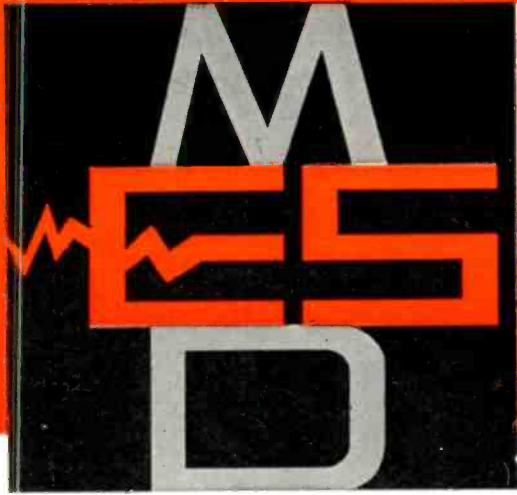


MODERN

1963 "WSBP"
Award Winner



electronic service dealer

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

VOL. 4, NO. 4

AUGUST, 1964

Complete Text Of New Regulations

Alignment . . . Profit Or Loss Criticism Answered

CSEA NEWS WIRE

Industry Notes And Comments



THE VALUE OF
BELONGING TO AN
ASSOCIATION

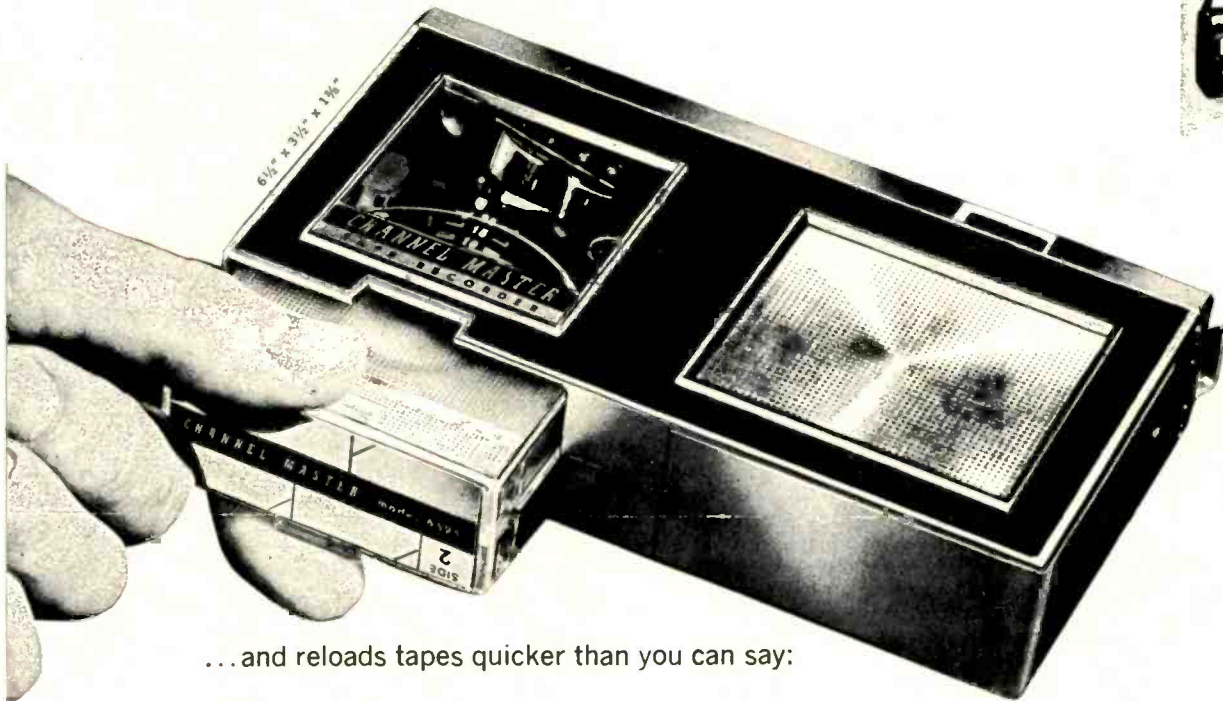
Page 8

BULK RATE
U. S. POSTAGE
PAID
Los Angeles, Calif.
Permit No. 23055

Now! World's first tape recorder that's precision-designed like an expensive 35mm camera...



lets you do everything "from the hip"...



... and reloads tapes quicker than you can say:

EGNAHC-OTSERP!

(Presto-Change spelled in reverse)

That's only if you're a slowpoke!

Slowpokes need three seconds to reverse or change tapes in our new LODESTAR.

Everybody else takes two.

The secret? Lodestar's unique Presto-Change (that's egnahc-otserp spelled forward) "Double-Decker" Loading Cartridge. The cartridge that eliminates tape threading forever.

Only 32 ounces of sleek luxury, Lodestar is precision-designed in die-cast aluminum like the finest cameras. And handles even easier. Not only can you tape it everywhere; it's the world's first tape recorder that lets you do everything "from the hip"... tape, play, rewind, reload—even play a ukulele and record it on the run, if you're kookie enough. (The dynamic clip-

on microphone frees your hands.) In fact, you needn't once take the Lodestar from your side, or even remove it from its rich leather case.

Other features? The Lodestar is loaded. Single-knob control, right on top (where you can easily get at it). Tri-purpose meter indicator with speed regulator. 2-track cartridge reel plays total of 32 minutes. Fine playback. Uses 8 penlight batteries. Etcetera, etcetera.

Put it all together. Throw in an inviting price tag. It means business. (Extra repeat business, too. Don't forget those extra cartridge replacement sales.)

Want the whole lowdown on the Lodestar?

Just mail the coupon.

Nobody has to twist our arm to get us to talk.



Presto-Change "Double-Decker" Cartridge—patent pending!



CHANNEL MASTER LODESTAR

CARTRIDGE-LOADING

CORDLESS MINIATURE TAPE RECORDER

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IN
Anaheim: KI 7-3527 & 865-0688
Bakersfield: FA 7-5535
Oxnard: HU 3-9541
San Bernardino: TU 8-6807
Van Nuys: ST 1-3930

MILLER'S RADIO & TV SUPPLY

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Oakland, TE 4-9185
IN
San Jose: CY 5-6818
Santa Rosa: LI 2-5423
Walnut Creek: YE 4-3000

ASSOCIATED RADIO DIST.

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San Francisco, HE 1-0212
IN
Palo Alto: DA 3-3173
San Mateo: FI 5-3575
Vallejo: MI 3-4531

NORCAL ELECTRONICS

1115 "R" Street
Sacramento, 442-9041

what PARALOG brought to VHF...
NEW
PARACYL
BRINGS TO UHF TV



...UHF all-channel antenna with fantastic vertical directivity

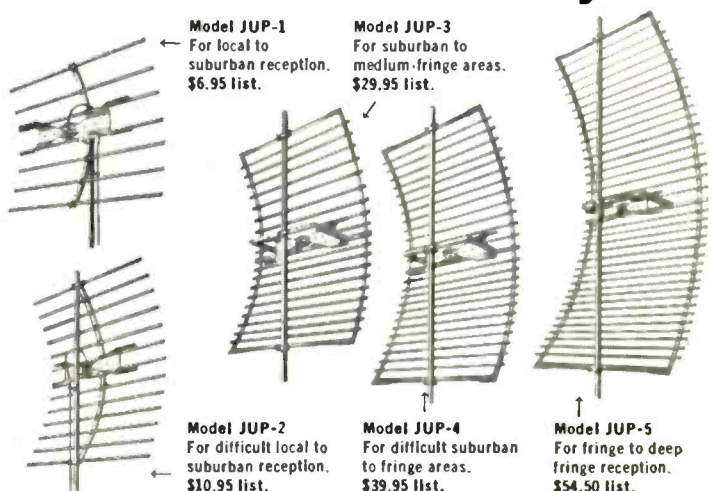
Good news! The new Jerrold-Taco PARACYL antenna combines cylindrical-parabolic construction with an exclusive "Extended Resonance" driven dipole* to deliver superior TV reception throughout the entire UHF band (channels 14 through 83).

Cylindrical-parabolic configuration assures the wide vertical interception area so necessary to capture elusive UHF signals, protect against "dead spots", and provide the greatest directivity. The "Extended Resonance" dipole driver actually changes its electrical length to present a half-wave appearance at the low *and* high ends of the UHF band, giving optimum gain and match all the way from 470 mc to 890 mc.

See your Jerrold-Taco distributor now, and learn how PARACYL antennas can open the door wide to big UHF sales for you.

*Patent pending

Distributor Sales Division, Philadelphia, Pa. 19132



Model JUP-1
 For local to suburban reception.
 \$6.95 list.

Model JUP-3
 For suburban to medium-fringe areas.
 \$29.95 list.

Model JUP-2
 For difficult local to suburban reception.
 \$10.95 list.

Model JUP-4
 For difficult suburban to fringe areas.
 \$39.95 list.

Model JUP-5
 For fringe to deep fringe reception.
 \$54.50 list.



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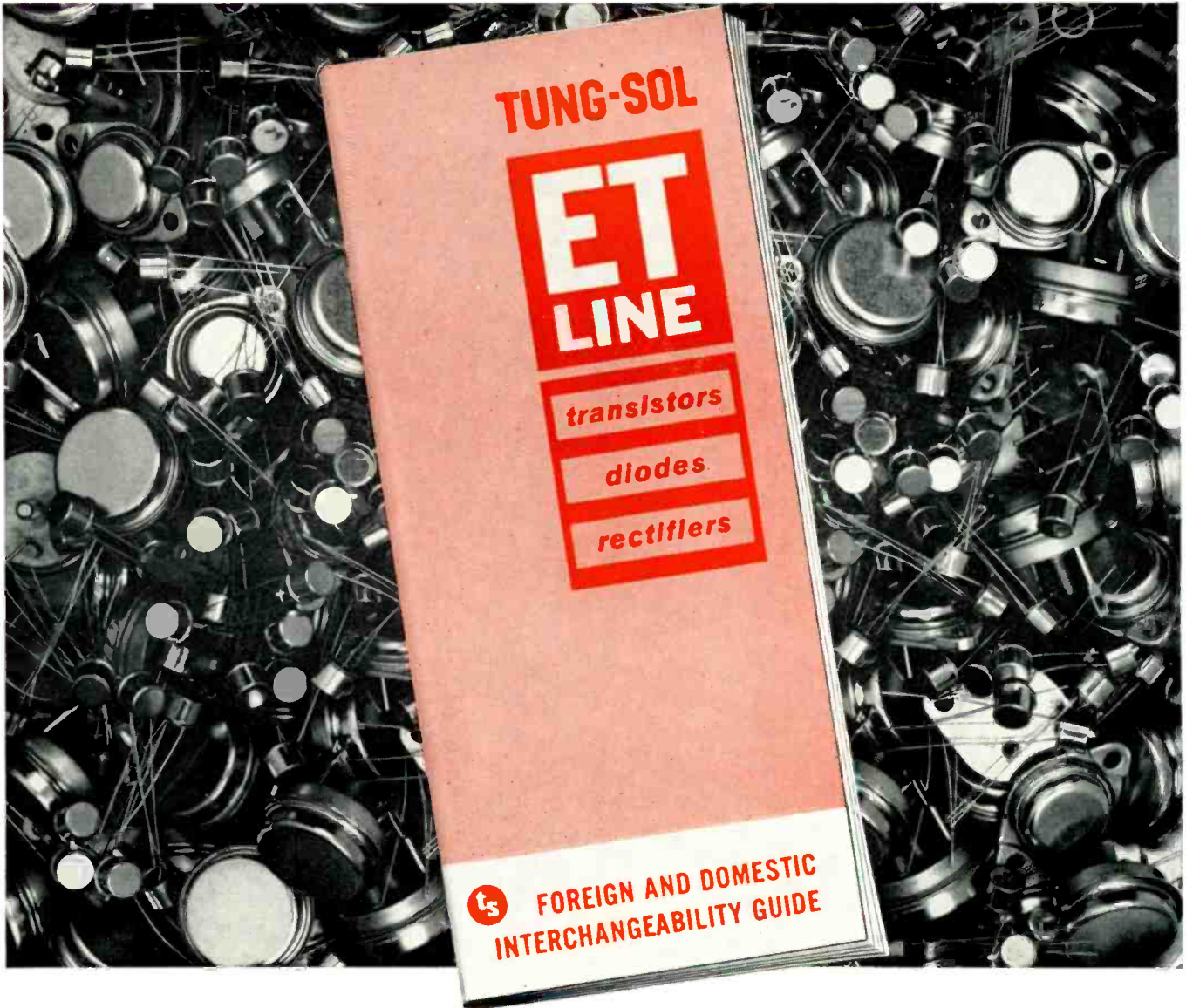
STYLES & ENGELMAN, INC.
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 352-1933

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 SERVING ALL OF CENTRAL CALIFORNIA

WESTERN ELECTRONIC SUPPLY CORP.
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 WE 6-6218

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More than 1800 domestic and foreign components are listed in this interchangeability guide and for each one the Tung-Sol ET line provides a replacement. All Tung-Sol distributors can supply this guide. Tung-Sol Electric Inc., Newark, N.J. 07104.


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ET LINE QUALITY
 TRANSISTORS • DIODES • RECTIFIERS

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ELECTRONIC SERVICE DEALER

AUGUST 1964, Vol. 4, No. 4

11 Proposed New Regulations for the Television Service Industry

The first complete publication of the New regulations that will be put into effect to aid the administration of the new Registration Law

13 Alignment . . . Profit or Loss Criticism Answered

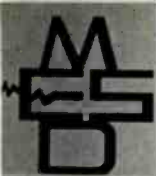
By Irving Tjomsland

The MESD Alignment Story that appeared in our May Issue is challenged on a basis of cost to do the job.

14 1964 Replacement Tube Code Dates

REGULAR DEPARTMENTS

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- 8 President's Message
- 15 Trade Talk
- 18 Classified Ads



EDITORIALLY SPEAKING

By DON MARTIN

New Bureau Regulations

In this month's issue of MESD we are publishing the complete set of new regulations for the Television Industry in California. The public hearing on these proposed regulations will be held in Sacramento at 1020 N Street, Room 102, at 9:00 a.m. on the 24th of August and anyone interested in expressing their views should make arrangements to attend.

I would like to comment on a few highlights of these regulations but would suggest that every dealer takes the time to read and understand just what is being done.

Regulation 2705 is in regards to "engaged in the business" and specifically points out that to be engaged in the business you must repair ten or more sets in any consecutive twelve-month period OR . . . if a person holds himself out (through advertising, signs, etc.) to the general public as repairing Television sets OR if receives more than 10 sets per twelve-month period even though he himself does not repair the set he will be judged as "engaged in the business" and must register with the Bureau.

The addition of these last two "ORS" makes a big difference in determining whether or not a man is "engaged in the business." We certainly do not agree with the 10 or more sets per year but the addition of the "holds himself out as a service dealer" to me means that any advertising whether on a truck, caddy, post card, or whatever it may be would stamp him as "engaged in the business." If a man can not advertise in some way, that he does service business, we will not be much of a factor as unfair competition to the dealer who is registered.

Another big change that we certainly agree upon is the oral consent of the customer. This means that if you give a customer an estimate, and latter find out that it will cost more, you may obtain his o.k. by phone providing "that the date and time and person receiving the consent and conditions of such consent if any, be set forth on the invoice." In other words, if you must call a customer back on the phone you must write on the invoice the date of the phone call, the time of the call, the person who received the consent and what the additional charges are for.

What we consider to be a major breakthrough in the handling of picture tubes has also been included in the new regulations. For the first time, a system of picture tube grading will be in force and the proof of what is new and what is used will fall directly on the backs of the manufacturers. We feel that we played a small part in the adoption of this regulation and feel sure it will receive the support of everyone in the industry. All it does is demand full and complete disclosure of what is new and what is used through a system of grades.

According to the report, all regulations set for hearing on August 24th will be put into effect immediately with the exception of the picture tube grading and replacement. This section of the new regulations will go into force on November 1, 1964 which enables the manufacturers to comply with the new law.

Hurley Takes Over Cook Electronics

One of the nicest guys to come down the pike is Ed Cook of Cook Electronics in Inglewood. For over 39 years he has been in the electronic distributing industry and it is with a great deal of sentiment that we see him retire from

business.

Ed has contributed a lot to his industry. He served it as a part of NEDA, as an active member of AED and as a charter member of PETS. According to Ed, "the electronics business is changing fast and it will take the energy and know-how of younger, more aggressive men to keep up with the times." In selling the firm to John and Chuck Hurley and Irv Tjomsland he feels that the store will remain a dealer type operation with an even greater service capacity to his long time customers.

Irv Tjomsland, co-owner with the Hurleys, will act as the store manager but will spend a great deal of his time calling on dealers. According to Irv, "we are determined to provide the finest service available and will aggressively seek to do a better job of helping the service dealer make a profit.

As Publisher of MESD we certainly want to say thanks to Ed Cook and wish him the very best of luck in the future. We also want to welcome Hurley's to Inglewood.

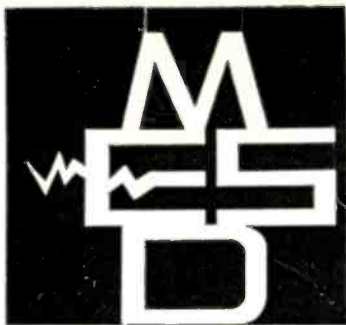
That Word Lease Again

In Fresno last month we heard a representative of STV tell the group that their firm had looked into the possibility of a lease program for color sets but had decided against it. In my editorial I pointed out that this could be changed at any time and there was no assurance that STV would stay out of the finished product end of the Industry. Naturally, by the same token, we can not expect them to stay out of the service industry either but in reading LIFE Magazine a few weeks ago it banged you right in the face. To quote the article and Pat Weaver himself it stated, "I look forward to the day when we can lease a color set that will hang on the wall." This statement was in connection with the theatre people stating that STV could not compete with their giant screens, etc. The only point here is that the word LEASE is very much in the minds of the STV executives and not something that has been dismissed as impractical.

We understand that certain dealers along the cable line have had STV installed as a "first hand look" with no charges for a full year. It is hard to fight the hand that gives you food and it is equally difficult to remain neutral under the same circumstances.

Chapter Activities

This month we have put in a new MESD feature that basically changes some of the news format we have had for the past three years. This new approach lends itself very well to fast reading and highlight reporting. One of the best things we can do is to obtain chapter reports during zone meetings. In zone "F" they have a method of having every chapter delegate report the activity of his chapter the previous month. These short reports are placed in the minutes and then we can make them available to everyone in the State. We would certainly like to encourage all chapters and zones to send in monthly reports to me for reporting in this new section. If nothing else, please place MESD on your regular meeting and minute mailing list so that I can pick up items and give everyone the publicity they deserve. Please try to make that little extra effort to keep us informed so that we can keep the other chapters informed.



The California State Electronics Association

NEWS WIRE

CSEA BOARD MEETINGS . . . President Ralph Johonnot of the California State Electronics Association has announced that in the future the Board of Directors of the State wide Association will meet quarterly instead of every other month. The next meeting of the Board has been called for Sunday, September 13th in Sacramento instead of August 3rd as previously announced.

CERTIFICATION . . . A movement to provide a program of "self certification" is being worked on by the Association for presentation to its members within the near future. It has been pointed out that there is no way to find out how much a technician knows until after he has been hired. Under the self certification plan, every technician and dealer will have an opportunity to take a series of tests that will qualify him for this certificate. Trade School officials are being contacted to act as the examination board. Object of this program is to provide qualified people while working on an apprenticeship training program and to set some type of basic standards for the service industry.

CREDIT UNION INVESTIGATION . . . is well under way by officials in CSEA. Recent information indicated that a credit union for CSEA members was very possible and the framework for organization has been obtained from the California Credit Union League. A complete resume of findings has just been mailed to all members of the Zone "F" Council and they will discuss the matter before making a recommendation to the State Board of Directors. It is felt that, if the venture is to be a success, it would have to be State wide and be available to all members rather than to an individual chapter or zone.

WHITMORE RESIGNS . . . Bob Whitmore, past president of CSEA, has just resigned his position as chairman of the Zone "F" Council of the State-wide Television Dealer Association. Whitmore has been active in local and national politics for many years and now intends to devote the majority of his time this fall to the political arena.

EACH ONE TEACH ONE . . . the theme of the current CSEA membership drive seems to have really caught fire with members throughout the State. Results of the campaign, so far, are very good with July showing an average of one new member per day. The contest is only open to regular members, no paid employees of the Association, with free trips, cash and other items acting as prizes. The contest ends this month.

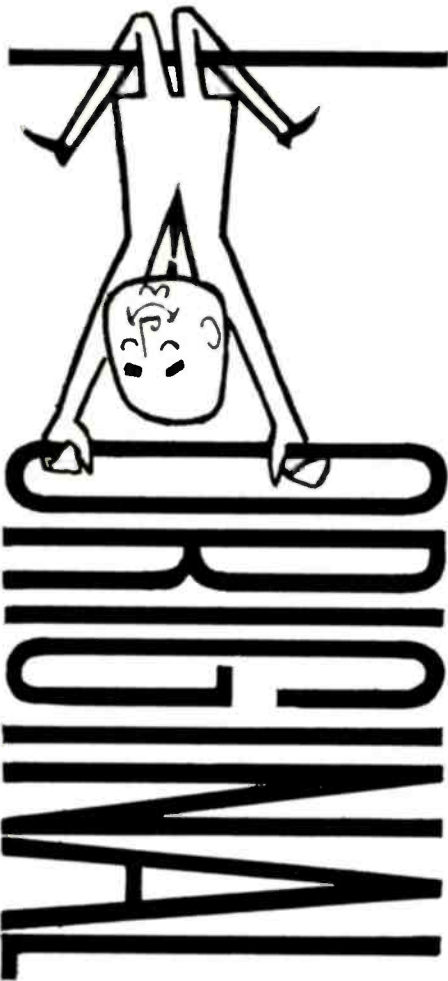
ALLAN CRAWFORD . . . current President of the Alameda County Chapter of CSEA was recently chosen as President of the El Cerrito Rotary Club and attended the International Convention in Canada. Upon his return to California he was also informed that he had been chosen as the new chairman of the El Cerrito Planning Commission. Our sincere congratulations to Allan on these community honors.

REYNOLDS TO TAKE OVER ZONE . . . Bob Reynolds of San Bernardino has agreed to take over the position of chairman of Zone "F" following the resignation of Bob Whitmore. Reynolds was the vice-chairman.

COMMITTEE CHAIRMAN NAMED . . . New CSEA President Ralph Johonnot has named several of his committee chairman for 1964-65. The by-law committee will be headed by Don Reed, Resolutions and Policy by Larry Smith, Pay TV by Hugh Wilkins, Budget and Finance by Bob Whitmore and Ed Fort and national affairs by Darrel Petzwal. Committees yet to be named include membership, legislative and publicity.

ACTRA HOSTS FREE TV SPEAKER . . . The ACTRA Chapter of CSEA recently hosted Mr. Jack Adams, coordinator for the Citizens' Committee for Free TV in California. His presentation was basically the same as the one presented to the CSEA Board of Delegates last March and brought out the different points for Free TV.

THE OTHER SIDE AT ZONE "F" . . . STV was the main part of the Zone "F" agenda last month as Donald Kunsman, V.P. of STV presented their side of the controversy. The only action taken by the Association either as a local chapter, zone or state was to take no action. A few believe that STV can be the answer to a serviceman's dream while others disagree. Each individual is on his own but the STV people have accomplished what they wanted and that was to split the service industry. What was once a solid front, by the service profession, is now left on an individual basis.



FACTORY REPLACEMENT PARTS FOR T.V. & RADIO

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VI 9-6014



BY
RALPH
JOHONNOT

The Value of Belonging to an Association

Are your customers still growling about the price of your services? If not maybe they should be! Can you discount your parts bill at the end of each month? If not why aren't you?

Let's face some facts—First why are there over the counter parts houses? They were forced into direct sales because of economics, working on a cash basis and turning the dollar many times in a thirty day period produced almost the same if not better profits for these distributors than the dealer business which was on a thirty day account which often ran sixty to ninety before being paid. Those wholesalers usually belonged to an Association of their own that also had a credit bureau. They then knew that when a dealer was past due at XYZ Distributors he would be charging at ABC Co. The handwriting was on the wall, if the dealer business was risky why not work on good old hard cash from John Q. Public.

The few distributors who are left in the strictly dealer business have remained so because they felt there was and is a future in the repair service industry and that most important that they would risk the dealer business. Some dealers say of these distributors "Well Able Victor's Electronics prices are too high. I can buy for less". Well maybe they are entitled to this higher price. Let's analyze this. First they sadly have to write off many thousands of dollars for the dealer who just can't charge enough for his services to stay in business. Second this type of distributor offers excellent service with ample delivery, carries many specialized parts which may be slow moving items just to serve you. In general these supply houses stress quality and carry the popular brand names which do not carry as high a markup as foreign or distress merchandise. The distributor who caters to the public only carries fast moving items and has a much smaller inventory. This distributor may also be soliciting your business with extremely inviting prices and it is very hard to understand that to patronize this supply house is only adding to the confusion of the "No profits for the dealer".

Now let us examine where the association part fits into the blues of the struggling dealer. First we know that we can't sit down and fix prices but we can sit down as a group and discuss the cost of doing business and what a fair profit is on our investment. Also to analyze the time periods required to repair certain articles.

Time and time again dealers are so afraid of losing a little business that they set their prices so low that the inevitable happens. After bread, butter, rent and utilities are paid guess who take the beating, the poor distributor.

I have for many years been active in association work and I have seen that, when in a community, the dealers finally become association minded, stop envying each other, stop fighting each other over prices and start working together as a group that not only will the income for each become greater but the spirit and understanding lead to a much more pleasant and enjoyable business with a real aim to stay in the business and serve the community with not just a patch up job at a low competitive price but a genuine repair which you can be proud of and know will last the consumer and will give satisfaction that will guarantee his return as a future customer.

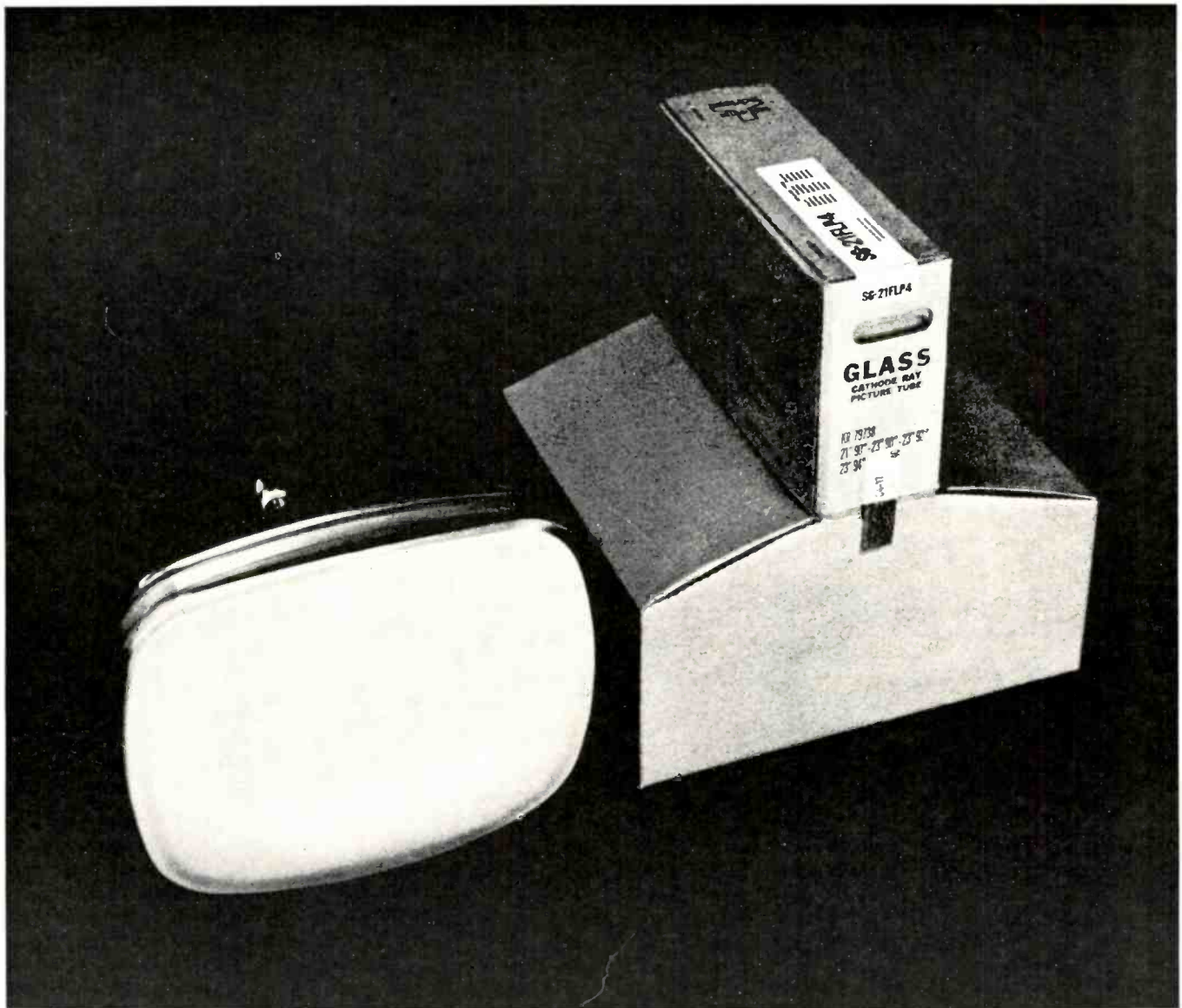
Good professional work with proper pricing within your area will stop the growling from the consumers and the dealers also. It is the dissatisfaction from within the dealers ranks that rub off on the people he depends on for his income.

In closing remember there are people who will complain no matter what you charge them even if it's for free. Forget the few who grumble about your charges. Do not let them dictate to you what your charges and income should be, and if they aren't willing to pay your price send him with a helping hand to your competitor who has not as yet learned the value of his efforts and help him out of business just that much sooner.

Our registration law is here to aid us in stopping bait and deceptive advertis-

(Continued on Page 16)

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

CONTACT ANY OF THE FOLLOWING DISTRIBUTORS:

**MILLERS RADIO &
TV SUPPLY, INC.**

530 East 8th St., Oakland, Calif.
7076 Armory Dr., Santa Rosa
1263 Arroya Way, Walnut Creek
785 S. First St., San Jose

ANDREWS ELECTRONICS

1500 W. Burbank Blvd., Burbank

**WHOLESALE ELECTRONIC
SUPPLY**

265 So. Laurel, Ventura
209 W. Cannon Perdido, Santa Barbara

COOK ELECTRONICS

210 E. Hardy St., Inglewood

EDISCO, INC.

5901 Mission Street, San Francisco

KIESUB CORP.

311 W. Pacific Coast Hwy., Long Beach
1162 Industrial Ave., Oxnard
14511 Delano St., Van Nuys
910 - 11th St., San Bernardino
318 - 21st St., Bakersfield
725 N. Los Angeles St., Anaheim

PROPOSED REGULATIONS FOR TELEVISION REPAIR DEALERS

Editor's Note: As Publisher of MESD I have tried to keep in constant touch with the new Bureau and have offered them our complete support in order to get the full information out to the dealers. The following material is the first time the new regulations concerning the operation of a television service Business have appeared in print and we are pleased to present them at this time. In order to make sure that every dealer understands the position of the Bureau in setting up this standards I have also included some remarks by the Bureau's Chief Dan Weston. Here is his letter of July 15th.

Dear Mr. Martin:

Pursuant to your request, I am enclosing the notice of proposed changes in the regulations of the Bureau of Electronic Repair Dealer Registration. We appreciate the service which your magazine offers in providing a method for obtaining the most effective coverage of service dealers in California.

These regulations represent the substantial and cumulative effort of the members of the Board and the Bureau and also the contributions which have been made by other groups representing the industry and the public.

The emphasis and thrust of these regulations is *full and fair disclosure* to the public. Where the consumer is uninformed or misinformed he cannot make meaningful choices, where the customer's choices are confused or obscured, there can be no effective competition between service dealers which render services of widely differing value. Conversely, where the public is informed they can choose, when they choose they are selecting, and by their selection they allow the dynamics of the marketplace to have its full force and effect. The effect will be to *substantially increase the competitive advantage* of the conscious and competent service dealer.

Presently, particularly in the large metropolitan areas of California, the honest service dealer is fighting fierce competition from unscrupulous oper-

ators, who are not only surviving but are doing so handsomely, by disseminating misinformation, half information or withholding relevant information. With the adoption of these regulations and with their diligent enforcement by the Bureau and with the cooperation of the industry, these operators will be forced to clean up or get out. Where dealers compete for the public's dollars on the basis of service, the honest and efficient will prosper, and the dishonest and inefficient which previously could only compete by unfair means, will not.

As I stated at the CSEA convention in Fresno, the problems which service dealers face from unfair competition are very real. For example, the alignment of a television set by using a signal generator and oscilloscope is time consuming and requires a high level of technical skill. When a service dealer aligns a set he is entitled to fair compensation for his time and skill needed to effect such alignment. If he charges the customer a fair and proper price he will compare adversely in the mind of the public with another dealer who charged much less for a so-called "alignment," where all that is done is a minor adjustment. Similarly, where a service dealer makes major repairs on a tuner or installs an exchange tuner he is entitled to a fair price for this service. If he charges a fair price he is compared in a bad light with another operator who advertises "tuner rebuilding" but only squirts cleaners and lubricants in the tuner. Again, most service dealers install high quality picture tubes, but it is difficult for them to compete with certain operators which install significantly inferior products. This operator misrepresents the nature of the tube, charges a little less and enjoys a much greater profit margin than the legitimate service dealer, and renders markedly inferior service. Most service dealers are proud of their business name and go to considerable expense to advertise their location. Other operators which have pushed themselves into a profession where they do not belong, constantly change their business name,

and hide the location of their repair, for obvious reasons. Although these examples could be continued almost endlessly, the striking fact is the legitimate service dealer, *are the same.*

Obviously we do not regulate prices, but where there is full and fair disclosure the public will regulate the prices in the competitive process by rewarding the fair and competent. This is as it should be.

It should be further noted that the *essence* of these regulations *are already being followed by the majority of service dealers* who take pride in their profession and practice it honestly.

Although the statute empowers the Board and Bureau to regulate *conduct*, I think we have wisely chosen to regulate *disclosure*. Where there is *full and fair disclosure*, competition and the public will regulate the *conduct*. Unless and until there is clear and convincing proof to the contrary, I believe that the more conservative approach of regulating disclosure, is the more preferable.

Presumably, any regulation will impose some burden on the service dealer and provide some benefit to the consuming public. Regulations have been recommended where the burden to the service dealers has been slight and the corresponding benefit to the consuming public has been by comparison substantial. Where the benefit to the public has been slight and the burden on the service dealer disproportionate, the contemplated regulations have been discarded.

Prior to the adoption of any of these regulations, there will be a public hearing at 1020 N. Street, Room 102, Sacramento, at 9:00 a.m. on August 24, 1964. We invite anyone who can do so to attend and participate in this hearing. Any written comments submitted to this Bureau will be carefully considered.

Very truly yours,

DANIEL J. WESTON,
Chief

NOTICE OF PROPOSED CHANGES IN THE REGULATIONS OF THE BUREAU OF ELECTRONIC REPAIR DEALER REGISTRATION

Notice is hereby given that the Bureau of Electronic Repair Dealer Registration, pursuant to the authority vested by Sections 9814, 9833, 9842, 9843 and 9847 of the Business and Professions Code, and to implement, interpret or make specific said sections and Sections 9801, 9810, 9815, 9830, 9841 and 9844 of said code, proposes to amend its regulations in Title 16 of the California Administrative Code as follows:

(1) Amend and renumber Regulation 2700 to read:

2706. Return of Removed Parts, Exemption. Picture tubes are exempted from the provision of Section 9843 of the Code requiring the return of removed parts to the customer.

(2) Adopt new Regulations 2700 through 2705, inclusive, and 2707 through 2721, inclusive, to read:

2700. Location of Offices. The principal office of the Bureau of Electronic Repair Dealer Registration is located at Room 541, 1020 N Street, Sacramento, California, and the branch office is located at Room 7117, State Building, 107 S. Broadway, Los Angeles, California.

2701. Tenses, Gender and Number. For the purpose of the rules and regulations contained in this chapter, the present tense includes the past and future tenses, and the future, the present; the masculine gender includes the feminine, and the feminine, the masculine; and the singular includes the plural, and the plural, the singular.

2702. Filing of Addresses. Each person registered with the Bureau shall file his proper and current mailing address with the Bureau at its principal office and shall immediately notify the Bureau of any and all changes in mailing address, giving both his old and new addresses.

2703. Definitions. For the purpose of the rules and regulations contained in this chapter, the term:

(a) "Code" means the Business and Professions Code.

(b) "Set" means television, radio, or phonograph equipment normally used or sold for use in the home.

(c) "Picture tube" means cathode ray tube otherwise known as kinescope or CRT.

(d) "Repair" includes repair, service, maintain, or activities of a similar nature.

(e) "Rejuvenate" or words of like import as reactivate or restore, means the repair of any internal malfunction of a picture tube by burning out shorts in the electron gun assembly, or flaking the cathode by heating and vibrating the cathode, or activities of a similar nature.

(f) "Adjustment" when used in connection with the repair of a television set, means to vary the value of a variable resistance, inductance or capacitance, without employing the use of a signal generator and oscilloscope to effect such adjustment.

(g) "Alignment" when used in connection with the repair of a television set, means to vary the value of a variable resistance, inductance or capacitance, where adjustment has been ineffective, by employing the use of a signal generator and oscilloscope to effect such alignment.

(h) "Seconds" or terms of like import are rejects, when used in connection with a replacement picture tube, means that the picture tube, though giving satisfactory performance, does not meet the quality and workmanship maintained by the manufacturer with respect to the general run of tubes of the same type.

(i) "Class" when used to describe a part placed in the set, means the description of such part as would tend to indicate its electronic function. (For example, where four parts are placed in a set and are described as—capacitor—resistor—tube—tuner—such parts have been described by class within the meaning of this regulation.)

(j) "Type" when used to describe a part placed in the set, means the numerical and/or alphabetical designation of such part to distinguish it from parts of the same class. (For example, the description of a tube as—123X7—or a capacitor as—.005 MFD—is a description of those parts by type within the meaning of this regulation.)

2704. Display of Registration Certificate. Each service dealer shall display in a conspicuous place the registration certificate issued by the Bureau at the place of business for which the registration was issued.

2705. Engaging in Business. A person "engages in the business" of repairing sets within the meaning of Section 9801 (g) of the Code:

(a) Where such person repairs ten or more sets in any consecutive twelve-month period, or

(b) Where such person holds himself out to the public as a service dealer and receives ten or more sets in any consecutive twelve-month period from the public for repair, and transmits or renders control of the sets, to another service dealer for repair.

A person will be deemed to be holding himself out to the public as a service dealer within the meaning of the preceding sentence where such person solicits such business in a manner which might lead the public to believe that such person is a service dealer or where such person bills the customer on his own invoice.

2707. Estimate—Oral Consent—Written Record. Where a customer consents that the service dealer may charge in excess of the written estimate pursuant to Section 9844 of the Code, such consent may be communicated orally; provided however that the date and time and person receiving such consent, and conditions of such consent if any, be set forth on the invoice.

2708. Television Tuners. Where cleaners or lubricants have been applied to a television tuner or any part thereof, the invoice shall describe such activity as cleaning and/or lubricating, whatever is applicable. The term "rebuilt" or "reconditioned" or words of like import shall not be used to describe such activity.

2709. Alignment of Television. The use of the term "alignment" to describe the repair of a television set, shall conform to the definition of alignment as set forth in Regulation 2703 (g).

2710. Invoices and Estimates—False or Misleading Records. No service dealer shall, in filling out an estimate or an invoice, withhold therefrom or insert therein any statement or information where the tendency or effect thereby is to mislead or deceive customers, prospective customers,

or the consuming public.

2711. Rejuvenation. Where the picture tube has been rejuvenated, in the repair of a television set, the term "rebuilt" or "reconditioned" shall not be used to describe such rejuvenation.

2712. Picture Tube Brightener. Where a picture tube brightener has been installed, the installation of such device shall be itemized as a part placed in the set in conformity with Regulation 2715 (h). The term "rebuilt" or "rejuvenate" or "reconditioned" or words of like import shall not be used to describe such device or its effect.

2713. Invoice—Copy to Customer. A legible original or a legible copy of the invoice shall be given to the customer.

2714. Invoice—Keeping of Records. A legible original or a legible copy of the invoice shall be retained by the service dealer for a period of at least one year.

2715. Invoice—Contents. Each customer shall be given an invoice, and all such invoices shall clearly set forth the following:

- (a) Business name, address, and telephone number of service dealer.
- (b) Service dealer's State registration number, and indicated as such.
- (c) Date of invoice.
- (d) If the set is removed from the home, the address of the location where the set was repaired, and indicated as such.
- (e) Name and address of customer.
- (f) A description of the set serviced, including make and serial number.
- (g) A statement of total charges.
- (h) Itemization of each part placed in the set, including a description by class and type where possible, indicating the charges levied for each part.
- (i) Itemization and description of labor or technical services performed for which a charge was levied.
- (j) A description of all other charges.
- (k) If any used parts are supplied, the invoice shall state that fact indicating which parts are used, provided however that if a picture tube is installed the description of such replacement picture tube shall conform to the requirements as hereinafter provided.
- (l) Complete and legible signature of person filling out the invoice and indicated as such.
- (m) Complete and legible signature of person performing the actual repair on the set and indicated as such.

2716. Grading Key and Component Description.

Grade AA Description—all new parts and components including new glass envelope.

Grade A Description—used glass envelope, all other parts and components are new.

Grade B Description—used glass envelope, used phosphor viewing screen, used aluminization, used internal conductive coating, all other parts and components are new.

Grade C Description—Used picture tube for resale, all significant parts and components are used.

2717. Picture Tube Replacement—Invoice Disclosure.

(a) Where a picture tube is installed, the invoice shall set forth the make, type, serial number and component description of such tube.

(b) Description of the picture tube by new and used components shall be indicated by either of two methods: **METHOD ONE.**

Setting forth on the invoice the particular verbatim description as selected from Regulation 2716 which applies to the installed tube. (Reference to grade not necessary.)

METHOD TWO.

Indicating on the invoice the grade of such tube

and furnishing the customer with the entire verbatim contents of Regulation 2716. The verbatim contents of Regulation 2716 shall be furnished the customer by printing, stamping or writing the same on the invoice, or by attaching to the invoice a sheet which contains the same.

(c) In complying with this regulation the service dealer may rely in good faith on the labels or written representations of the manufacturer.

2718. Grade C Tube.

(a) The fact that a used picture tube which is installed in the television set has also been rejuvenated, or has a new or used brightener attached to it, or has fresh paint or coating on the outside, or any combination of the above, shall not change its status or description as a Grade C picture tube.

(b) Where a Grade C picture tube is installed, the serial number need not be indicated if such number cannot be ascertained after a reasonable examination of such tube.

2719. Picture Tube—Seconds. Where a Grade AA, Grade A, or Grade B picture tube is installed, where such tube is also a "second" within the meaning of Regulation 2703 (h), such tube shall be designated as a Grade AA, Grade A, or Grade B, whichever is applicable; provided however that the following additional notation shall appear verbatim on the invoice:

—This picture tube is a manufacturer's reject or second line quality tube but is capable of giving satisfactory performance—

(Alternate) 2719. Picture Tube—Seconds. Where a picture tube is installed which might otherwise be classified by component description as a Grade AA, Grade A, or Grade B, where such tube is also a "second" within the meaning of Regulation 2703 (h), such tube shall be designated on the invoice as a "second" to the exclusion of any other grade designation or grade description, and the following additional notation shall appear verbatim on the invoice:

—This picture tube is a manufacturer's reject or second line quality tube but is capable of giving satisfactory performance—

2720. Warranty of Picture Tube. Where a picture tube is installed, the warranty card covering such tube, if any, shall be delivered to the customer by attaching the warranty card to the invoice.

2721. Regulations 2716, 2717, 2718, and 2719 shall become operative November 1, 1964.

Notice is also given that any person interested may present statements or arguments, orally or in writing, relevant to the above proposal at a hearing to be held at Room 102, 1020 N Street, Sacramento, California, at 9:00 o'clock, a.m. on the 24 day of August, 1964, or may file written statements or arguments with the Bureau at its office at Room 541, 1020 N Street, Sacramento, no later than August 24, 1964, or both. At the conclusion of the hearing, or thereafter, the Bureau may upon its own motion or at the instance of any interested person adopt the above proposal substantially as above set forth without further notice.

HAROLD I. POWERS
Director of Professional
and Vocational Standards

By
DANIEL I. WESTON, Chief,
Bureau of Electronic
Repair Dealer Registration

DATED: July 9, 1964

Alignment . . .

Profit Or

Loss

Criticism

Answered

by

IRVING TJOMSLAND

It is always a pleasure to hear from our readers and we print in full a letter from J. D. Kempston of Pinola TV.

We have taken the liberty of adding identification numbers to the points made in the letter in order that we may better identify that material that follows in the form of explanation or clarification.

Dear Sirs:

(1) In regard to your May issue and the article entitled "Alignment—Profit or Loss" your enlightenment of the problem was about as bright as a burned out #47 pilot lamp. No doubt exists as to the fine technical ability of Mr. Stan Gilkerson of Pasadena. However I failed to find one word relative to the economics of his venture, or any other for that matter, into the alignment area of servicing.

(2) I, for one, am firmly convinced that the public will not "stand still" for the cost of alignment. Now Mr. Gilkerson picked out a color receiver wherein the customer had a "few" dollars invested, therefore was willing to expend a "few" more to get a color picture back, which is well and good. But it has been my experience that by and large the customer is rarely interested in picture quality at the price.

(3) Over 95 per cent of the shop repair jobs are accomplished with the customers parting words ringing in the technicians ears "I don't want to spend too much on this set—and if it looks as if it is going to be over say \$25.00 to \$30.00 call me.

(4) Another aspect not touched upon is that 99 per cent of sets which would be economically worth the cost of the job are within 3 or 4 years of age thus seldom requiring itunless, as Mr. Gilkerson ascertained, someone had screwed-up the works.

(5) Moreover your article conveniently overlooked the mention as to the location with respect to signal strength such as fringe or local, etc.

(6) Please devote some later article to the same subject but please have a more comprehensive article.

Thank you
J. D. Kempston
Pinole TV.

Point #1: Just as the closing words of Mr. Kempstons letter indicate a very open mind on the subject so did Stan Gilkerson attack the problem of sweep alignment without pre-formed opinions. According to the second paragraph of the introduction he "reserved judgement on the most controversial of subjects—"

Let us examine the situation: Here is a color receiver, unable to reproduce color and exhibiting an incredibly degraded picture with no usable sound. Alternatives: Junk it or fix it.

Alignment restored normal operation.

The economics of the situation must be left to the judgement of the individual reader. Was it worth two hours time?

Point #2: Since no amount of tube substitution, parts changing, or salesmanship could have restored operation as did the two hours of alignment work, what should it cost the customer? Twenty-five or thirty dollars?

Remember, in the alignment job, the effects of the incorrect work done previously were overcome, and the source of the original trouble found and corrected.

Point #3: This indicates that the customer is unwilling to pay for better pictures and performance.

Mr. Kempston may have purchased the necessary equipment and gained the required experience, and then found the service unsalable, but this point is not made clear. If he has done so, he belongs to a minority of the industry, because less than 10 per cent of the shops offer alignment service.

The fact is that very few customers have "been asked to buy" improved picture quality through alignment. Who knows for sure how they will react? It may be dangerous to condemn the public as a whole because a few are so miserable.

Point #4. This deals with the need for alignment. Lets point out that a great many receivers more than "three or four years old" are highly prized by their owners. Who was it who said "They don't build them now-a-days like they used to—"?

About a third of all fly-backs and yokes sold are for sets more than six years old, and many for sets ten years old, so people will fix them if they know they will get performance for their service dollar.

Consider your car or truck: Suppose that every time you had service it worked a little less well than it did when it was new. Wouldn't you spend as little as possible on it to keep it alive until you could junk it and get a new one? Or on the other hand wouldn't you value service that would make it run like new? You wouldn't mind paying for that would you?

May be this applies to the television service field also. The new tubes and parts you install in a television receiver are separate and isolated factors. The glue that holds the entire operation together to provide a fine detail picture with good sync and AGC is the relative alignment of the tuned circuits. The best parts changing or tube substitution won't bring back fine performance unless the alignment is good.

Continued Next Page

Alignment

(Continued from Page 13)

Point #5. This refers to local or fringe area alignment. The point is well taken, and will not be solved with any statements we can make here.

If the technical editor may be allowed to express a personal opinion, and if it will be accepted as just that, he believes that there is very little difference in alignment for local or fringe areas.

Unless the serviceman can afford to tailor a receiver to a single channel or an individual location, a good alignment job to the manufacturers specifications will offer best results in both areas.

Based on the findings of several hundred alignment jobs that went into 50 microvolt (or less) areas the editor gradually came to believe that the recommended alignment produced the best day to day operation. Special effects were usually undone by drift in tubes, changes in antennas and leadins, etc.

Point #6. The need for a more comprehensive article. After doing the first article we agree emphatically with Mr. Kempston. The article in question was

not only the longest of the current technical series, but also the most photographed, and therefore the biggest production job also.

But for all that, much had to be left out, and we question that anything less than a series of articles or a book could do justice to the many factors involved.

However, we might sum up a bit for points that were not emphasized in the original article:

1. Alignment is not impossible if good equipment and instructions are available.

2. As the pictures prove images on the scope DO resemble the classical forms shown in manuals and textbooks when good equipment is used and adjustments are correctly performed.

3. The time required for "worst possible" cases is not prohibitive.

4. No other procedure could have prevented "junking" of the receiver.

In addition some fringe benefits were gained which were not mentioned in the article:

1. Impossible sync became firm and stable.

2. Sound improved and fine tuning became normal.

3. Contrast improved to the point where high voltage regulation became important.

For what it is worth a final thought: The most dramatic demonstration of alignment equipment involves the complete alignment job and must result in a maximum definition picture with top performance from associated circuitry such as color, sound, AGC, AFC, APC, etc.

But that is not the most useful application to the serviceman. We believe the serviceman obtains the most value from his equipment when he can "look-in" on any bench job in five minutes or less and spot a single defect such as a misplaced trap, shorted IF stage, or defective video amplifier.

The experienced aligner always wonders how the non-equipment user would feel if he could see the evidence of things he can only suspect when he has to return a receiver to the customer where the vertical hold is still a little bit weak, the AGC a little slow, or the picture a little bit smeared.

1964 REPLACEMENT TUBE CODE—EXPIRATION DATES FOR 1964

Expires	Standard	Tung-Sol	RCA	Sylvania	Raytheon
JAN. 31	63-04	NV	NA	KB	M - 24
FEB. 29	63-09	NX	NB	KC	M - 22
MAR. 31	63-13	NY	NC	KD	M - 20
APR. 30	63-17	NZ	ND	KE	M - 18
MAY 31	63-22	PA	NE	KF	M - 16
JUNE 30	63-26	PB	NF	KG	M - 14
JULY 31	63-30	PC	NG	KH	M - 12
AUG. 31	63-35	PD	NH	KJ	M - 10
SEPT. 30	63-39	PE	NI	KK	M - 08
OCT. 31	63-43	PF	NJ	KL	M - 06
NOV. 30	63-48	PH	NK	KM	M - 04
DEC. 31	63-52	PK	NL	LA	M - 02

*STANDARD—The EIA standard four digit code number system is used by many brands. The first two digits indicate the year; the remaining two digits identify the month by referring to a week of the year included in that month. Brands using this system include: C.B.S., G.E., Philco, Westinghouse, Zenith.



TRADE / TALKS

PAY-TV GOES ON THE AIR . . .

On July 17th, with the color telecast of the Dodger-Cub Baseball game, PAY-TV became a reality. Although under consideration for many years with different systems it took STV and the Telephone Company to do the job. All reports on the reception of the picture were excellent but the count on how many first nighters paid the \$1.50 are unknown. The fate of PAY-TV is still in the hands of the voters in November but many feel that even if it is turned down a battle through the courts will take place to determine whether or not it is constitutional. By the time the whole thing is settled STV will have completed several years of telecasting and its success pretty well determined by economics.

JOHN ADAMS TO HEAD ZENITH PARTS . . .

With the retirement of *Robert Fuller* as the Zenith general manager of parts and accessories in January, *L. C. Truesdell*, Zenith's President, has announced the appointment of *John Adams* to the post. Adams has been the company's commercial manager of parts and accessories since 1962.

LABOR STATISTICS MATCH MESD SURVEY . . .

In 1962 MESD conducted a survey of technicians pay in California and learned that the average was about \$125 per week. Last month the Department of Labor announced their findings for the same period and it ranged from \$100 to \$115 per week. California is usually about 10% ahead of the rest of the nation. The report also stated that some technicians earned as high as \$150 a week but that the starting pay ranged from \$65 to \$75. It's hard to attract new people to an industry with that type of history. On a recent trip through the Post Office we noted a sign advertising for janitors. The pay scale tops was \$2.16 per hour or \$86.40 per 40-hour week. Maybe we ought to turn in our scopes for a broom . . . or boost those charges.

AMERICAN VIDEO LOCKED UP . . .

The rocky road of picture tube rebuilders is even more evident as

American Video, formerly Calvideo, was thrown into bankruptcy. Following the pattern of many other such firms American Video is the last of the big independent picture tube rebuilders. Heavy competition and under financing were the major causes of the American Video collapse. A creditor's meeting is to be set for the near future. For awhile it looked as if the company was coming out of it since it had just been purchased by Budd Electronics (MESD July issue).

EDUCATIONAL TV TO DOUBLE IN L.A. . . .

With the advent of KCET Channel 28 in September, it is predicted that educational TV in the Los Angeles area will double. Although the station will have additional programming the big increase in educational TV will come from the present Los Angeles Schools system. At the same time, Long Beach City Schools will inaugurate regular TV instruction for 40,000 elementary grade pupils. It seems, from these reports, that the schools will soon be a major service source and dealers looking for new business might contact their local school administrators with a view towards converters as well as service.

PHILADELPHIA SERVICE GROUP CHARGED BY FTC . . .

The Television Service Association of Delaware Valley has been charged with unlawful conspiracy to restrain competition. In the action the FTC charged threats to distributors of withdrawal of patronage, a combined and united boycott of distributors engaged in selling to retail trade, dictated practices to be followed by wholesalers, policed sales made by distributors, etc. All charges have been denied by the service group.

JACK MOUTHROP JOINS SUES, YOUNG & BROWN . . .

Jack Mouthrop, owner of Radio Television Supply Co. in downtown Los Angeles, has sold his distributorship and now heads the Parts and Accessories division of Sues, Young and Brown, Inc. Zenith Distributors.

KIESUB CLOSES SAN DIEGO STORE . . .

The Kiesub Corp. has decided to close its operation in the San

Diego area effective immediately. Kiesub had, over a year ago, taken over the former operation of Nystrom but have now decided to concentrate in the greater L.A. area. Kiesub has stores in Long Beach, Anaheim, Bakersfield, Oxnard, San Bernardino and Van Nuys, and are headed by *Dick Wesenberg*.

DUNLAP ELECTRONICS, through Hallicrafter Corp. of Chicago, made available fifteen Model CB6 Walkie Talkies to cover the Republican National Convention in San Francisco. Senator Barry Goldwater is one of the outstanding Ham operators in the United States, and he is very familiar with the Electronic Industry.

APA AFFILIATION WITH NARDA

has become final with the setting up of a new APA office at 10642-J Lower Azusa Road in El Monte. At the same time, it was announced, Mrs. Ruth Morton will act as the chapters Secretary on a full time basis. Members of the executive committee including Oran Bridges, Chet Shipley, Glenn Jackson and President Rollie Grindler acted in behalf of the Association in setting up the new facilities.

HURLEY TAKES OVER COOK

Electronics this month with Irv Tjomsland to direct the activities of the well known Southern California distributorship. Ed Cook, with over 39 years in the electronic business, will retire from business but his son will continue with the new Hurley management as a full time outside man. Tjomsland, a full partner in the venture, will also spend a great deal of his time in the field. This is the third time he has been in the distributor side of the business in the past twenty years which also included technical work and as a manufacturers' representative.

ZENITH CONTINUES TO EXPAND ITS PARTS AND ACCESSORY LINE

with the addition of new products. The trend towards full line parts distribution began last year with the addition of antennas to their inventory. Until then they had relied almost completely on Zenith replacement parts and tubes.

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 **\$29.50** EX.

WRITE FOR PRICE LIST

Shipments anywhere in California. Free delivery in Los Angeles area.

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TUNER REPAIRS



\$9.50

FOR COMPLETE OVERHAUL

Includes ALL parts (except tubes)
ALL labor on ALL makes

24-HOUR SERVICE with
FULL YEAR WARRANTY

Sarkes Tarzian, Inc., largest manufacturer of TV and FM tuners, maintains two completely-equipped Service Centers to serve YOU. Both centers are staffed by well-trained technicians in this specialized field and are assisted by engineering personnel to assure you of FAST, DEPENDABLE service.

⊕ Tarzian-made tuners—identified by this stamping—received one day will be repaired and shipped out the next. A little more time may be required on other makes. Every channel is checked and re-aligned per manufacturer's specifications, not just the channels which might exist in any given area.

You get a 12-month guarantee against defective workmanship and parts failure due to normal usage. Cost to you is only \$9.50 and \$15 for UV combinations, including all labor and parts except tubes. No additional costs. No

hidden charges. All tuners repaired on approved, open accounts. You pay shipping. Replacements on tuners beyond practical repair are available at low cost.

When inquiring about service on other than Tarzian-made tuners, always send TV make, chassis and Model number. Check with your local distributor for Sarkes Tarzian replacement tuners, parts, or repair service. Or, use this address for fast factory repair service.



SARKES TARZIAN, INC.
TUNER SERVICE DIVISION

See your distributor,
or use this address

10654 Magnolia Blvd.,
North Hollywood, Calif.
Tel: 769-2720

MANUFACTURERS OF TUNERS... SEMICONDUCTORS... AIR TRIMMERS... FM RADIOS
AM-FM RADIOS... AUDIO TAPE... BROADCAST EQUIPMENT

JOHONNOT NAMES ADDITIONAL COMMITTEE CHAIRMEN FOR 1964-65

Ralph Johonnot, President of CSEA, has just announced some additional appointments to committees for 1964-65.

Emmett Melfort, former President, will take over the Insurance Committee while Howard Singer has been appointed to handle Publicity. The new Self Certificate committee will be under the direction of Jim Souther of the Los Angeles Trade Tech College with a subcommittee of Bruce McCally of Andrews Electronics, Henry Withrow of Pershing Radio and Frank Carlson.

FRESNO CHAPTER NAMES NEW OFFICERS

The new officers of the Fresno Chapter of CSEA have been announced with Al Chesser being named as President as well as a member of the State Board of Directors. Other officers include: Fred Mealer, V.P.; Bob Cobb, Treasurer and Frank Mancini as Secretary.

Board members include: Al Holman, Kats Komoto, James Patton, C. K. Reyburn and Anson Gerner for three year terms. Ray Denham, John Poole, Fred Mealer, John Woo and Al Chesser for two year terms and Bob Cobb, Les Hatch, Frank Mancini, Tom Hamaguchi and Ken Bilsten for one year terms.

CSEA BOARD MEETING NOTICE

SACRAMENTO
SUNDAY

SEPTEMBER 13TH

President's Message

(Continued from Page 8)

ing, loading the set with unnecessary parts to compensate for the dealer who doesn't have guts enough to charge for his time and knowledge, this is our future let's move ahead constructively.

Lastly, even if you don't belong to an association, get to know your reliable competitor and soon you will enjoy the benefits of working together and the value of an association soon becomes apparent.

RALPH JOHONNOT

MODERN ELECTRONIC SERVICE DEALER

Winegard

brings you the first low cost all-channel UHF antenna amplifier (channels 14 to 83)



\$39⁹⁵
only
transistorized

look at what the UHF-110 will do!

ADDS MANY MILES TO RECEPTION DISTANCE.

- Improves over-all signal-to-noise ratio as much as 12 DB
- Practically Eliminates Snow for better pictures
- Works perfectly on color and black and white

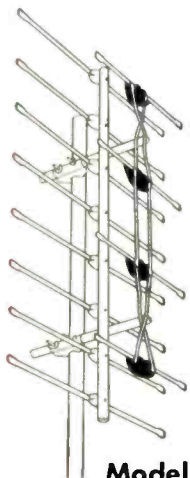
Never before has an all-channel antenna amplifier been available for UHF. Now, at a price that everyone can afford, the new Winegard Model UHF-110 brings to UHF the same sensitivity and low noise reception as VHF! This means you can clear up snowy UHF pictures, get distant stations,

and new clarity to color and black and white TV!

Model UHF-110 employs a new, ultra low noise RF transistor that amplifies UHF signals on all channels 14-83. It works on any UHF antenna and can be mounted on the antenna boom, mast or remote. Has balanced 300 ohm input and output, lightning protected circuit—no transistor burn-out, comes with an all AC power supply. No polarity problems.

For your next UHF installation, try the new Winegard MODEL UHF-110. Ask your distributor or write for spec. sheets.

other UHF products by Winegard . . .

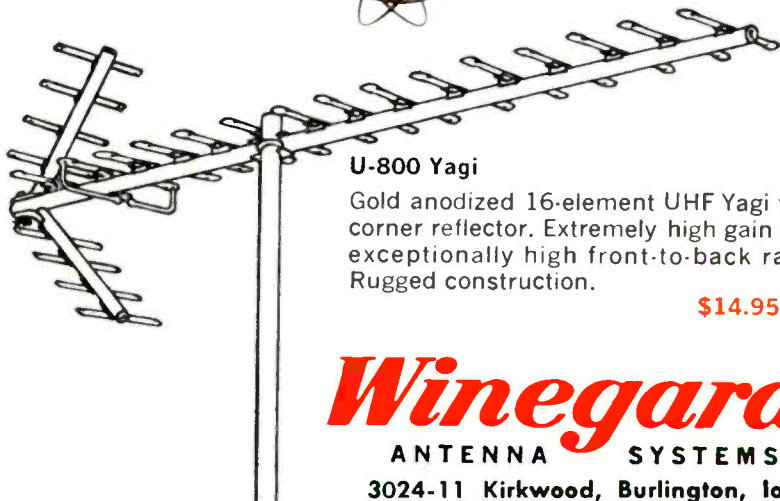


"Ultra-Beam" Antenna

Gold Anodized colinear UHF antenna for all areas including deep fringe. As much gain as an expensive parabolic.

\$12.50 list.

Model U-730



U-800 Yagi

Gold anodized 16-element UHF Yagi with corner reflector. Extremely high gain with exceptionally high front-to-back ratio. Rugged construction.

\$14.95 list.

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GL 2-3171

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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.

IN PERSON: Come to 4041 Marilton 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 Marilton 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.

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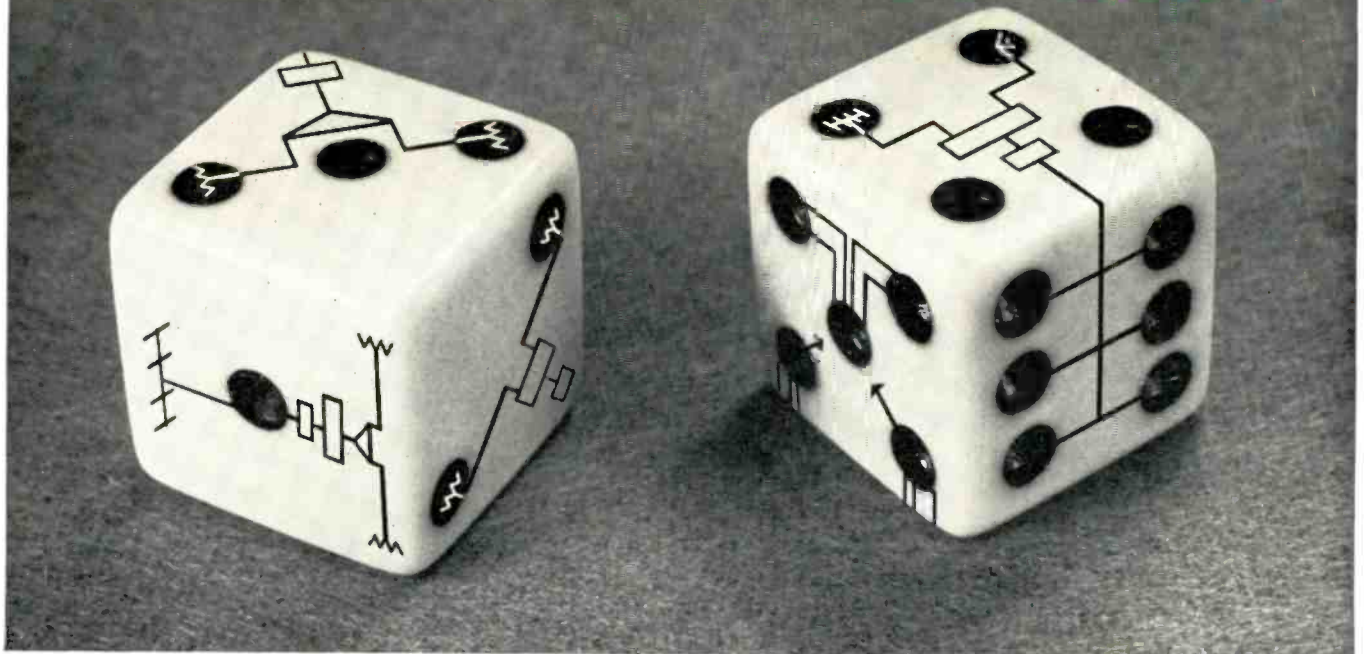
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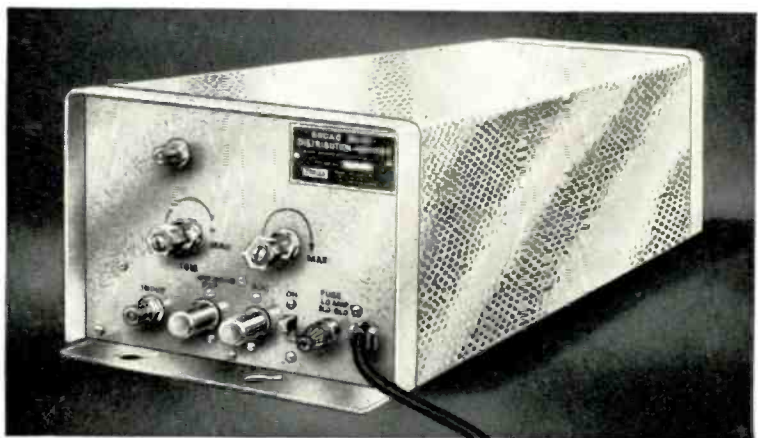
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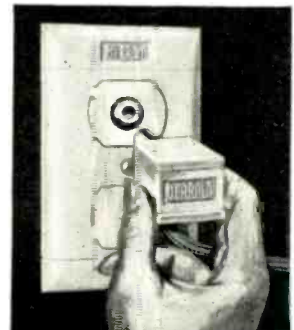


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