Family" western Bar-b-que in the Park, a pool-side "dress-as-you-are" luncheon for the wives and children, etc. Full details will be reported in the "Special Convention" issue of MESD. Be sure to make plans to attend and bring the family. Remember, school is out on the 12th.

San Diego Group Plans Membership Drive

The San Diego Chapter of CSEA will sponsor an "all out" membership drive starting this month.

According to a report made to the Board of Directors by Ed Fort, "we are going to go all out in an effort to double the membership in the San Diego area. We feel that the State-wide group has done a terrific job on behalf of the independent service dealer and want full representation in the State-wide Association from the San Diego area."

Last month over 250 people attended the annual installation dinner in San Diego and were very much impressed by members of the Bureau of Electronic Service Dealer Registration Advisory Board. The two members who attended were Capp Loughboro from Ventura and Miles Rubin a Los Angeles Attorney.

ZONE "B" COUNCIL RE-ELECTS CSEA DIRECTORS

Marin County Chapter delegate Oakley W. Dexter, chairman of Zone B Council of CSEA, reports retention of its current three CSEA directors for the coming CSEA year. Zone B, to refresh our memory, includes eleven Bay Area counties, from Mendocino at the North to Santa Clara at the south and east.

Re-named to the CSEA directorate are: Allan D. Crawford, ACTRA Chapter president, operating out of El Cerrito; Wesley Keys, operating in Walnut Creek and prominent in his Diablo Valley Chapter; and Ralph Lee Hoy of San Rafael, a leader in his Marin County Chapter.

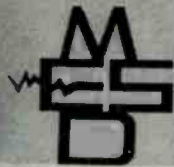
Election took place at the April 14th meeting of the Council, at the famous Blue Rock Inn in Larkspur, Marin County. It was noteworthy that dealer representatives from non-chapter groups also were present, all interested in forming local chapters: Ed Zyduck of Santa Rosa; Vern Hasset of Sebastopol; Phil Rios and Ernest Butch of Richmond; Winston Haines of Burlingame. And let's credit CSEA director Darrell Petzwall, for his faithful attendance and long drive from Sacramento.

STATE ASSOCIATION TO MOVE HEADQUARTERS TO FRESNO AREA

The Board of Directors of the California State Electronics Association has just o.k.'d the recommendation of their Executive Director, Jim Wakefield, to move the State office to Fresno.

For the past three years the main office of CSEA has been located in Sacramento. The office had previously been in Fresno but the naming of Keith Kirstein as Executive Director, at that time, called for the moving of the office to the State Capitol.

For the same reason, Wakefield resides in Fresno, the office is being returned to the central California city.



MODERN
*electronic
service dealer*



PRESIDENT'S MESSAGE

Now that the elections of State Delegates and Directors have been held or soon will be I would like to make an observation that I have noticed to be more or less prevalent throughout the state in the functioning of the California

State Electronics Association meetings. I want to preface my remarks as my own after watching and studying both the Board of Delegates and the Board of Directors in action. The Board of Delegates, which is made up of one

By
**EMMETT
MEFFORD**

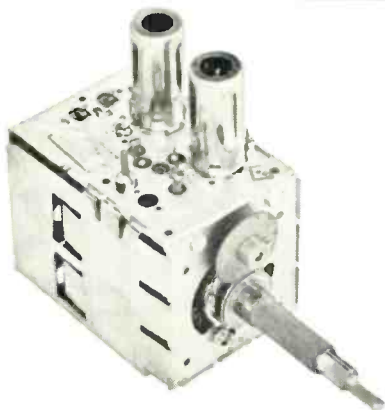
member from each local chapter in the state, is charged with keeping the membership informed about state and national affairs, in addition to representing their members at Zone and State meetings. With this responsibility to his membership it is imperative that the most capable and dedicated chapter member be your choice as Delegate to handle these affairs for your chapter.

Now as to the reason I write this is because there has not been a quorum present at the last several Delegates meetings, causing the Delegates present to lose their valuable time and expense, be it his or his chapters, from functioning as a Board of Delegates. As President I charge each Delegate with the responsibility of attending the necessary meetings to properly keep his chapter members well informed and represented in Association affairs. It is most important that the Delegate becomes an active officer for the proper functioning of our Association in maintaining Democratic principles within the meaning of our By-laws.

I am puzzled at times at the lack of interest or apathy that seems to prevail among the Electronic Service Dealers in our industry, a business each of us depend on for our livelihood, and yet are hesitant to take an active part in the formulating of policy and the development of ideas for the good of all concerned by working with the California State Electronics Association which is becoming the major voice of the Electronics industry in California. I want to commend the Delegates for their sincere efforts.

The Board of Directors have been very active this past year as individuals and in committees, working on various problems and procedures to up grade the Electronic Service industry and cause it to become better known as an outstanding Professional Business, accepted and recognized by the Public as a Profession. There is still much to be accomplished in making favorable decisions on problems which are so vital to our industry, such as Apprenticeship Training, Ethical Advertising, or any type of activity that might become a hindrance to the Electronics Business. It is important that a greater number of Dealers join and voice their opinions and desires with active participation as members in our Association.

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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.

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CSEA Insurance Program Re-Newed With Woodman with Minor Changes

The special insurance committee of the California State Electronics Association has just announced the re-newal of their medical protection program with Woodman.

The work of this committee began with the announcement from Woodman that their loss ratio for CSEA was 103% with an actual payout to members of about \$77,000 as compared to an income of \$70,000 during a 12 month period and that some adjustment would have to be made.

Several insurance companies were contacted and made presentations to the committee with Woodman again judged as the best program.

Under the new plan there will be no increase in rates but some adjustment in the amount of coverage. Some of the basic changes included:

Old Plan: Paid first \$500 of hospital in full and up to \$10 per day for the room and board. It also included a lifetime \$10,000 maximum benefit. As for

the Doctor, this was on a \$50 deductible basis with a full calendar year for accumulation.

New Plan: Pays up to \$25 per day for hospital room and board for either a private or semi-private room.

ALL OTHER BILLS, INCLUDING THE DOCTOR, ARE CLASSIFIED UNDER MISCELLANEOUS and they will pay 80% over a \$100 deductible with a 180 day (about six months) accumulation period. This new policy also includes a \$150 hospital benefit for maternity and \$75 for a normal birth doctor bill.

The new plan also includes many of the old plans benefits as to life insurance and accident benefits of \$1,000 each. The plan also becomes effective on April 1, 1964 and expires on March 31, 1965. Liability incurred prior to the April 1st date will be paid under the old plan but any claims since that date will be covered under the new plan.

Zone "F" Council Passes Resolution Opposing 10 Set Minimum

The Zone "F" Council of CSEA has just passed a resolution opposing the plan to set 10 sets per year as a measure of "in the business" under the new registration law.

At the present time, the Bureau is taking under consideration a program that would set 10 television sets as a minimum requirement before a person must register under the new law. In other words, you would not have to be registered with the State of California if you repaired under 10 sets per year.

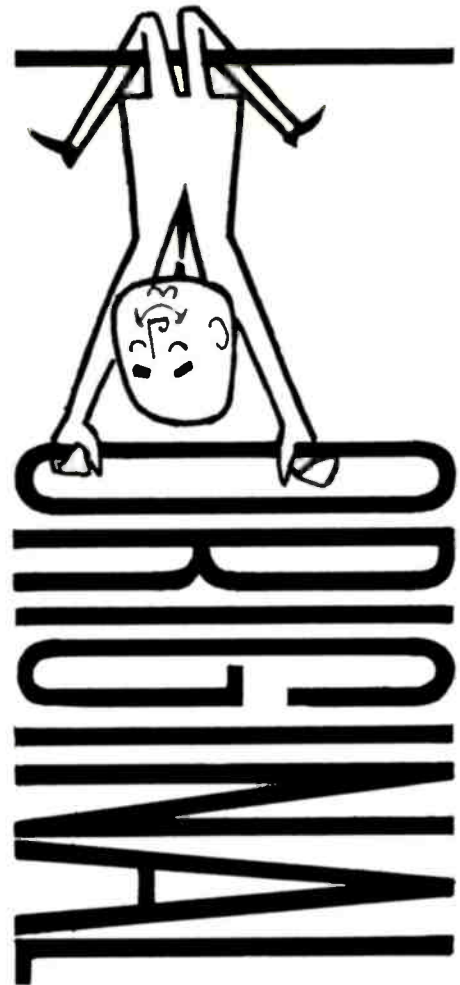
This resolution requests that the Bureau re-evaluate its position on a basis of the Board of Equalization's regulations that requires the payment of taxes on all sales over two. The resolution also states "that, if possible, the law should required the registration of all persons who receive payment for the repairing of television sets, regardless of the number. Further, that "a television set is a highly dangerous piece of equipment that should only be serviced by qualified people. That it is in the best interest of the health, welfare

and safety of the consumer to make sure that he has the right type of service.

It also states that, "the law was passed to eliminate the possibility of fraud and that if this regulation were passed it would mean that the law would have no effect on the person who is fixing less than 10 sets in a year."

Many feel that if any were allowed you could never determine when the limit was reached. That this would make enforcement almost impossible and that the law would then have very little meaning.

At the conclusion of the meeting everyone was asked to write Mr. Dan Weston, Chief of the Bureau of Electronic Repair Dealers Registration in Sacramento and voice his opinion. A copy of the resolution will be forwarded to the State Association's Board of Directors for additional action.



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How to simplify installation, increase profit on all-channel UHF converters!



Model UC100A. Modern, 2-tone design with brushed gold knobs.

Improved for greater reliability... priced for greater profits! New Admiral UHF Converters use a 2-speed ball-bearing planetary drive for easy single-knob channel selection. Trouble free 3-gang tuning provides years of dependable service.

The latest nivistor I.F. amplifier circuits give power to spare. Even fringe area reception can be clearer with added picture power. We've tested all makes—here's the best!

Installation is easy, too. Use just a screwdriver to connect the antenna lead and 300 ohm lead to any TV set.

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Helen Nelson Stresses Importance Of Communication at ACTRA Dinner

Mrs. Helen Ewing Nelson, State Consumer Counsel, pointed out to those attending the ACTRA installation dinner and dance the importance of communication between the legitimate dealer, the consumer, her office and the new Bureau.

In her address she stated that "our industry is comparatively an infant industry. Therefore, by and large, the consumer cannot evaluate what may be wrong with his TV, radio or phono equipment. He must have a professional to do that job for him. He must trust his service dealer and as the Association grows and its reputation gains in stature the consumer will gain the necessary confidence in the industry as a whole."

She went on to say that, "people do not want too much government interference in business... yet various industries such as canneries, security sales, others, found they needed solid policing help, and now have the public trust. It is time now for the TV industry to begin to achieve this same goal. The State of California is here to help, not to hinder, this growth. The industry itself wanted the help, called for it and the industry's help is now necessary in order to make it work."

Other important points were that you must look to enforcement on a local level and that the owner is responsible for the deeds of his employees.

In conclusion she stated that, "Registration may not be the full answer, yet it is a beginning. Associations have a full opportunity of voicing the needs and hopes of the industry, in an official capacity, and with the full cooperation of all State agencies. Only through this method will everyone gain."

NEA/NARDA MERGER FALLS THROUGH

The proposed merged of NEA and NARDA has fallen through, according to the latest word received following a meeting of the officials of both groups in Chicago.

The full report is not as yet available, but it is believed that the basic issue of disagreement appeared to be the inability of NARDA to accept the group members of NEA. Indications were that NARDA directors insisted that NEA members join their organization with no major voice on the NARDA Board. This move, of course, prevented any realistic consideration of the new national television service dealer's organization of affiliating.

This is the same basic viewpoint originally proposed by the California State Electronics Association in their decision to become a part of NEA. Under the present set-up, each State group would have its own identity but would operate as a national association of state associations on all matters involving a national type policy. Many CSEA people felt that a tie-up with NARDA would mean the forfeiting of this right. Judging from the results of this merger talk, this is exactly what happened and the NEA board was completely right in refusing to buckle under to the NARDA demands.

MEFFORD, JOHONNOT & WILKINS NAMED TO CSEA BOARD OF DIRECTORS

Emmitt Mefford, present President of the California State Electronics Association, was re-elected as one of Zone "F" representatives on the Board of Directors. Mefford, who has served as the Association's President following the death of Claire Lanam late last year, will be aided by Ralph Johnnot and Hugh Wilkins.

Johnnot, vice president of the State-wide Association, has also been named as Convention Chairman for the annual general meeting to be held in Fresno on June 12, 13 and 14.

Hugh Wilkins will be a first year man on the Board but is well versed and experienced in the Association and its work. Wilkins is the immediate past chairman of the Zone "F" Council and has been the Los Angeles chapter representative to the Zone for many years.

These men will be sworn into office during the general meeting and are now eligible to hold office on a State basis. Election of State officers will be held as the final act of business in Fresno on June 14th.

Selmar Dealer Gets Fine and Probation For Failure to Give Estimate

The first case of a Television Service Dealer who did not give an estimate to his client before removing a set was held in Van Nuys Municipal Court on April 22nd.

The dealer, Andy Ruhl's TV, was cited for a number of items including the failure to give an estimate. In pleading guilty to this charge he was given a \$20 fine and six months probation. He was also required to repay the costs of the repair to the customer.

Although a minor penalty, this case is the first under the new so-called "lien" law for Los Angeles County and sets a pattern for future prosecutions for failure to give estimates before removing a television set.

Jim Wakefield, Executive Secretary of CSEA attended the trial in order to obtain information for the members of the state-wide Association of Television Repair Dealers.

TOM SCHNEIDER ADDRESSES ZONE "B" MEETING HELD IN MARIN COUNTY

Tom Schneider, President of the Bureau of Electronic Repair Dealer Registration Advisory Board, was the guest speaker at the April 14th meeting of the CSEA Zone "B" delegates.

The meeting, held at the Blue Rock Inn in Larkspur, Marin County, was very well attended and everyone was extremely interested in the remarks made by the local attorney and Board member.

Mr. Schneider pointed out how important it was to have complete cooperation between the Bureau, the Advisory Board and the Dealer Associations. He feels that only through this type of cooperation will the program be successful.

A question and answer period followed the address with many dealers taking part in the discussion.

STOCKTON CHAPTER HOLDS INSTALLATION DINNER

The Stockton Chapter of CSEA held its annual installation dinner on Tuesday, April 21st at the West Lane Bowl in Stockton.

Formal installation of the new president Dave Ferguson of Ace Electronics was made by executive secretary Jim Wakefield of CSEA. At the same time, Mike Petri of Petri's TV was installed as the new chapter secretary and Walt McConnel of Valley Transformer Co. was made the new treasurer.

ASSOCIATION'S POSITION ON NEA RE-STATED

At the present time there is very little action concerning the possible merger of NEA (National Electronics Association) with NARDA. Further meetings are being set between the two groups but no definite action is expected before September.

For the record, Jim Wakefield stated that the position of CSEA was that "without a chain of command, proper representation of the membership could not be realized by all State groups and the individual members would not have the true representation they deserve." Actually, he went on, "this is nicely taken care of in the NEA constitution and acceptance of this constitution would solve the problem as this is the way in which CSEA voted to go into NEA."

DEALERS REPRESENTED AT P.U.C. HEARING ON PAY TV

Last month the Public Utilities Commission held hearings in Los Angeles and San Francisco on Pay TV and its effect on present Utilities.

Although the hearing was not to hear the pros and cons of Pay TV, representatives of both sides were present and made short presentations.

Jim Wakefield, executive director of CSEA, appeared before the Commission in Los Angeles and voiced the industries concern with the "captive service" aspect of Pay TV. Although only concerned with the contract between Pay TV and the Pacific Telephone Company, the Commissioner was very interested in this "new" problem concerning Pay TV.

At the time of Mr. Wakefield's appearance, another representative of CSEA was making a similar appearance before the Commission in San Francisco. Jack Phillips, President of the San Francisco Chapter, presented the Association's position at the Northern California hearing.

NEW CSEA CHAPTER SLATED FOR LODI

Although still not official, membership applications have been sent to the State office of CSEA by dealers in Lodi, California, asking for chapter recognition.

**MAKE PLANS
NOW
TO ATTEND
THE
C.S.E.A.
GENERAL
MEMBERSHIP
MEETING**

**FRESNO'S
HACIENDA HOTEL
JUNE 12, 13, 14**

**2 YEAR
WARRANTY**

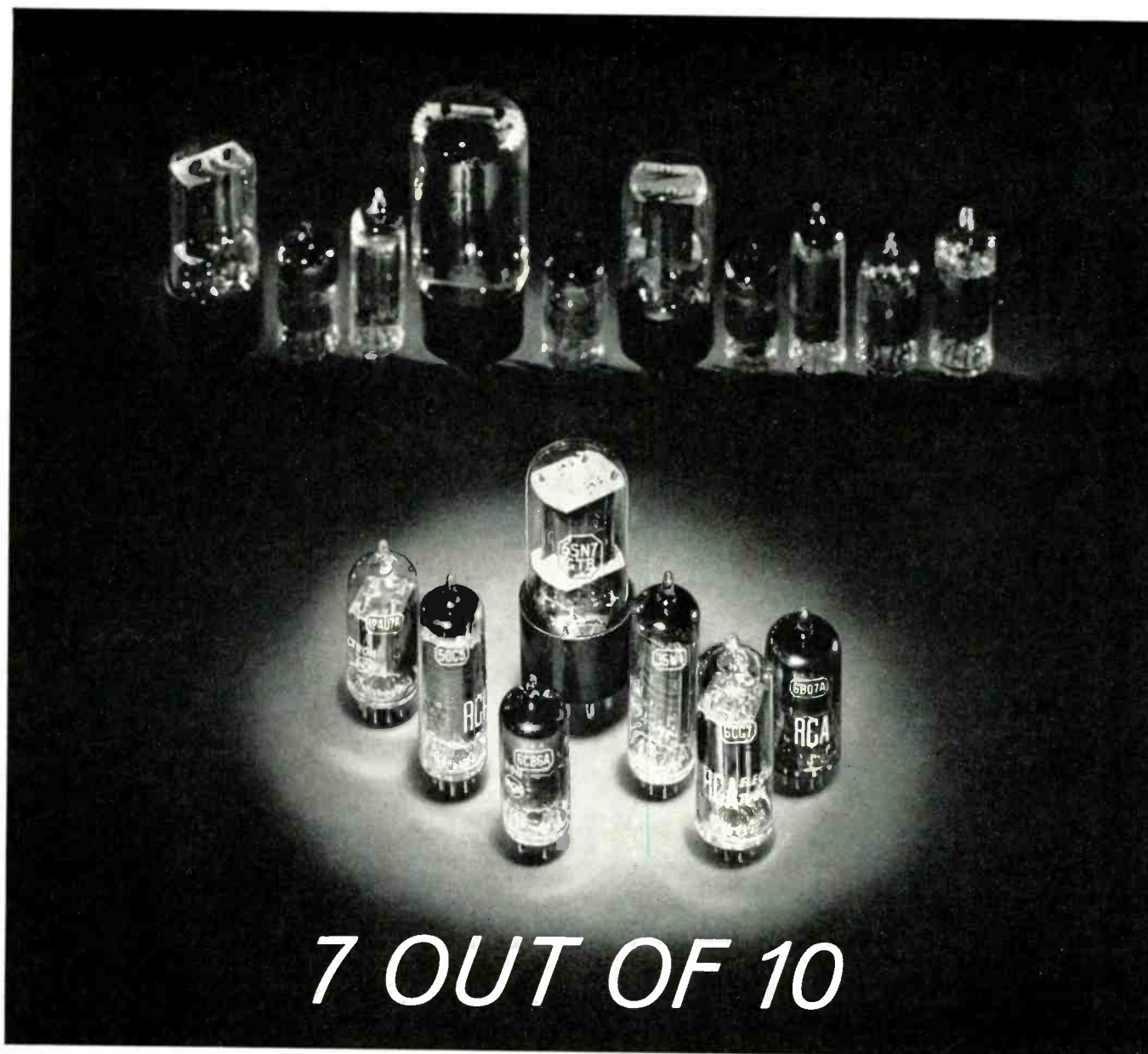
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Rauland Quality, Performance and Completely New Construction has made it possible for us to offer dealers a full two-year, full value warranty.

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This is RCA product leadership at work, creating tubes with great versatility to be used in a wide variety of applications.

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Your authorized RCA distributor is ready to supply you with top-quality receiving tubes, produced by RCA, the Most Trusted Name in Electronics.

*EIA report of industry replacement sales for first 9 months, 1963
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The Most Trusted Name in Electronics

NOW Is The Time . . . And Your Store Is The Place To Start Selling . . . MORE ANTENNAS



James Sarayiotis, President
Delphi Advertising, Inc.

A careful comparison by the TV service-dealer of the sales potential of each of his product lines in the months ahead will place television antennas and accessories near the top of the list.

And why not?

Over one billion dollars worth of color TV receivers will be sold during 1964. Five million all channel UHF-VHF sets will be installed. Ninety-eight new UHF stations will go on the air. Forty-one new FM stations will begin stereo broadcasts. Three million antiquated antennas will be replaced. These major shifts on the American home entertainment scene will reflect themselves in a giant groundswell of antenna demand that will make the antenna boom year of 1952 pale by comparison.

HOW TO SET YOUR SIGHTS

The dealer who organizes now with a realistic plan of selling and merchandising TV and FM antennas in his markets will have his efforts rewarded manifold with more profits.

Here again, your antenna supplier can perform yeoman service by backing you up with the know-how and materials you will need to execute the program. You can count on the antenna manufacturer to have as complete an assortment of sales helps ready as you or your accounts have ever seen. Prepared by experts for local use by servicemen and

installers, they beat the drums hard for new antenna business with compelling "reasons why" that close sales.

GOOD COLOR REQUIRES A GOOD ANTENNA

Now let's get specific about all these new antenna business opportunities we have been mentioning previously.

Color has finally come into its own and is enthralling more viewers than ever before. It has also generated a need for modern "color-corrected" TV antennas that deliver the characteristics antennas must have to relay a useable color signal to the set.

The receiver manufacturers have done a splendid job of teaching the service industry a thorough understanding of the proper installation and adjustment of color sets.

However, short shrift has been given to the antenna requirements of a good color installation. More so in color than in black and white, the antenna must possess:

1. Flat response across the entire 6 mc bandwidth of the channel being received.
2. High signal-to-noise ratio for clean, noise-free color.
3. Sharp directivity to eliminate reflections which show up as multiple ghosts.
4. 300 ohm impedance match to insure a low vswr and good color registry.

Color separates the men from the boys, so to speak, in antenna quality of performance. And, it's a lot easier to sell the idea of buying a "color-engineered" antenna to a new or pro-

pective color TV owner. After all, isn't it worth the additional small investment of the right antenna to give his color TV the signal it needs for optimum performance? Why let a color TV owner look into a decrepit, under-powered, played-out TV antenna? A little salesmanship here by the dealer goes a long way.

AND NOW—UHF

If UHF hasn't yet come to town chances are that it soon will.

One of the keys to satisfying a UHF TV owner with a quality picture is the antenna. Recent FCC tests have found that poorer UHF performance was primarily due to thermal noise caused by lower penetration of UHF signals. UHF cannot be transmitted as far as VHF at the same level of power. Since the lowest UHF channel is more than twice the frequency of the highest VHF channel, UHF is more limited to line-of-sight distances. Consequently, a ground-based UHF channel reaches only about one-third the distance of an equivalent VHF channel.

Beyond this distance, UHF signals fall off more rapidly than VHF. A VHF channel can interfere with other signals 110 miles beyond the fringe, whereas UHF causes relatively little interference more than 15 miles past its assigned range.

UHF is more easily absorbed than VHF. Buildings and trees can cause severe signal loss. 300 ohm twin line will also attenuate UHF signals more than those of VHF. And if the lead is wet or dirty, this loss can shoot up as much as 600%.

ANTENNAS . . .

(Continued)

This calls for UHF-engineered antennas that provide the flat gain necessary across the full bandwidth of the broad UHF spectrum. These must be mounted on existing VHF TV antenna installations or in completely new installations.

But what happens if more new UHF stations become available from other counties and other directions? It's obviously impractical to keep on adding more and more new UHF antennas. This calls for a new all-channel VHF-UHF antenna and a rotator—the universal antenna answer to *any* reception requirement. Sound interesting? You can bet it will make sense to most TV owners.

You should not concentrate on merely selling just a new UHF antenna to pick up the new channel. Instead, you should sell the prospect on the benefits of an all-now UHF antenna powerful enough to receive not only the local UHF channels but all the new UHF stations that will be going on the air in neighboring counties and towns. This will in-

sure customer satisfaction with the installation as well as a better profit for the installer.

In areas where VHF is being received, the installer should not content himself with just the addition of a UHF antenna to the existing VHF antenna installation. Instead, he should explain to the TV owner, that for an additional moderate sum he can enjoy the all channel advantages of a powerful modern new UHF-VHF antenna. The dealer can point out the sensible reasons why a single antenna with a single downlead is mechanically stronger, more desirable esthetically. Electrically, an all channel antenna will perform better than an installation where a new UHF antenna is added to an old, weathered UHF antenna that has lost a good part of its signal gathering ability.

HOW ABOUT REPLACEMENTS

I met a serviceman in Champaign, Illinois this past January, who was reputed to be one of the busiest installers in the town. Naturally, being curious about the secret to his prowess, I asked him if he would tell it to me. He nodded cheerfully and asked me to accompany him to his Econoline service wagon where he pointed to a 10-foot mast bolted to a swivel mount assembled flat along the roof of his van.

"Watch," he smiled. Faster than you could say, "What's this all about?" he

grabbed a preassembled antenna (with downlead already attached) bolted it to the end of the mast, and swung it up into receiving position over the roof of the truck. He then proceeded to explain how he racked up all those sales.

If he spotted a broken outdoor antenna, or serviced a set whose antenna signal was weak, he would ask the man or woman if he could show them the big difference a new TV antenna would make in their reception. Whereupon, he would swing up his antenna on his van parked in the driveway or in front of the house, and run the attached lead-in into the nearest window to the TV and attach it in place of the old antenna downlead.

Needless to say the eye-opening demonstration sold itself more than a thousand words. Total selling time, he said, was usually ten minutes! Need *more* be said to you service-dealers?

DON'T TAKE ANTENNA BUSINESS FOR GRANTED

Concentrate on it. Make your sales people acutely aware that *this* is the year for record antenna profits for all. Plan your work—work your plan. Start now to use the few ideas given here as the springboard for a hard-hitting antenna push of your own. Your reward will be a turn-up in business that will warm the cockles of your heart.

FOR CSEA MEMBERS ONLY: WHEN DISABILITY STRIKES TWO THINGS HAPPEN TO YOU FINANCIALLY

1. The number of dollars coming in is **REDUCED**.
2. The number of dollars going out is **INCREASED**.

The only way to help balance this equation is by the Income Protection Plan available to you through your Association.

Your CSEA Income Protection Plan will not keep you from the pain of disability . . . but it will help ease the financial strain. If you have not enrolled yet, take advantage of the

SPECIAL ENROLLMENT PRESENTLY BEING CONDUCTED



WASHINGTON NATIONAL INSURANCE COMPANY

Over \$2,000,000,000 Life Insurance in Force
Evanston, Illinois

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AND ASSOCIATES
515 Shatto Place
Los Angeles 5, California
385-0321

ROBERT REEVES, JR.
AND ASSOCIATES
520 Capitol Mall, Suite 610
Sacramento, California
44-2750

An Interview With

DAN WESTON

Chief of the Bureau of Electronic Repair Dealers Registration

by Don Martin

Question—Under the new law, what type of experience must you have to work on Home Entertainment Equipment?

Answer—Only the repair of certain home entertainment equipment necessitates registration. This equipment includes such items as televisions, radios, phonographs, hi-fi sets, FM receivers, and tape recorders. Registration will be granted to those persons who work on this type of equipment if they meet the qualification of "engaging in the business" as set forth in Section 9801(g) of the Business and Professions Code. If they meet this requirement, no additional impediments to registration are imposed. The repair of other types of home entertainment equipment such as the repair of electric or electronic organs is an activity for which registration is not permissible under the statute. The requests of organ maintenance men and their representative guilds to register have been refused because they do not meet the necessary qualifications as defined in Section 9801(g).

Question—Is everyone required to register? If so, what about the dealers who have not registered as of this date?

Answer—All service dealers engaged in the business of repairing, servicing, or maintaining television, radio, or phonograph equipment normally used or sold for use in the home must register. Those who have not registered are in violation of the law. Our list of registered service dealers is being cross-indexed against those service dealers who purchase replacement parts or who advertise through public media. These service dealers who have not registered, will either be informed of their duty to register by appropriate notification, or will be served a "Notice of Violation" by the Division of Investigation.

Question—Is the shop owner responsible for his employees to the extent that he could possibly lose his registration if an employee refused to leave an estimate?

Answer—Where an employee refuses to leave an estimate or otherwise violates the provisions of the Electronic Repair Dealer Registration Law, the shop owner is held responsible under the statute. (9802a). Loss of Registration is possible

but action by the Bureau to revoke a Service Dealer's registration, will be taken only after carefully considering all the surrounding circumstances.

Question—How many dealers are now registered in the State of California?

Answer—As of April 21, the Bureau has completely processed 6,443 applications for registration. Various people in the industry have conservatively estimated that two to three thousand service dealers are as yet unregistered.

Question—Have there been any cases of law violations as of this date? If so, how many?

Answer—To date, over 500 files have been opened involving complaints against service dealers. Approximately 450 involve violation of the law. Some of these we will close on the basis of insufficient evidence; others, will be conciliated under Article 5, and some are presently being investigated by the Division of Investigation for eventual criminal prosecution.

Question—How is the new law going to be enforced? What agency will be responsible for this enforcement?

Answer—A willful violation of the Electronic Repair Dealer Law is a grounds for license revocation and/or criminal prosecution. The Bureau of Electronic Repair Dealer Registration is responsible for initiating license suspension or revocation proceedings, and the local District Attorney, is responsible for any criminal prosecution. The laws concerning electronic repair, will be enforced by the Bureau by information and conciliation where possible and advisable, and by license revocation or requesting criminal prosecution if necessary.

Question—In Los Angeles, dealers are required to leave an estimate before removing a set. Is it possible that this may be a State-wide law within the near future?

Answer—The Bureau has taken no position in regards to the suggestion that the Los Angeles requirement be incorporated into the State law. The initial decision should be

INTERVIEW . . . (Continued)

made by the industry itself and its various professional associations, after the industry has had enough time to properly evaluate both laws in operation.

Question—Will your office enforce the law in regards to false and misleading advertising or will this be left to the local law enforcement agencies?

Answer—False and misleading advertising under Section 9841 is grounds for license suspension or revocation or criminal prosecution. As previously explained, we have no jurisdiction over criminal prosecution; but, the law prohibiting false and misleading advertising will be and is being enforced through consiliation and administrative discipline when appropriate.

Question—If we know of a dealer that is violating the law who should we notify?

Answer—Information concerning a suspected violation of the Electronic Repair Dealer Registration Law may be sent to: Bureau of Electronic Repair Dealer Registration, Room 541, 1020 N. St., Sacramento, California.

Question—Some dealers are questioning: What do I get for my \$35 per year? How would you answer this question?

Answer—Although, it was principally a concern for the consumer which initially inspired and ultimately prompted

the Repair Dealer Registration Act, I am certain substantial benefits will accrue to the electronic repair industry as a result. (1) The enforcement of the provision of this law can have no other effect then to upgrade in the public mind their estimation of this profession. (2) The enforcement of this law will protect the honest repair dealer from unfair competition. (3) The effect of the enforcement of the law will be to substantially reduce the unfair business practices of a few repairmen who at least to this date have shown a calloused disregard for the reputation of the profession and the rights of the consumers. (4) The effect of the enforcement of this law will be to channel extra dollars to the honest and conscientious repair dealer, where before many of these dollars had previously gone to "fly-by-nighters" and others of questionable ethical conduct. A dollar bill in the hands of the public is a dollars worth of business for someone. A dollars worth of business for the television repair industry which goes to the unscrupulous or the over-reaching few, is a dollars worth of business no longer available to the honest and conscientious repair dealer.

Question—Are large "captive service or contract service firms" required to register the same as a one man shop owner?

Answer—Any person, firm, or corporation engaged in the business of repairing sets within the definition of Section 9801(g) must register. Businesses which sell service contracts or policies, are clearly engaged in the business" and are required to register. Large companies usually pay larger fees since they generally maintain numerous repair facilities, and Section 9830 requires separate registration for each place of business.

A better tube deserves

a better box



(a T-Box)

The G-E "SG" straight-gun picture tube* comes in a new package that's more than just a box—it's custom-tailored tube protection. Easy to carry, easy to open, the new T-Box minimizes tube breakage and is really handy for dud return.

As always, G. E. is placing the "Accent on Value" by manufacturing the best straight-gun tube—that doesn't need an ion trap. With only 25 G-E "SG's," you're ready to replace 250 other picture tube types and provide faster service. Fewer call-backs! No ion trap nuisance!

A perfectly resolved picture . . . up to 80% brighter.

Your reliable G-E distributor is waiting for your order now. He has the best replacement tube yet—and the box to put it in. Call him today.

**All new parts and material in a reused envelope.*

Progress Is Our Most Important Product

GENERAL  ELECTRIC



FIGURE 2

The Key to
Alignment Problems
Is a Good Scope and
The Ability to Use It.

technical section

An MESD special feature

Irv Tjomsland, Editor

ALIGNMENT... PROFIT OR LOSS?

Stan Gilkerson is the serviceman. He is well known to hundreds of servicemen in the field because of his willingness to participate in any effort that might improve the standing of the members of his profession. He has devoted much of his own time to service meetings, demonstrations, and has attended every possible information session conducted by manufacturers of black and white or color receivers.

To survive in the service field Stan has had to balance the theoretical with the practical. He has put much effort into developing special procedures for specific problems, but until lately he has reserved judgment on the most controversial of service subjects: *sweep alignment*.

Stan feels that a professional serviceman should be able to restore a receiver to the operating standard available when the receiver was new and in good condition.

1-2: ALIGNMENT SERVICE SAL- ABLE?

Is alignment service salable? Many an old-timer will insist that the public will not pay for it or that it is unnecessary, but Stan has had the feeling that such positive statements may have the same origin as the whistle of the man who passes the graveyard at midnight.

He has been disturbed when highly respected and successful servicemen have told of finding unsuspected defects when sweep gear was available for quick inspections of tuned circuits.

He has noted an increase in poor picture complaints as he services receivers for other shops. Has there been an in-

crease in the number of people who feel that they can improve alignment by turning screws and observing the effect on a pattern on the CRT?

He has been concerned because he can remember many instances where heat or interference was eliminated only after the most careful instrument setting of a single trap or contour control: How then will a member of the profession succeed if he has fifteen to twenty interlocking adjustments to set, and only the CRT image to guide him?

1-3: ENTER THE VILLAIN

Very few people have seen the 1955 Admiral 28Y1 color receiver Stan picked up for service because only a few were produced.

Manufactured in the 1955-56 era this job was a complete package. A metal framework supported the tuner, customer control assembly, and the 21AXP22 CRT. Very unexpectedly a complete instruction and operation manual was found in the cabinet, and as later events were to prove, the book was excellent in brevity, content, and identification.

1-4: PRELIMINARIES

After a careful inspection he switched on power. No smoke appeared and after a period of time a faint image could be detected on the CRT. He attached a speaker and was rewarded with a small amount of program sound, and quite a lot of buzz.

He checked the picture tube by operating it from another receiver. It was as good as any of the early metal CRTs. He substituted tubes, antennas, checked plate supplies, and found that B+ was about fifty volts lower than spec. He installed Silicon rectifiers and increased

the value of the surge resistors to prevent B+ from exceeding spec. Still no improvement in picture.

A program known to be in color was checked, but the only evidence of chroma was slight rainbow effect typical of an unlocked crystal.

At this point the receiver was adjusted carefully for the best available picture, although at the setting used no sound was present. The image was photographed, but the contrast was so poor that none of the several exposures indicated the many reflections, ghosts, smears, trails, reversals, and beats that were present. The best of the photos is shown in Fig. 1.

Stan knew that he had more trouble than just a defective peaking coil, delay line, or other simple failure. The unusual feel of the fine tuner, the separa-

(Continued Next Page)

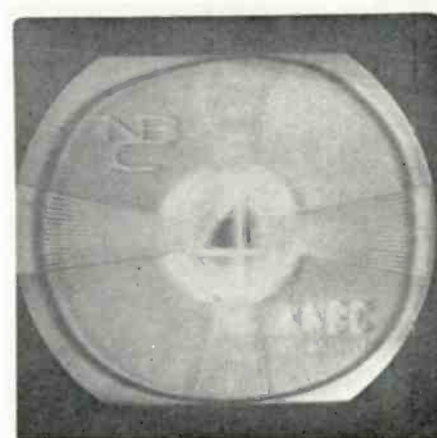


FIGURE 1

ALIGNMENT

(Continued from Page 13)

tion of picture and sound, the low video gain, and above all the very poor picture suggested that alignment would be necessary. As events were to prove, this was a serious understatement.

No history of the receiver was available, but it was apparent that it had not been operated for a period of time. Then further careful inspection paid off: Scratches and marks of hard usage were detected on some of the adjustment slugs.

1-5: ALIGNMENT PRELIMINARIES

Stan looked over his array of shop scopes and decided that he would rather have a new instrument, such as shown in Fig. 2 and since a demonstrator was available this problem was solved.

Not shown are the "Low Capacity-Direct" probe and the "Clip-On" Demodulator probe that would be required for some of the operations.

1-6: THE SWEEP AND MARKER

Stan had the WR-69A shown in Fig. 3 and the WR-99A Marker shown in Fig. 4.

For the project he obtained the WR-70A Marker-Adder shown in Fig. 5 the WG-295C "Video Multi-Marker", and the WG-304B RF Modulator shown in Figures 6 and 7 respectively.

He also obtained the WG-307B Bias Supply, although all bias requirements for the 28Y1 were supplied by the two outlets on the WR-69A sweep generator.

When all the gear was set up in working position he was ready to attack the problem and he felt that he had a good chance to not only solve the immediate question, but possibly also clear up some sets of values on alignment gear in general.

LEFT TO RIGHT
TOP ROW: FIG. 3 AND FIG. 4.
BOTTOM ROW: FIG. 5, 6, & 7.

Solving The Problem....

The theory of sweep investigation is relatively simple: Vary the frequency of an oscillator from a point below to a point above the intended operating range of a circuit and view the output on a scope.

If the signal fed to the input from the sweep generator is linear the result at the output should be a picture of the operating condition of the circuit under test.

How can the quality of the test equipment itself be checked? Even the most elaborate equipment can be damaged or encounter failure that will make the resulting patterns useless.

Before any connections were made to the color chassis, the output of the sweep generator was fed directly to the scope through the demodulator probe. The output of the marker generator was fed to the junction and output and gain adjusted until the rectangular pattern shown in Fig. 8 appeared. The marker was adjusted to the Channel 4 video carrier 67.25 mc and this pip appears in Fig. 8 also.

The marker was readjusted to the sound frequency 71.75 as indicated in Fig. 9. The fact that the separation of the pips from the base line is equal suggests that the sweep generator is linear as it sweeps across the Channel 4, but is not conclusive. The acid test for the

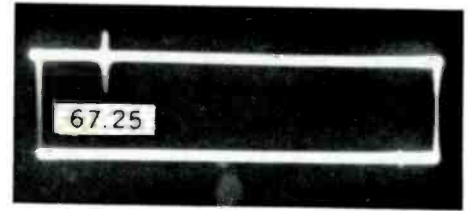


FIGURE 8

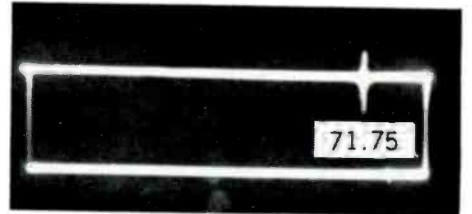


FIGURE 9

equipment is completed when the results on the scope jibe with the resulting picture on the CRT.

However, the tests in Fig. 8 & 9 do indicate that the sweep and marker are operative, that the demodulator probe is working, and that the scope has sufficient gain to measure without additional amplifiers.

2-2: THE OVERALL LOOK

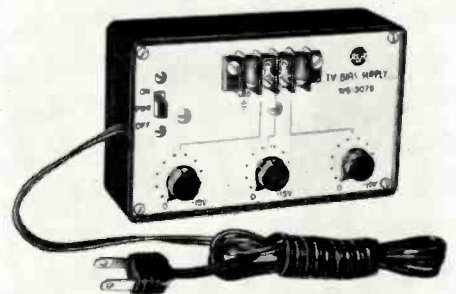
Stan wanted to see how the tuner, IF, and demodulator was processing the signal, and he wanted to see it *before* he made any changes. He connected the sweep generator, set to Channel 4, to the antenna terminals through the "RF" input. He loosely connected the marker



RCA WR-69A



RCA WR-99A



to the IF input, and the scope through the recommended network to the video detector. Two volts negative bias were required for the tuner, four volts for the IF strip, and both were obtainable from the outputs on the sweep generator.

When everything was connected and rechecked he disabled the receiver horizontal and vertical systems, and to make up for the load change on B+ he increased the value of the surge resistor.

The pattern on the scope was almost unbelievable: Instead of the classical vestigial sideband pattern a narrow finger projected from the base line.

Not good looking at all, and besides what was it?

He carefully adjusted the marker to the 45.75 mc IF video carrier frequency used by the manufacturer. The lead-in from an outside antenna was placed near the input, and the fine tuner adjusted until the video carrier from Channel 4 beat with the marker. This beat appeared at the baseline of the pattern and was photographed as in Fig. 10.

Apparently some "screwdriver specialist" had a field day. What little gain was present was spotted outside the pass band. Instead of being concentrated between 45.75 and 41.25, it was between 45.75 and 47.50, the adjacent channel sound area.

2.3: IF ALIGNMENT

The instruction book recommendations were followed and the procedure gone through twice. The pattern responded beautifully and the check points were right. The results show in Fig. 11.

2.4: TUNER ALIGNMENT:

The scope was moved from the video test point to the tuner "Look-in" point. The marker was loosely coupled to the antenna and RF was fed in at channel frequency. Several channels, 6, 10, and 12, were inoperative because of defective or missing strips, so preliminary

overall alignment was done using Channel 9 instead of 10.

However, before any adjustments were made, the original condition of the tuner on Channel 4 was photographed in Fig. 12 and 13.

Even though the color (70.83) and the sound (71.25) are down 35 to 40% with respect to video carrier (67.25) a more serious defect is present which could cause many types of trouble such as herringbone, beat, streaking, etc. This is the bulge in gain in the adjacent Channel 3.

After the tuner alignment was completed a run through indicated that all channels were similar to the results shown in Fig. 14 and 15.

Before proceeding further, the overall from antenna to video detector was rechecked and found to be as called for in the instruction book. Gain was normal and all tendency toward regeneration and instability had disappeared.

It should be mentioned that the Marker-Adder was used on one of the IF set-ups, and was very helpful on one of the trap adjustments, but the 600 cycle cycle modulated marker was easy to work with and was used somewhat more.

2.5: THE CHROMA BAND-PASS ALIGNMENT

Stan found himself wondering why anyone would "screw-up" a receiver if nothing was wrong. It is not uncommon for trouble to develop in an IF coil for example, and the serviceman can understandably get into trouble if he tries to compensate by adjusting the other IF coils to restore the picture. For instance, a single shorted turn in an IF coil can reduce the stage gain up to 80%. Since each stage contributes a definite part of the IF band-pass gain it is hard for a serviceman to spot this trouble if he doesn't use alignment gear to investigate.

In this receiver, however, everything fell into place as the procedure was

(Continued Next Page)

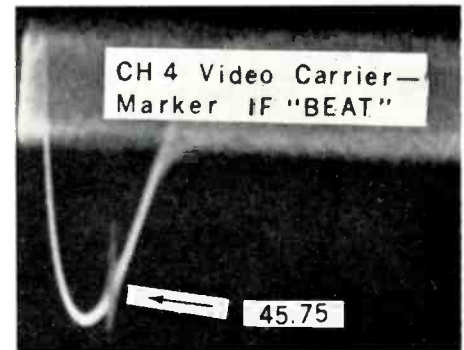


FIGURE 10

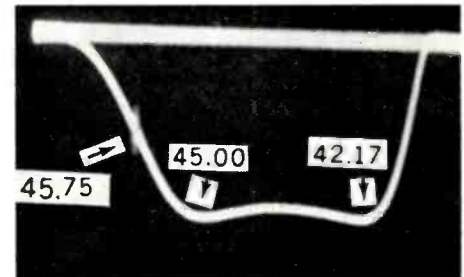


FIGURE 11

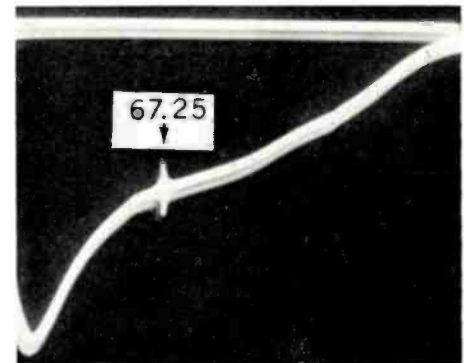


FIGURE 12

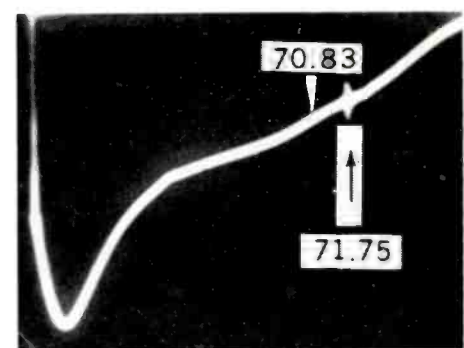


FIGURE 13

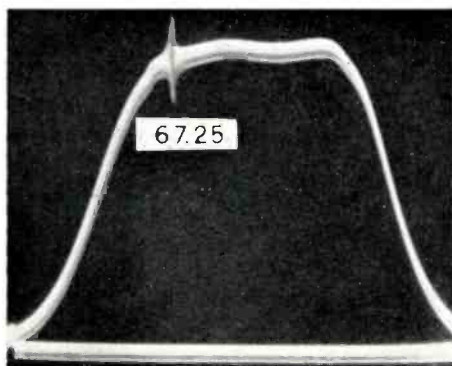


FIGURE 14

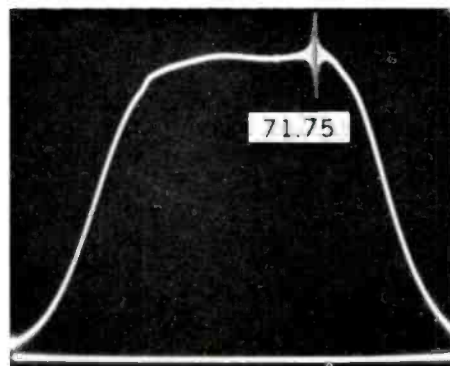


FIGURE 15

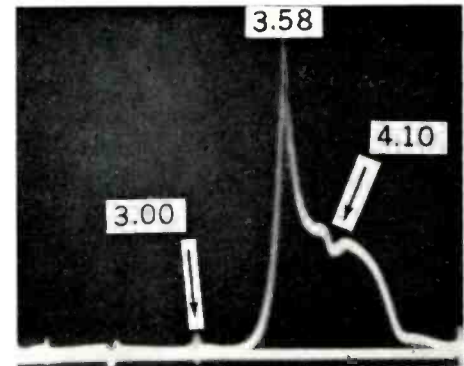


FIGURE 16

(Continued)

followed. Stan had the feeling that he must find the point of the original failure soon, or he would have a mystery on his hands.

As soon as he started on the Chroma Bandpass circuit the original point of failure was found. The tap on the chroma take-out coil was open, and only a slight amount of capacitive coupling existed. With little or no chroma gain someone had set out to repair it by turning screws.

The video sweep (0.5 or 6 mc) was connected through the Video Multi-Marker and the scope was shifted to the color demodulator. The only repair to this point was the soldering of the tap on the take-out coil. The pattern was photographed as in Fig. 17.

Normally a narrow band color receiver will have a pass-band about 1.2 mc wide. It will be centered at 3.58 and have good gain between the 3 and 4 mc points.

As Fig. 17 indicates all the band-pass gain was concentrated at the 3.58 point instead of providing the conventional flat top. If the picture is studied carefully the beat of the receiver 3.58 rides the

peak of the pattern. No gain exists at 3.58 and the 4.10 point is down about 50%.

When the alignment procedure was followed the normal pass band appeared. This alignment was done with the local 3.58 oscillator disabled. When it was restarted, a marker appeared in the center of the pass band as shown in Fig. 18. The dip shown in the pass band is much more evident when the oscillator is operating and the demodulators drawing power.

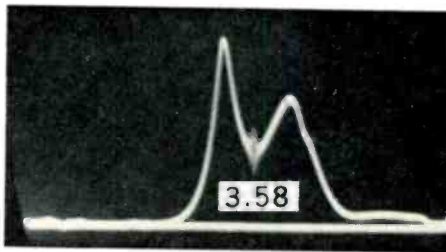


FIGURE 18

2-6: THE WIND-UP

Many things remained to be done on the receiver, such as alignment of the burst amplifier, phase detector, reactance, tank, and phase shift circuits, but these were routine and more familiar.



This is a picture of the shop where Star Gilkerson works. The shop specializes in color and color service which makes good alignment a necessity. The "TV Shop" is located at 2536 E. Villa, Pasadena.

As mentioned before, the complete tuner, IF, and chroma procedures were repeated several times, but each operator achieved good results in about two hours, and this included identification of the different adjustments, and shifting of networks, probes, and generators.

Most importantly, the picture and color were good when the curves corresponded to the book. It was possible to go through the alignment and come out with objectionable 920 beat, but recheck always indicated that a trap setting had been missed. The second go-round eliminated the problem.

TENTATIVE PROGRAM FOR CSEA CONVENTION JUNE 12, 13, 14

HACIENDA HOTEL, FRESNO, CALIF.

FRIDAY, JUNE 12TH

4:00-6:00 p.m.
6:30-7:30 p.m.
7:30 p.m.

Registration
Get-acquainted cocktail party
Dinner — Optional

Hacienda Motel Lobby
President's Suite

SATURDAY, JUNE 13th

9:00 a.m.-Noon
9:30 a.m.
10:30 a.m.
12:30

Registration
Board of Delegates Meeting
Annual Membership Meeting
Luncheon for Men
Women's pool-side luncheon and possible fashion show (dress-as-you-are)
Visit hospitality rooms, golf, bowling, etc.
Western style Barb-B-Que and Bean Dinner for entire family
Early show at Hacienda

Hacienda Motel Lobby
To be announced
To be announced
To be announced
Hacienda Main Pool

AFTERNOON FREE
5:00 p.m.

9:30 p.m.

Roeding Park—site of the
Fresno Zoo and Playland
To be announced

SUNDAY, JUNE 14th

9:00-10 a.m.
9:30 a.m.
10:30 a.m.
1:00 p.m.

Final registration
Board of Directors Meeting
Joint meeting of Board and Delegates to elect officers
Annual President's Luncheon.
Main Speaker, Dan Deston, Chief of the Bureau of Electronic Dealer Repair Registrations.
Adjourn

Hacienda Motel Lobby
To be announced



INDUSTRY NOTES

WESTON APPOINTS TWO NEW BUREAU AIDS

Dan Weston, chief of the Bureau of Electronic Repair Dealers Registration, has just announced the appointment of two new staff members.

Named to head the Los Angeles and Southern California division will be George Bussman, formerly of Craig Electronics. In the San Francisco and Northern California area will be Bob Jumper.

The duties of these two men will be to act as special representatives of the bureau in the capacity of advisors and conciliators. They will act on behalf of the State in mediating any problems between service dealers and their customers. They will also have a complete lab in order to personally determine technical complaints and will work very closely with law enforcement agencies.

These two men were selected after interviewing technicians throughout the State. In order to qualify for the job the technicians must have been in the business of Television repair for at least four years with two as owner or manager. He must also have at least two years of college or six years of experience.

CLEAR BEAM ANTENNA PLANS EXPANSION

CHATSWORTH, Calif.—At ground breaking ceremonies for Clear Beam Antenna Corporation's new 100,000 square foot plant, Robert D. Raynor, President, revealed expansion plans that include the newly established manufacturing facility in Chicago.

The new California facility is being constructed in Chatsworth, a Los Angeles suburb, on a ten-acre site acquired several years ago. The new plant will enable the pioneer West Coast electronics firm to more efficiently serve the growing demand for its expanding product lines of TV and communications antennas and accessories.

Mr. Raynor said, "We have foreseen the time when we would outgrow our present 65,000 square feet. Our expanding sales and product lines in addition to new basic manufacturing processes have made this move imperative. We began in January of this year a new manufacturing plant in Chicago's near North Side to both relieve present manufacturing pressures and to better serve our customers in the East. I'm proud to say that this step makes Clear Beam the first antenna manufacturer to expand to a full East-West manufacturing plant."

NEA PASSES RESOLUTION IN FAVOR OF QUALITY STABILIZATION BILL

The National Electronic Association, meeting in Indianapolis, took formal action to endorse the "Quality Stabilization Bill" now before Congress.

The resolution states:

"The Quality Stabilization Bill now pending before the Congress has as its purpose the elimination of those existing evils of the retail market which are contributing to this alarming rise in the number of small, independent retail business failures," the NEA resolution declared.

Referring to Quality Stabilization provisions to protect the trademarks of brand-name manufacturers, the NEA resolution said that such legislation would "serve to eliminate the deceptive, loss-leader marketing tactics of unethical merchandisers."

"Quality Stabilization is voluntary legislation," the resolution states. "It would apply only to the competitive brand name products of those manufacturers who elect to come under provisions of the law."

The NEA is composed of nine state associations representing 2864 members.

The complete NEA resolution follows:

The increasing rate of small wholesale and retail business failures throughout the country threatens the competitive retail market system upon which our economy is based.

The Quality Stabilization Bill now pending before the Congress has as its

purpose the elimination of those existing evils of the retail market which are contributing to this alarming rise in the number of small, independent retail business failures.

Quality Stabilization, by providing to brand-name manufacturers protection for their product trademarks, will serve to eliminate the deceptive loss-leader marketing tactics of unethical merchandisers. In so doing, this legislation will also give protection to American consumers as well as independent retailers who are the victims of such cutthroat tactics.

Quality Stabilization is voluntary legislation. It would apply only to the competitive brand name products of those manufacturers who elect to come under provisions of the law.

The National Electronic Association therefore believes that enactment of the Quality Stabilization Bill is vitally needed to safeguard the interests of the American consumers and to protect the Nation's independent retail company from the threat of monopoly ownership. We urge that Congress act to approve this legislation at the earliest practicable time.

ADMIRAL DISTRIBUTOR IN SEATTLE OPENS NEW 35,000 SQ. FT. FACILITY

On March 22nd the John E. Amberg Company opened the doors of their new 35,000 square foot facility in Seattle with over 500 people attending the gala event.

The building of the \$250,000 structure was a move to centralize the Amberg operation that was previously located in four different places. "With the new facility," according to John Amberg, "we will be able to offer better control and faster service to our many customers throughout the Northwest."

The Amberg firm, in addition to the complete Admiral Television and Appliance line, also handles Easy Laundry equipment and a line of electric housewares. They also operate a complete line of Admiral Parts and Accessories.

Company officers in addition to Mr. Amberg include Florence D. Amberg, executive vice-president; W. C. Albert,



general manager and C. O. Dahl, treasurer.

The Parts department is headed by Chuck Bowman who is general manager of both parts and service departments in Seattle and Spokane. Warren Bell is manager of the parts and service departments in Spokane and Vern Hawks is the general manager of the Spokane Division.

CSEA BAKERSFIELD CHAPTER HOSTED BY KERO-TV

On April 15, members and guests of CSEA Bakersfield Chapter held a meeting at the studios of KERO-TV in Bakersfield, the latest TV station to join the Time-Life chain of television stations.

Principal items discussed at this meeting were Pay-TV and a recent article in MESD relating to markups in receiving tubes. The feeling of the group after a spirited discussion was clearly in opposition to Pay-TV and the members were urged by President Bill Tanner to use all persuasion possible to repeal Assembly Bill AB2. Receiving tube discounts were also discussed, and the group was unanimous in opposing any significant change in tube markup. The consensus of opinion was that lowering receiving tube discounts would possibly help tube manufacturers and jobbers,

but that the interests of the service dealers would not be served in narrowing the margin of profit on receiving tubes, neither in the short range outlook nor in the long run.

Those attending were conducted through the studio facilities of KERO-TV by the chief engineer, Ward Bledsoe, who also held an interesting question and answer session.

NEXT MONTH
MODERN ELECTRONIC SERVICE
DEALER MAGAZINE
 will be a
SPECIAL CONVENTION
ISSUE

DUNBAR PICTURE TUBES

— Manufactured in the West's Newest Most Modern Tube Factory!

BONDED FACE PICTURE TUBES

They said it couldn't be done . . . but DUNBAR is doing it! The first independent tube plant to de-laminate and laminate bonded face picture tubes. Old plates removed, new plates replaced. Tubes processed electrically. 1 YEAR GUARANTEE.

SPECIAL ANY 23" BONDED TUBE \$27.50 EX. REGULAR \$32.50

WRITE FOR PRICE LIST
 Shipments anywhere in California. Free delivery in Los Angeles area.

DUNBAR SALES CO.

2033 Venice Blvd.
 Los Angeles, Calif. RE 5-1104

✓ CLASSIFIED ADS BUY, SELL, TRADE, HIRE HERE

Buy ... Sell ... Trade

FOR SALE

FOR SALE
 Radio & Television
 Sales & Service Business

Established 16 Years
 Excellent location. Pasadena area.
 Priced right for quick sale. Owner
 leaving city. Write Box 15 R 453,
 Classified Depts., 4041 Marlton Ave.,
 Los Angeles, Calif. 90008.

BUSINESS OPPORTUNITY

For Sale
 Television shop — sales and service.
 County wide exclusive Philco franchise. 1964 Ford Econoline Van available. Well equipped shop. Color servicing equipment. \$35,000 volume in 1963. Potential unlimited. Almost no competition. 2-way equipped shop and van. 2-way communications field just opening here. Excellent climate. One hour drive from Stockton or Sacramento. Same day delivery on parts from wholesale house. Good place to live (resort like surroundings).
 Price \$10,000
 Write P.O. Box 1022
 Stockton, California

EQUIP. FOR SALE

1956 VW VAN
 New tires, clutch, brake bands,
 Muffler and battery. 34,000 original
 miles. \$700.

T.V. HOSPITAL
 8611 Melrose Ave., L.A. 69
Floyd Cox
OL 5-8090

TV & RADIO
 SERVICE SHOP
 Estab. 16 Years
 Good Potential
 Leimert Park Area
 Call & Leave Message
 AX 2-0280

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 Marlton Ave. in the Crenshaw Shopping Center, next to Barker's. (This Address is for the Classified Dept. only.)
BY MAIL: Send your ad to MODERN ELECTRONIC SERVICE Classified Dept., 4041 Marlton Ave., Los Angeles 8, Calif.

RATES

95¢ 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.

POSITION OFFERED

T.V. SERVICEMEN
 EXPERIENCED ONLY
RCA SERVICE CO.
 2834 No. Naomi, Burbank
 TH 2-5181
 An equal opportunity employer

USE YOUR
 WANT-AD
 SECTION

An RCA antenna choice . . . for local reception, the 11-element RCA 200. In suburbs, the 13-element RCA 300. For fringe area reception, the 19-element RCA 400.

Totally new RCA 500 FM antenna . . . eight-element yagi with acute directivity, receives 88 to 108 MC, has VSWR of 1.25:1 and average eight db gain.

GUARANTEED
To Improve Your
Reception Or
YOUR MONEY BACK

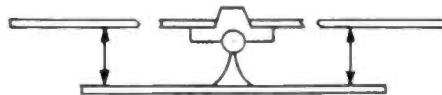
	*List	Net
RCA 200	\$26.10	\$14.85
RCA 300	\$35.00	\$20.50
RCA 400	\$52.75	\$30.00
RCA FM 500	\$24.00	\$14.40

*Factory suggested list optional w/dealer
Quantity discounts are available

RCA...Pioneer and developer of Color TV... Announces a new concept in outdoor antennas

Now the most trusted name in color TV brings you and your customers a whole new outdoor antenna line packed with top-value features. RCA puts together in a single line the best of all-channel yagi and multiple cross-driven element antenna types. You'll satisfy every customer's demand for sharpest color or black-and-white TV reception with this new RCA Series 200, 300 and 400 antennas.

RCA's electro-lens director system absorbs maximum incoming signal power, gives extremely high gain across



CAPACITIVELY COUPLED

the VHF band, offers excellent forward gain on the front end.

In addition to phasing low and high band directors for best high band performance, RCA and only RCA positions high band driven elements, *directly below* low band driven elements.

Through capacitance thus existing, RCA antennas feed energy *directly* into the transmission line from high band driven elements. An RCA exclusive!

A permanent gold *anodized* finish defends every RCA antenna's glossy finish from weather corrosion. Wrap-around mast clamp aligns antenna on mast, prevents boom crushing.

Just call your RCA Victor distributor. He'll tell you and show you all about new RCA 200, 300, 400 antennas—and that's *plenty!* Call now—sell soon!



THE MOST TRUSTED NAME IN ELECTRONICS

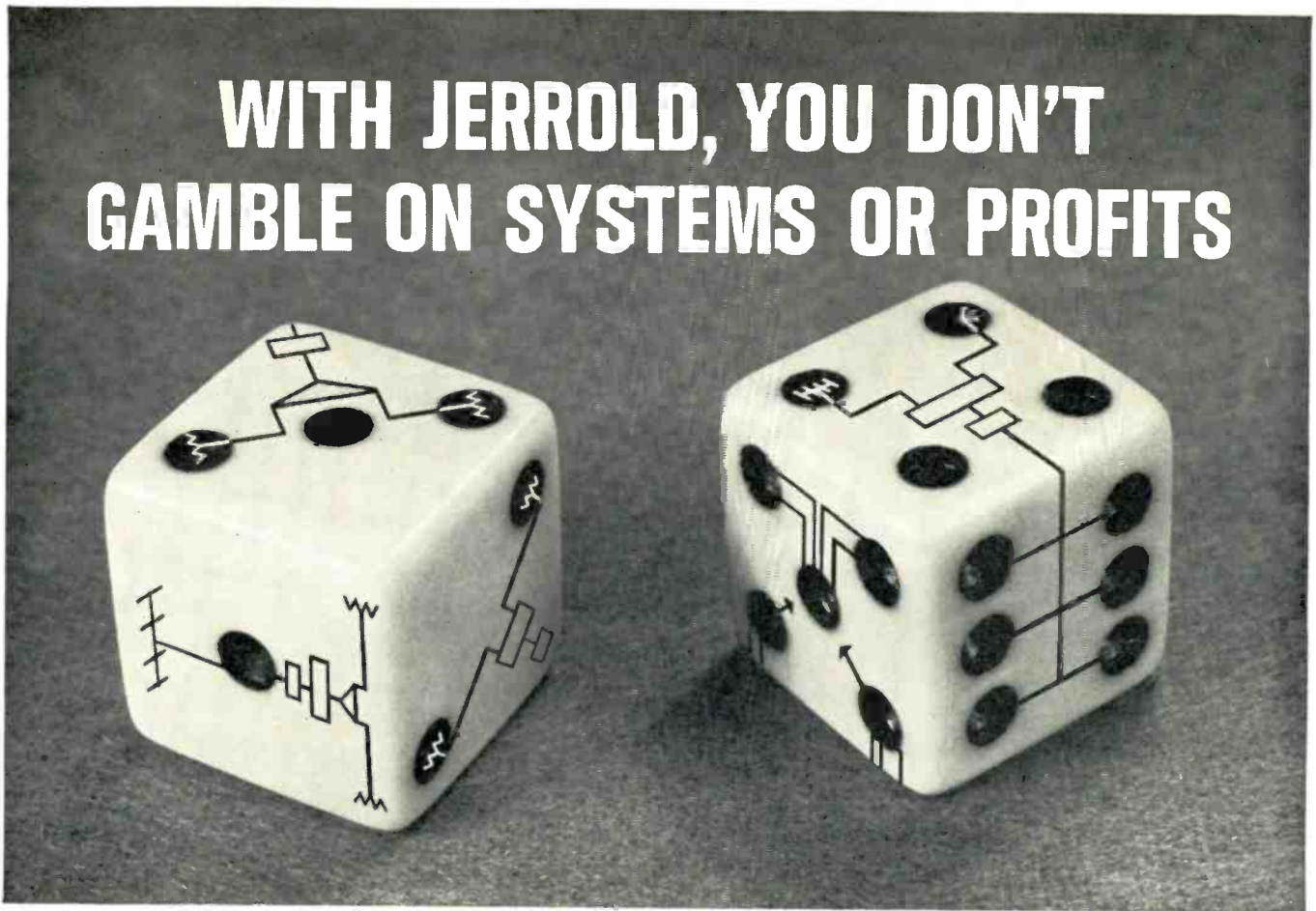
RCA VICTOR DISTRIBUTING CORP.
RA 3-6661

6051 Telegraph Rd., Los Angeles 22

CARTER-JOHNSON, INC.
234-6316

820 West "F" St., San Diego

WITH JERROLD, YOU DON'T GAMBLE ON SYSTEMS OR PROFITS



Assure yourself a profitable motel, small-hotel, and apartment-house antenna-system business—rely on Jerrold's 15-year, 50,000-mile cable experience

There are many good reasons why servicemen and architects throughout the nation insist on Jerrold master-antenna systems equipment. One of the most important is *reliability* . . . for Jerrold is the *one* truly reliable name in TV/FM cable systems—proven over fifteen years and in over 50,000 miles of installed systems.

When you go after the growing systems business in motels, small hotels, and small apartment houses, the profits lie in staying with the equipment you don't have to nurse after it's in. That's Jerrold. Everything *works* right off the bat—from the special 75-ohm antenna to the industry's finest room outlet. See your Jerrold distributor today, or write *Distributor Sales Division, Jerrold Electronics, Philadelphia, Pa. 19132.*



THE NATION'S FOREMOST MANUFACTURER AND SUPPLIER OF TELEVISION DISTRIBUTION SYSTEMS



New Model 2300-A, hi-output broadband amplifier—workhorse of the small-systems field. Rugged, heavy-duty construction; excellent overload capability; dual manual gain control (14db range).

New Ultra-Tap—the beautiful universal plug-in wall outlet that accommodates 75- or 300-ohm connectors for TV or FM or both. Flush or surface-mounting, in a wide choice of decorator colors.



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

FIGARTS RADIO SUPPLY
6320 Commodore Sloat Dr.,
Los Angeles
WE 6-6218

MILLER'S RADIO & TV SUPPLY, INC.
530 East 8th St., Oakland
TE 4-9185

CONTACT ANY OF THESE JERROLD DISTRIBUTORS:

DEAN'S ELECTRONICS
2310 Long Beach Blvd.
Long Beach, NE 6-9314

SOUTHLAND ELECTRONIC SUPPLY
3610 University St.
San Diego, Calif.
AT 3-3941

WESTERN ELECTRONIC SUPPLY CORP.
229 S. Orange, Glendale
CH 5-4764

WHOLESALE ELECTRONIC SUPPLY
265 So. Laurel, Ventura
MI 8-3163

DUNLAP ELECTRONICS
Serving Central California

HURLEY ELECTRONICS
1429 So. Sycamore Ave., Santa Ana
KI 3-9236

ASSOCIATED RADIO DIST. INC.
1583 Howard St., San Francisco
HE 1-0212

ELECTRONIC SUPPLY RIVERSIDE, INC.
2486 Third St., Riverside
OV 3-8110