

MODERN

1963 "WSBP"  
Award Winner



# *electronic service dealer*

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

VOL. 4, NO. 7

NOVEMBER, 1964

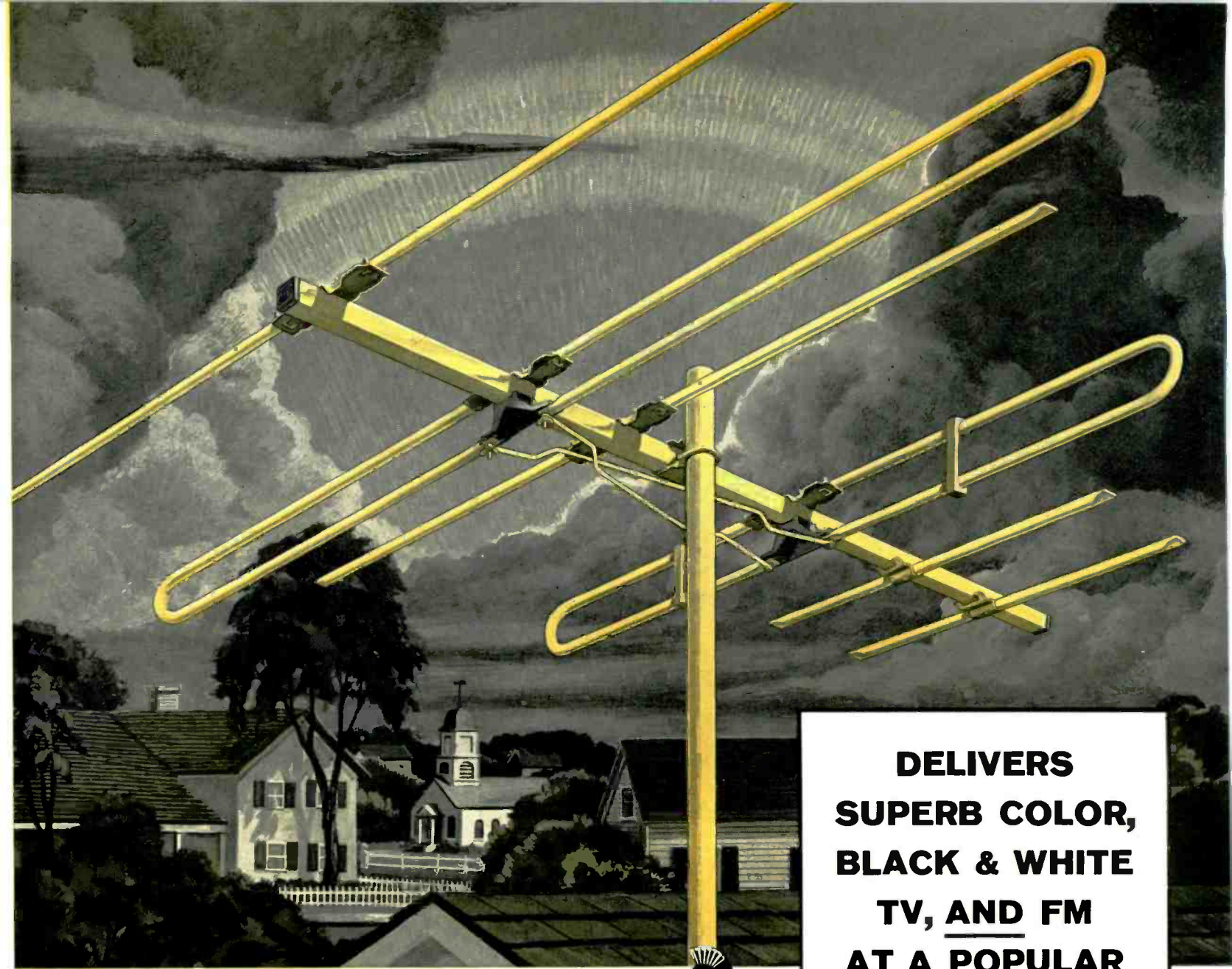
## **25 Questions To Better Business Practices**

**NATIONAL VERSES LOCAL ASSOCIATIONS**

## **How To Pay Technicians More Money**

**Promotion of New Laws To The Consumer**

**Notice of Proposed Change In B.E.R.D. Regulations**



**DELIVERS  
SUPERB COLOR,  
BLACK & WHITE  
TV, AND FM  
AT A POPULAR  
PRICE**

# COLOR GUARD

**... the new all-channel VHF antenna  
for metropolitan to suburban areas**

It takes a good antenna to deliver good color TV pictures. Color carriers are not only weak, but phase-modulated. For this reason, antenna gain must be not only high, but flat across the entire frequency spectrum.

Because Color Guard antennas meet the stringent requirements of color TV, they're better for black & white and FM stereo reception too. Yet you can sell a Color Guard antenna for as little as \$9.95 list.

Outstanding among the Color Guard series is the Coaxial Color Guard. Coaxial cable is highly recommended for color installations. It maintains constant impedance match (no ghosts or color changes), won't pick up interference, and is impervious to weather

conditions. While most antennas require a separate matching transformer for use with 75-ohm coax, the Coaxial Color Guard is already matched to 75 ohms.

Any of the Color Guard antennas can be used to provide excellent FM stereo reception. All you need is Jerrold's inexpensive Model TX-FM splitter and you can feed a TV and an FM set simultaneously from the same Color Guard. See your Jerrold distributor or write for complete information on Color Guard—the perfect antenna for all your customers—from metropolitan to suburban reception areas.

*Jerrold Electronics,  
Distributor Sales Division, Phila. 32, Pa.*



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621-3400

**STYLES & ENGELMAN, INC.**  
25354 CYPRESS AVENUE, HAYWARD  
352-1933

**DUNLAP ELECTRONICS**  
SERVING ALL OF CENTRAL CALIFORNIA

**WESTERN ELECTRONIC SUPPLY CORP.**  
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CH 5-4764

**FIGARTS RADIO SUPPLY**  
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WE 6-6218

**SOUTHLAND ELECTRONICS**  
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AT 3-3941

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# ELECTRONIC SERVICE DEALER

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NEW 'CONTROLLED INCIDENT WAVE'\* ANTENNA



U540 TRACKER — \$29.95 list  
Gold Anodized

HERE'S THE PHOTOGRAPHIC PROOF OF TRACKER'S TREMENDOUS PULLING POWER. EACH OF THESE STATIONS WAS PICKED UP ON THE TRACKER INSTALLED IN OUR BURLINGTON, IOWA LABS!



Peoria  
75 miles away



Springfield  
110 miles away

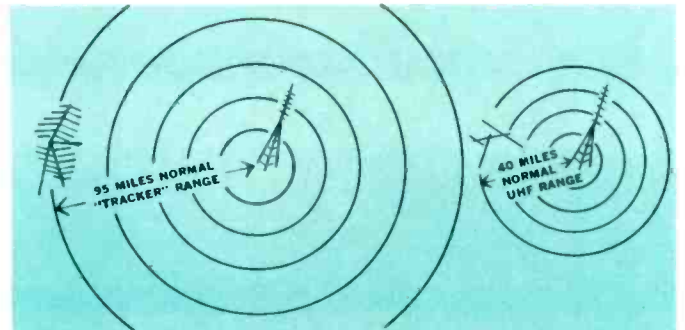


Peoria  
75 miles away

# TWICE

## New! Winegard TRACKER all-channel UHF Antenna

- BRINGS HUNDREDS OF THOUSANDS OF TV VIEWERS INTO RANGE OF GOOD UHF RECEPTION FOR THE FIRST TIME.
- The TRACKER, in combination with Winegard's all-new UHF 212 Transistorized amplifier, is the biggest contribution to UHF reception in a decade.
- Brings new plus profit opportunities for thousands of Winegard dealers.



### NOW UHF WITH THE SAME LONG DISTANCE RANGE AS VHF

With the development of the Winegard Tracker antenna and UHF 212 transistorized amplifier, UHF has been brought within reach of thousands of customers in your area who were outside UHF reception. This opens a new source of profits to Winegard dealers in the sale of UHF antennas, amplifiers, converters and other UHF accessories.

*\*At the Winegard laboratories, our engineers have discovered a new and more efficient way to focus the reflected signal (incident wave) on the collector element. For the first time, this made possible a UHF antenna with as good a signal capture ability as a VHF. The first antenna designed around the "controlled incident wave" principal is the Tracker.*

# THE RANGE of ordinary UHF antennas!

How good is the Tracker? With pre-amp, it's actually 17 times more sensitive than ordinary UHF antennas.

While other high gain antennas maintain high gain for only about 30% of the band, the Winegard Tracker has extremely high gain across *all* UHF channels 14-83. The Tracker does not favor some channels at the expense of others. Trackers' exceptional VSWR of 1.5: 1 or better on all channels is the best 300 ohm impedance match yet obtained on a broad band UHF antenna. It's an amazing antenna that will extend the range of UHF far beyond what you have previously known.

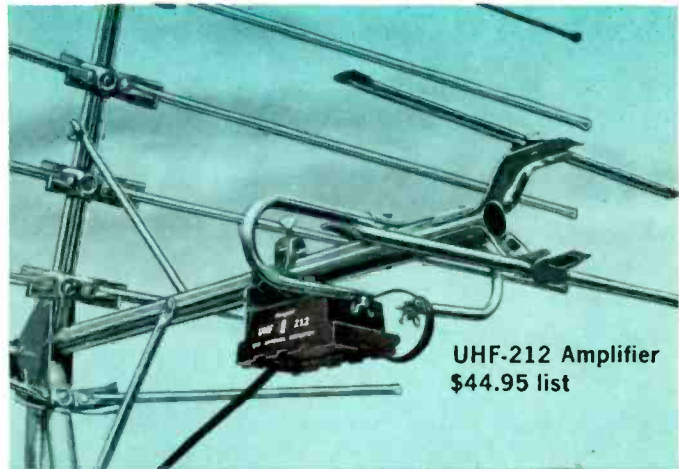
## ADVANCED CONSTRUCTION FEATURES



Tracker is factory pre-assembled, has one-piece mast clamp... light weight... ALL ALUMINUM (NO STEEL). GOLD ANODIZED for all weather protection.

## COMPACTLY PACKAGED

All elements unfold... snap in place in seconds with Winegard's new snap-lock automatic hardware. Box size 45"x7"x4 1/2".



UHF-212 Amplifier  
\$44.95 list

## • NEW WINEGARD UHF 212 TRANSISTORIZED AMPLIFIER MOUNTS ON TRACKER.

For fringe and difficult reception areas, Winegard's new UHF-212 Twin Transistor amplifier maximizes the pulling power of the TRACKER to bring UHF signals to areas that previously could receive only VHF. It boasts an extremely high gain across all channels, 14-83, with a bandpass of 460MC to 900MC, yet the noise measured figure does not exceed 7DB even at the high end of the band.

The circuitry of the UHF-212 is completely enclosed in a black polystyrene, weather-proof housing with pre-notched twin-lead slots. Included is a unique 5-way mounting bracket for easy attachment to any UHF antenna boom or mast, under a roof eave, on side of house or wall. Separate power supply draws only 1.4 watts, plugs into any 117 VAC, 50 60 CPS outlet, and includes a detachable mounting bracket.

Try the TRACKER and UHF 212 now. See for yourself the best-performing UHF antenna and pre-amp on the market. Write for spec. sheets today.



# Winegard Co.

ANTENNA SYSTEMS

3009J Kirkwood • Burlington, Iowa



NEW UHF-VHF COUPLER CA-283—Serves as coupler or splitter for channels 2-83. List \$4.50.



NEW UHF-VHF PIGTAIL SPLITTER (CS-283)—Attaches to back of set. Separates UHF-VHF to proper terminals. List \$3.00.



NEW SUPER COUPLERS—2 set CC200 list \$4.50, 4 set CC400 \$5.50.



NEW MATCHING TRANSFORMER (TU-1483)—for channels 14 to 83. 75 to 300 ohm. List \$5.00.



UHF ANTENNA AMPLIFIER (UHF-110X)—Single transistor amplifies channels 14-72 only. List \$34.95. UHF-110T—transistor model. List \$34.95.

## LETTERS TO THE EDITOR

### THE OTHER SIDE

Dear Sir:

I got quite a kick out of the letter from John Voss in the October issue of MESD.

When he made his referral to prostitutes he sure picked a sore spot of comparison since this industry, and the dealers in it, have been referred to with the same choice of words on many occasions.

As a dealer interested in advancing our profession in the eyes of the public I honestly feel that the new registration law will go a long way in achieving this goal.

Jack Shelly

**Ed:** Happy to hear from the other side and agree that, if given a chance, the new law should provide a big lift to the service industry profession.

### CBS NEWS, New York

Dear Mr. Martin:

A check of our broadcasts of July 29 indicates that the segment to which you objected in your column in MESD was not aired by us. We certainly realize the importance of television servicemen in keeping the public's sets in good working order. Thank you for writing, and if we ever have need to call on you, we will take you up on your offer.

Fred Friendly, President  
CBS News

**Ed:** The more we make the broadcasting industry aware of our position and objections to poor taste in regards to comments concerning the service industry, the better chance we have of getting the story across of the integrity of the majority of dealers.

Dear Sir:

I would like to pass this information on to you that J. Alton McDonald was stricken with a heart attack last month and may still be in the L.A. General Hospital when your next issue comes out. He was well known in the industry and I feel sure his friends would like to know of his illness.

Fred McDonald  
McDonald Radio-Television

**Ed:** Hope everything is o.k.

### OPEN LETTER

This month we received a copy of a letter from Ralph Cornelius, a top Bakersfield dealer and CSEA Board of Directors member, that was sent to a top line manufacturer of Television and Home Entertainment Products. It reflects an incident that may or may not be isolated but certainly acts as an indication of possible things to come. It must be remembered that the length of a sales manager's job is based solely on his performance of increased sales but, on the other hand, increased sales as a risk of endangering the future could be

a very serious situation. Individuals don't get a chance to speak out too often but as long as I produce this magazine the individual will have a chance to voice his opinion and experiences.

Following is the letter . . . what are your comments?

Gentlemen:

As a service dealer who is quite active in local, regional and state association work, I am constantly being reminded of problems that beset our service industry. I refer of course, to that industry, which makes it possible for you, and every other manufacturer of radio and TV units, to exist. Despite problems of increasing overhead, customer relations, the fools who bankrupt themselves in giving labor and parts away, the wholesalers who haven't the ability to exist without selling at discount to the general public, etc., this industry has managed to survive. However, we are now finding that the very people, the manufacturer and the distributor, who are able to exist as a result of service industry efforts, are practicing the art of undermining that self same industry.

To make my point, I had occasion to contact the building superintendent of a motel now under construction. My motives were to try to sell a master antenna system. I was informed that one of your distributors was installing the system and furnishing the TV sets. Inasmuch as I am not one of your dealers, I had little to say. However, considering that you and your local distributor have approximately ten dealers in our city, I could but wonder what fools these dealers are to handle a brand of TV that is manufactured and distributed by corporations who brazenly steal business from them. I wonder what possesses any dealer to continue business with corporations who behave in this manner. I wonder what possesses the management of these corporations to behave and function in such an underhanded manner. Is it possible that the financial return in your business is so poor as to necessitate the venturing into fields of endeavor in which you do not belong?

I don't pretend to know the answers to these questions. Perhaps you do. I would be grateful if you could respond to my letter and give me some sensible answers. I believe the service industry has a right to know. If this is your way of showing contempt for the service dealer, then we should be so advised so that we as an organization and as individuals, can reciprocate in kind. Frankly, unless plausible reasons can be given for this mishandling of dealer trust, I can but feel contempt for your policies and do my best as a dealer, to advise my customers away from your product.

I have deliberately refrained from the mentioning of names in this letter because I am anxious to know if other dealers feel as I do on this matter. For this reason, am requesting publication of this open letter in an issue of our state magazine. I take this opportunity to ask dealers throughout the state to tell me of their experiences with perhaps your Corporation, your distributors, or others in your field. I feel we should find if this most unfair competition is morally and legally right.

You have my feelings. Now, Mr. Manufacturer and Mr. Distributor, am I wrong?

# JFD ELECTRONICS

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### POMONA VALLEY ELECTRONICS

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Los Angeles, California

### WHOLESALE ELECTRONIC SUPPLY

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Ventura, California

### WESTERN RADIO & T.V.

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### VALLEY RADIO SUPPLY

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Bakersfield, California

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San Jose, California

### REDWOOD ELECTRONICS SUPPLY COMPANY

711 Summer Street  
Enreka, California

### WHOLESALE RADIO & ELECTRIC SUPPLY COMPANY

1348 El Camino Real  
San Carlos, California

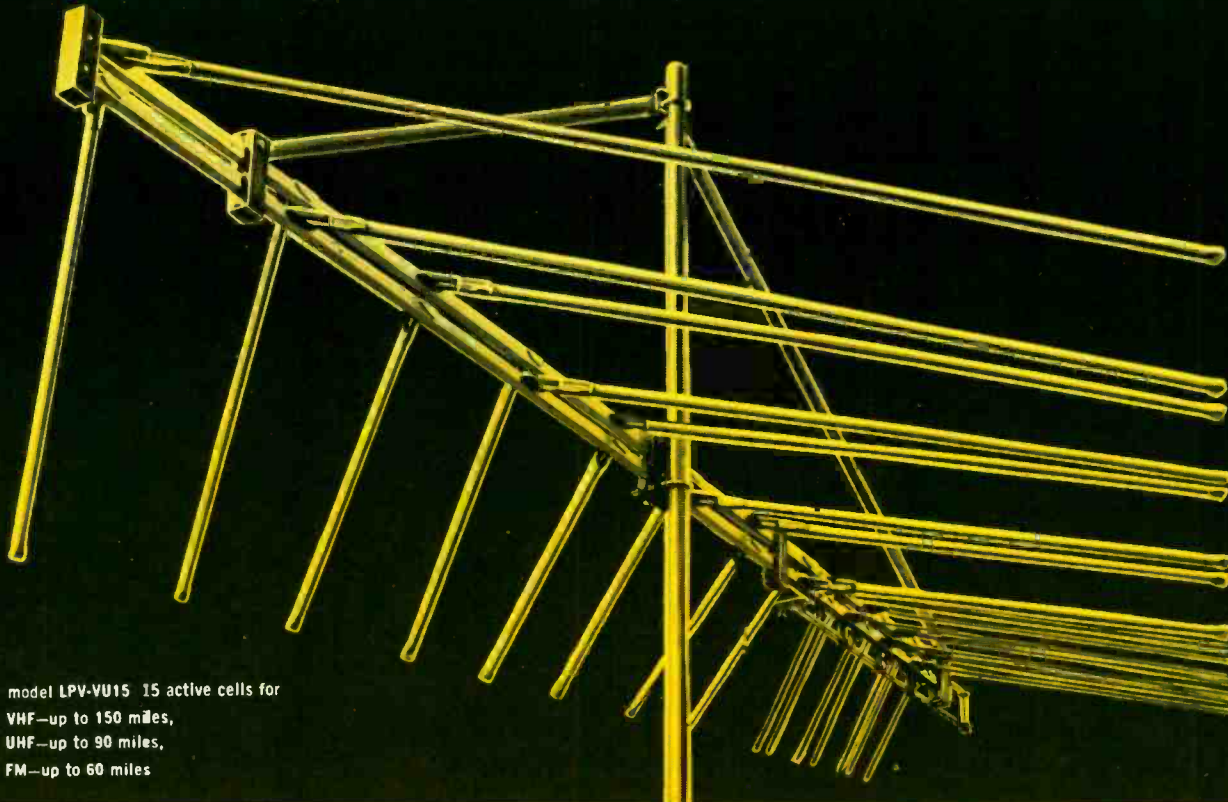
### WHOLESALE RADIO & ELECTRIC SUPPLY COMPANY

1116 Folsom Street  
San Francisco, California 94103

NEW... FROM THE JFD CHAMPAIGN, ILLINOIS LABORATORIES

# JFD LPV-VU LOG PERIODIC

—the world's first all-channel VHF/UHF/FM antenna with single down-lead!



model LPV-VU15 15 active cells for  
VHF—up to 150 miles,  
UHF—up to 90 miles,  
FM—up to 60 miles

## space-age engineered for finest COLOR and B/W TV...FM/STEREO reception!

Two years ago, JFD made history with the revolutionary new Log Periodic LPV antenna for VHF/TV and FM.

Now, the totally new JFD LPV-VU Log Periodic—the world's first VHF/UHF/FM antenna—will make new history for JFD dealers and distributors!





Engineered by the JFD R & D Laboratories, the LPV-VU is today's most advanced application of the patented log periodic concept of the Antenna Research Laboratories of the University of Illinois because:

1. The JFD LPV-VU is the first and only truly all-channel antenna to receive all FCC authorized VHF and UHF TV channels 2 to 83, plus all FM/Stereo frequencies.
2. Frequency independent log periodic design provides an unprecedented combination of remarkable gain... flat, full bandwidth response... sharp directivity... high front-to-back ratios... matched impedance and low VSWR on all TV and FM bands.
3. Only one downlead is required (a JFD AC80 splitter is included so lead-ins can be run to VHF, UHF and FM set terminals).
4. Unique low-impedance twin crossarms (in place of usual crossed feeder harness) help effect maximum distribution of all VHF/UHF TV and FM signals without variance.

The JFD LPV-VU offers a host of new mechanical advances, too, such as the twin square aluminum crossarms, stainless steel terminals, oversized unbreakable Celanese "Fortiflex A" insulators, solid aluminum bus bar transformers—plus handsome, electrically-conductive gold alodizing.

Get the JFD LPV-VU from your local distributor today.

Why sell today's VHF/UHF/FM markets with yesterday's antennas? Rely on the JFD LPV-VU Log Periodic to make the sales others can't—in color, black and white, and FM stereo!

Model	Description	List
 LPV-VU18	18 Active Cells VHF—up to 175 miles UHF—up to 90 miles FM—up to 75 miles	69.95
 LPV-VU15	15 Active Cells VHF—up to 150 miles UHF—up to 90 miles FM—up to 60 miles	59.95
 LPV-VU12	12 Active Cells VHF—up to 125 miles UHF—up to 65 miles FM—up to 50 miles	49.95
 LPV-VU9	9 Active Cells VHF—up to 100 miles UHF—up to 40 miles FM—up to 40 miles	39.95

Write for brochure 701 for details regarding FREE N. Y. World's Fair trips for JFD Log Periodic dealers.

Whether the location calls for VHF...or UHF...or FM ...or VHF/UHF/FM—there is a JFD Log Periodic antenna to suit your installation needs—perfectly.

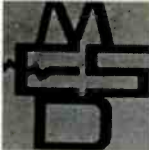
LICENSED UNDER ONE OR MORE OF U.S. PATENTS 2,958,081; 2,985,879; 3,011,168; 3,108,280 AND ADDITIONAL PATENTS PENDING IN U.S.A. AND CANADA. PRODUCED BY JFD ELECTRONICS CORPORATION UNDER EXCLUSIVE LICENSE FROM THE UNIVERSITY OF ILLINOIS FOUNDATION.



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JFD International, 64-14 Woodside Ave., Woodside 77, N. Y.  
JFD Canada, Ltd., 51 McCormack Street, Toronto, Ontario, Canada



## EDITORIALLY SPEAKING

By DON MARTIN

**ADJUSTMENT SECTION OF  
REGULATION TO BE CHANGED**

Since the passing of the new regulations in October, many dealers throughout the State have been quite upset with the alignment section and the specific law that required the use of "a signal generator and oscilloscope to effect alignment."

Between the time that we published these regulations in the August Issue and the present, we had received many calls and letters pointing out that good alignment can be achieved through the use of certain types of test equipment. This information we passed on to the Bureau of Electronic Repair Dealers Registration and it was once again brought to their attention during the recent BERD Advisory Board meeting held in Los Angeles.

This is only to let you know the background of what has gone on and to let you know that the Bureau will very shortly change this regulation to favor this special test equipment.

Actually the legal change will be as follows: Regulation 2703, section F. It now states under "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 adjustments. The change is in the last sentence and will now read: "without employing the use of external test equipment" in place of "a signal generator or oscilloscope."

The next paragraph (g) is in regards to alignment and now reads: "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." The last sentence will be corrected to read: "by employing the use of external alignment test equipment" (such as: signal generator, sweep generator, oscilloscope, sweep analyst) to effect such alignment.

This is just one example of how the service industry can voice its opinion and actually achieve changes that are more realistic and common practice. Many dealers did not and do not own oscilloscopes and had invested in very expensive other pieces of equipment for the purpose of alignment. When the facts were brought to light the changes were made and this is the way it should work.

Another important point that seemed to be over-looked was the grading of color picture tubes. Under the new grading regulation almost all color tubes would have to fall in the "B" classification, since the screens are saved by even the major manufacturers of CRT's. However, a "B" grade of anything is hard to sell to the consumer and to try to explain the reasons why you are selling her a "B" tube might really cause problems. Our suggestion is that a special regulation of grading for Color Picture Tubes should be devised and made a separate regulation under the law with a completely different set of standards and specifications.

**PICTURE TUBE GRADING**

Speaking of Picture Tubes and the new grading regulation, I have heard several people state that many of the re-builders will actually ignore the system, since they are not required directly by law to grade their tubes. This is very true that the law doesn't require them to grade their tubes, but it does require that the dealer selling such tubes

must disclose all used parts. In other words, the dealer's neck is way out if he should sell a picture tube as an "A" grade when it actually turns out to be a "B" tube. If the manufacturer tells the dealer that this is an "A" tube when it is not, then the manufacturer is placed in a position of the fraud division of the Attorney General's office and subject to prosecution. Actually, the grading system was originated to protect the dealer from selling and buying a top quality tube and not receiving it. It also gives the dealer an opportunity to offer a customer the choice of two or three grades of picture tubes and a different price range. It also protects the dealer from trying to determine what is new and what is used in that picture tube and, with a grading system, all he has to place on the invoice is a grade and not a long list of items of what is used in that tube. In a sense, it backs the responsibility up stream to the manufacturer to provide this information and release the burden of new and used claims off the back of the dealer.

The grading system itself has been very well received by the dealers and we have had indications that the Federal Trade Commission is interested in passing a similar regulation on a nation-wide basis. It has also made so much sense, to different departments of the State Government, that it is very possible that a new law requiring this type of grading system may be passed into law during the next legislature. If passed, it would make it mandatory that every manufacturer of CRT's label his tubes by grade, according to what is new and what is used in their manufacture.

**PROMOTION OF THE  
NEW REGISTRATION LAW**

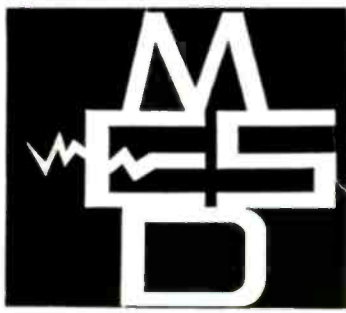
In my opinion, the only way in which the new laws re-grading dealer registration can work is for an all-out campaign to let the consumer know that such a law exists and how it works. The net result to date has been very poor and the dealer's can not seem to see much benefit for their \$35 fee investment. I definitely feel that if the general public knew the protective elements of the laws, the net result would be an elimination of the dis-honest competition we have in the industry today.

Several distributors have offered to help finance the production of some TV film clips that could be used by the stations under their public service programming. I feel that if such a program could be put into operation, the net results would be terrific and the laws would work to the advantage of the dealer who is in business to make a living and not clip the public.

I have no idea what the production costs would be in such a program, but am willing to put out the effort if the interest is there. I am sure that we would receive the cooperation of the stations for air time so the entire cost would be in producing these 30 second spots and the message the industry wishes to get across.

I would sincerely appreciate hearing from any distributor, manufacturer or dealer in regards to such an idea and whether or not they would be interested in contributing to a crusade to inform the people about the honest TV service dealer. If it has merit . . . let me know. The cost shouldn't be too much and it would be divided evenly. The clips could be made for every station in California and it would be up to the dealers in each signal area to make sure he obtains as much time as possible from the stations involved. I feel sure that the Television Broadcasting Industry is vitally interested in the service industry, and here will be a way for them to show it.





## NEWS WIRE

### NEW ZONE PROPOSED

At the present time there is a move on to form a new Zone for the San Bernardino and Riverside area. Many proponents of the idea feel that the problems in these areas are much different than in the greater Los Angeles district and therefore have little in common with the rest of Zone "F". The idea has real merit and has now been referred to the State office for possible Board action.

### NO. CALIF. CHAPTERS RECOMMEND TUBE GRADE IN ADS

During a recent meeting of the Zone "B" Council a suggestion was made that the Bureau consider a requirement that all Advertising of Picture Tube replacements state the grade of tube being advertised. Many feel that this would all under the false and misleading advertising section of the registration law but insist it should be pointed out in the new regulation regarding picture tube grading as well.

### SAN FRANCISCO CHAPTER START REGISTRATION AD CAMPAIGN

The San Francisco Chapter of CSEA has started an all out advertising campaign in the Sunday TV section. The headline of the ad itself points out that "We are registered with the State". It also points out the name of the San Francisco Chapter, its membership in CSEA and is followed by a list of participating dealers. Needless to say this is an outstanding method to put across the idea of the importance of Registering and builds it as a real advantage. Instead of fighting the Registration Law these dealers are using it to their advantage and capitalizing on the State's recognition of the Television Service Industry.

### ESTIMATE FORMS RE-ORDERED

The CSEA Zone "F" estimate forms have been an outstanding success with over 100,000 being used in Los Angeles County. According to reports, an additional 100,000 have been ordered and will be available shortly. Any other chapter or zone is welcome to obtain these forms and use them to comply with the "requested" estimate form regulation under the registration law.

### 10 SET RULE UNDER ATTACK

An all out campaign to eliminate the 10 set per year rule is under way by the San Antonio chapter of CSEA. The members feel that engaged in the business should be determined by anyone who accepts payment for Television Service regardless of whether he fixes only one set a year or 1,000. Every effort will be made to convince the Bureau that this is an unworkable rule that allows the fly-by-night to circumvent the law.

### POST CARD CAMPAIGN FOR NEW MEMBERS

CSEA chapters in Northern California have been asked to set up a list of potential members to receive a series of post cards that would relate the advantages of CSEA membership. The program is further enhanced by a personal follow-up by individual members over lunch or by the executive secretaries of each group. The idea is to have a sustaining program that will drive across what has been done and what can be done through an Association.

### FORMS DISCUSSED THROUGHOUT THE STATE

Dealers throughout the state feel that a standard set of forms should be devised by CSEA. These forms would include estimate forms, invoice forms, etc. with all of them to include a place for the firm's registration number, his "C" number and business licence. Some dealers feel a special form should be made available for customer complaints so that a system of checking could be devised.

### GLENDAL-BURBANK CHAPTER TO HOST CHRISTMAS PARTY

The Glendale-Burbank Chapter of CSEA will host the annual Zone "F" Christmas Party at the Cabrini Club, 134 So. Glen Oaks Blvd. in Burbank on December 12th. A cocktail hour will precede the dinner at 7:30 pm and a four piece orchestra will supply the music for dancing. The cost is \$5 per person reservations should be made directly with the chapter.

### NEW MEMBERSHIP BROCHURE BEING PREPARED BY WILKINS

A new brochure titled "10 Reasons Why You Should Belong To CSEA" is being prepared by Hugh Wilkins, CSEA Board member from the Los Angeles Chapter. As soon as it is completed it will be distributed to chapters throughout the area for their possible use in acquiring new members.

# A PROBLEM TO THINK ABOUT...

## NATIONAL VERSUS LOCAL ASSOCIATIONS

BY RALPH JOHONNOT

PRESIDENT CSEA



Frankly there is a problem. A problem that you yourself may be pondering over. You may in the recent months received a barrage of mailing from A National Alliance of Television & Electronics Service Association to join as a member.

Now mind you I have no axe to grind with Frank Moch or this group and I personally feel that many of the undertakings that they have on their agenda are of the utmost importance and C.S.E.A. will be glad to help this group, if asked, as we have state membership that equals this national group in its entirety as California has the largest and strongest association in the United States.

Now to explain the problem. State and Chapter functions must come first and I personally feel that for those of you who do not belong to C.S.E.A. it is of much greater benefit to join the state association which is the recognized voice of our industry here in California rather than invest in a National Association as an individual. We who are members of C.S.E.A. who want to belong to a national association do so through our state office, pay our dues through the state office and vote our strength on a per capita basis through a delegate selected by the organization to represent you and YOUR vote. This we feel is the only common sense method of belonging to a national group because the local chapter knows the needs of your area and plans the future which directly helps YOU with your image as a businessman in your community.

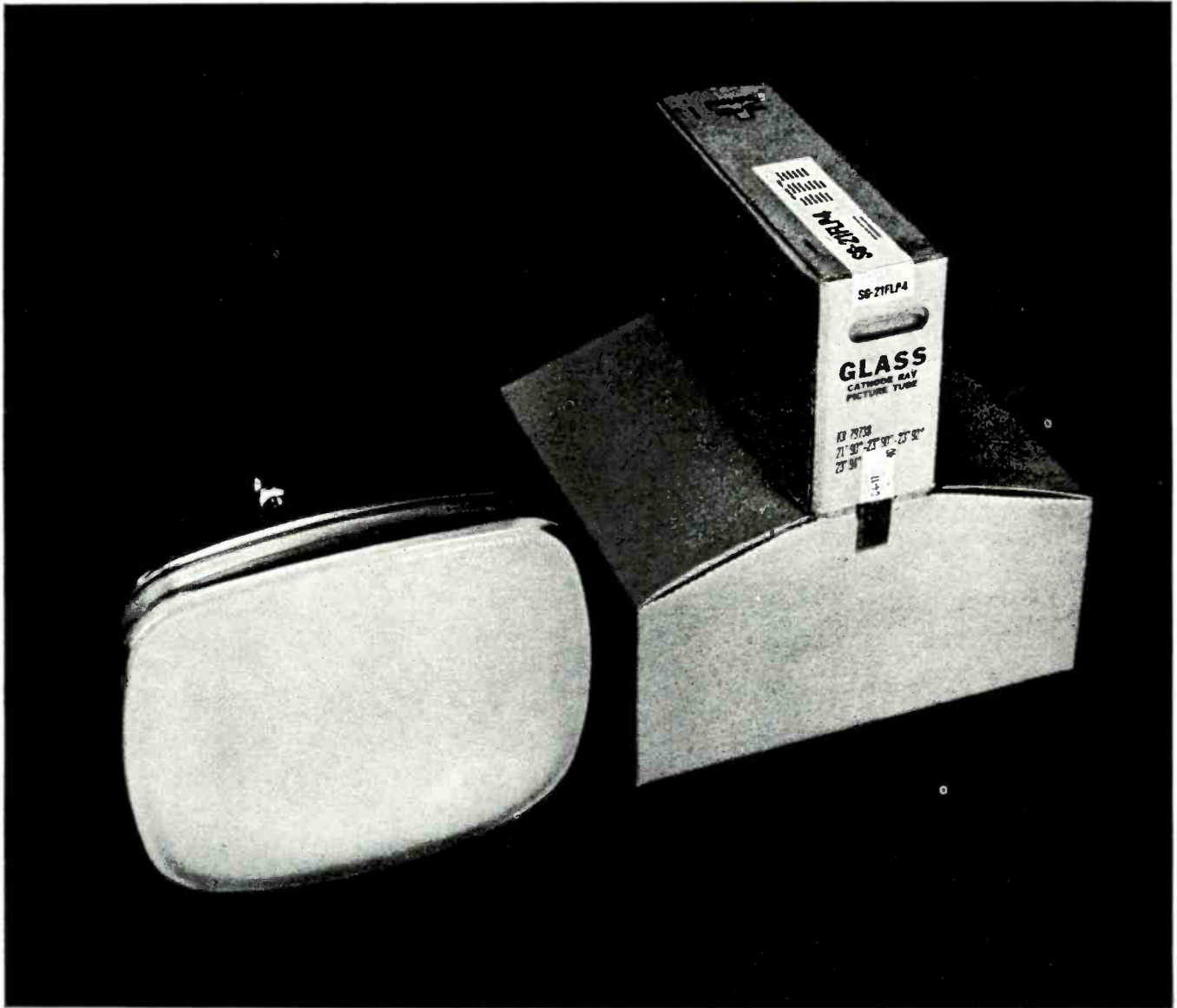
C.S.E.A. cannot and does not set prices for merchandise or labor but as we gather the fruits from our state legislation, and rid our communities of the fraudulent competition the fruits from fraudulent competition which cannot

and does not deliver at the fictitious advertised gimmick you will find your income can increase along with all the other members of your chapter. No one has yet told me that they were satisfied with their income as to the number of hours of production. Survey after survey from all states in the USA point out the average hourly rate of our profession is \$2.48 per hour which is about the same as the garbage collector or lower. If you as an industry wish to be classified in this income bracket and keep the sloppy unpainted junk piles for your place of business it is your prerogative. BUT when you wake up to the fact that you can charge a little more for your knowledge, that you are a professional person who has finally been recognized as an industry by the State of California you should be darn glad that through the many years C.S.E.A. has given you a little prestige. GO TO IT put on a clean white shirt, buy new transportation or get them repainted and new sign advertising on the sides and say to your customers AND MEAN IT "I am a professional person licensed by the state of California such as your doctor, lawyer or barber and I expect to be paid as a professional person for the skill and knowledge I have attained through my years of schooling and experience." Again I say if he isn't willing to pay your price, LET HIM WALK, let some other sucker work his brains double time for the lousy buck. We are in a drastic time of changes, color tv, solid state amplifiers, transistor radios and now tv, these are items the public can't fix themselves. Are you still willing to give away the vast knowledge you have so painfully attained? I HOPE TO GOD NOT. Now is the time to make the break into a professional look and income. Lastly remember you could not

and would not have had the chance to do this without an organization to upgrade the industry such as C.S.E.A. has done. Our association provides ten basic reasons why you should be a member and support your industry through C.S.E.A.

- 1 CSEA works vigorously to repair damage done to the reputation of your industry by giving full support to lawful measures aimed at curbing those shady operators who did that damage.
- 2 CSEA fights all activities and regulations which tend to undermine the fair competitive status of the honest and competent independent electronic service dealer.
- 3 CSEA is the only trade association in California speaking for your industry in legislative matters. Top state officials and consumer representatives know and support our program.
- 4 CSEA channels business to the honest, competent shop owners who comprise its membership.
- 5 CSEA supplies signs, decals and other advertising aids to its members shops to publicize their allegiance to the high business and technical standards of the organization.
- 6 CSEA sponsors industry-wide meetings, lectures and training courses on subjects of special benefit to shop owners and their employees.
- 7 CSEA offers group medical and hospital insurance benefits to its members and their employees.
- 8 CSEA promotes good fellowship and cooperation among shop owners through association meetings and activities.
- 9 CSEA issues special information bulletins to keep its members currently informed about matters of concern to your industry.
- 10 CSEA presents articles, editorials and reports of current interest to the industry through the pages of this monthly trade journal, "Modern Electronic Service Dealer," which we are justly proud of.

# 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

**EDISCO, INC.**  
5901 Mission Street, San Francisco

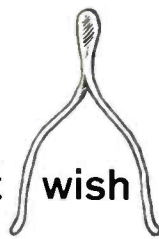
**HURLEY ELECTRONICS  
OF INGLEWOOD**

210 E. Hardy St., Inglewood

**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

Others just wish they could



throw in this sales hook free with every set



Yes, they wish they could ...but dare they?

We dare.

We can afford to.

We say to dealers who sell Channel Master transistor radios: "Is the complaint reasonable? Did some little thing go wrong? (We're only human). In that case—remember—our customer is always right.

"So reach up and hand him a spanking new set. Free. Don't keep him waiting for repair or factory replacements. Not even for a minute."

And to our distributors who sell the dealers who sell the customers, we say in turn: "Quick! Replace the dealer's defective unit with a brand-new radio."

(We don't want to keep you cooling your heels, either.)

Of course, the 90 day warranty starts all over again the moment you get the new set.

Daring guarantee? Not really. It doesn't take guts. Anyone could do it—with radios as good as ours.

Come to think of it—this whole radio line backs itself up. The terrific warranty merely happens to put it in writing.

Don't you just wish you had this exclusive selling tool? It's yours to use.

Build yourself a mountain.

Of profit.

CONTACT ANY OF THE FOLLOWING DISTRIBUTORS:

CHANNEL MASTER CORP., ELLENVILLE, N.Y.

**WESTERN RADIO  
& TELEVISION  
SUPPLY CO.**

1415 India St., San Diego  
BE 9-0361

**KIESUB CORP**

311 W. Pacific Coast Hwy.  
Long Beach HE 6-9697 & SP 5-1428  
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**

530 East 8th Street  
Oakland, TE 4-9185  
IN  
San Jose: CY 5-6818  
Santa Rosa: LI 2-5423  
Walnut Creek: YE 4-3000

**ASSOCIATED  
RADIO DIST.**

1583 Howard St.  
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

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# 25 Questions To Better Business Practices

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by ERNEST W. FAIR

Many an electronic service shop owner's future has been decided by a single step he has taken at one time or another in his business life. The results which followed served to seriously affect not only what he did at the moment but marked virtually every additional one he took in the future.

Any major decision one takes in one's business today can have such influence. There was a time in the not so distant past when business life permitted such false steps without permanent injury. Today our more complex civilization is such that even the simplest move the shop owner makes exerts plus or minus effect on every other one.

There is no sure key to the riddle as to whether or not each step in one's business has positive or negative value. But there are indices to keep to the very minimum the negative steps. Here are 25 more important questions to ask oneself at such a time.

1. Is there anything of a legal nature which could seriously affect execution of the idea? Such a complication could result in loss of everything put into the idea. Every local or state law possibly affecting execution of one's idea should always be checked into in advance.

2. Is this a desperate stop-gap effort to solve a current problem? Where the answer is "Yes" much more deliberation and thought should be given to it before any step is taken; one is always a little more desperate under such circumstances.

3. Would we want to make this a permanent part of our business procedures?

If the answer is a decided "No" then there exists a negative factor clouding the value of the step considerably.

4. Is this the first thing that has occurred to us? Usually one's initial idea is by no means the best that can be developed. Setting the first one aside and giving the problem further thought often comes up with a much better solution.

5. How will the people who are our best customers feel about this? Those "best customers" were obtained after long and expensive effort; anything which jeopardizes their continued loyalty may be suspect of value.

6. Could this step we are taking possibly cause deep resentment toward us from our fellow shop owners? Envy of a good idea is a normal thing but where downright bitterness about what a competitor does exists the value of a business step is questionable.

7. Will this idea secure us a lot of business with very low return or will the business it brings be profitable and well worthwhile in itself? Usually it is a good idea when the latter answer comes back at once.

8. Have we taken the time to adequately look into all possible costs of taking this step? Often one is so overwhelmed with a new idea or business step this is completely overlooked. To do so may prove fatal.

9. Does this procedure in any way conflict with established methods of doing business in the area? If it presents radical departures, these can have either good or bad effect. A very close look

here can save many future headaches for any shop owner.

10. Can anyone in the business possibly be hurt seriously by what we are doing? If the answer is in the area of general ethical competition for business it can often carry a "Yes" label and still be acceptable. Otherwise, the answer is different.

11. Is it actually possible to deliver what we plan profitably or had we better pull back partly on the idea? Sometimes asking this question can make good ideas even better so it always pays to be certain it is put forward.

12. Can what we propose to do fit within the present framework of our business? If it cannot, then extra overhead costs may be involved, which can turn an apparently profitable idea into a sizeable loss situation.

13. Are there any possibilities of infringing on legal rights or titles of others in what we are doing? These can never be run over rough shod or ignored.

14. Is this an idea for us which can gain new business but possibly result in loss of some present customers if we go through with it? It takes an awful lot of new business to justify the loss of one good customer.

15. Have we properly researched the actual possibilities of the step we are taking or are we relying solely on our own enthusiasm? Nothing beats factual check ups on possibilities; depending solely on enthusiasm can blind anyone to such realities.

*(Continued Next Page)*

## 25 Questions

(Continued from Page 13)

### *"Has it been checked with someone else for their viewpoint?"*

16. Are all of the skills necessary to put this over in our present staff? If they are not, then account should be taken of what extra costs will be involved in securing such needed skilled employees. This one point could make a great deal of difference.

17. Is this an idea of value only to answer an immediate problem or does it have long range possibilities? The amount of emphasis on as well as investment in any given business step can well be determined by the answer to this question. Short term values seldom justify large expenditures.

18. Does this have broad enough general appeal or is its value attractive only in a limited way? Here again procedure to be followed with the new idea or business step should be measured by its over-all value.

19. Will this in any way force revision on other procedures in the busi-

ness? If it has a major effect on one or more such procedures, it may compel changes in all of them to make it work. Will the end justify such costs?

20. Can developments of this program in any way affect the present good image of our firm? This is something the shop owner must always answer for certain for years of building such an image can easily be destroyed by one step.

21. Has this been carefully checked with someone else for another viewpoint to make sure nothing has been overlooked? All of us tend to be so carried away with such ideas of our own that it is very easy to overlook something. A disinterested party can often spot such an important factor immediately.

22. Does this call for complete abandonment of worthwhile assets of even the smallest nature? Adjusting the proposed step to incorporate every good

idea from the one that has gone before makes it even more valuable.

23. Has it been studied close enough to be certain that all elements of possible misunderstanding have been removed? Failure to make such an appraisal is widespread in every area of business; it results in impartial success for many otherwise excellent ideas, steps or programs.

24. Could adoption of this step possibly have adverse effect on any other well-established procedure? Putting such an idea into operation accomplishes little in the long run for the positive gains are offset by the negative effects from the adversely-affected procedure.

25. Is this a step of positive value only for our business or for our customers as well? The really good ones offer both; sometimes a little more development of a business step can assure this added asset which will make its success more certain.

### 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.

One of the biggest complaints in the Television Service industry today is that it is almost impossible to obtain good technicians. The reason most commonly cited is that the Service Shop can not compete with industry for these men and therefore we must put up with less qualified people or do without.

In a past issue of the Philco Service Businessman it pointed out how a technician's income could be increased almost 50% and the profit of the shop increased substantially.

The article took a hypothetical case and, with figures, came up with some startling results.

"First of all, they took a hypothetical service technician—good old John Jones who is paid a salary of \$100 per week (national average is \$85-112). He averages 25 calls per week and the average labor charge, per call, is \$8.00. Based on 48 weeks per year (allowing two weeks vacation, plus holidays, sickness, idle time, etc.) he will annually produce \$9600 average labor charges to customer (25 calls per week x \$8 x 48 weeks—\$9600). In addition, his parts average \$4800 per year (national average is 38% of total sales). Therefore:

Gross Sales—(labor and parts): .....	\$14,400
Technician's salary: .....	5,200
	9,200
Cost for parts .....	3,600
	5,600
Gross profits .....	\$ 5,600

Now that isn't bad. In the example, the cost of parts is based on average gross of 25%. Of course, the gross profit quickly dwindles when you take out fringe benefits paid to the technician, cost of his transportation, your general overhead, depreciation, etc., etc.

Can you increase John Jones' income *without* increasing charges to your customers? Let's make a deal with Jones: *Pay him 50% mor money if he will make 40% more calls.* In other words, he will now up his average to 35 calls per week (that's only two more calls-per-day). Using the *same* mathematics, let's see what happens. He will now produce \$13,440 average annual labor charges (35 calls-per-week x \$8 x 48 weeks). In addition, his parts average \$7620, therefore:

Gross sales (labor and parts) .....	\$20,160
Technician's Salary .....	7,500
	\$12,660
Cost of parts .....	5,040
	\$ 7,620
Gross profit .....	\$ 7,620

Thus in our hypothetical, we increased John Jones' salary substantially, set up more gross profits for the business, without increasing our costs to customers! Sure it's easy-to-do on paper; certainly it's more difficult to do in practice."

(Continued Next Page)

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# how to pay technicians more and increase profits too!

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by JOHN REEVES



## service faster

The new Raytheon Fast-Fax helps cut valuable servicing time. With Fast-Fax you can quickly and easily locate tube characteristics for 600 types including the 100 most popular types.

Fast-Fax stays up-to-date with supplements provided as a service to every user. The current supplement covers new types in the 1965 TV sets. And, new tube characteristics can be popped into place without disassembling the unit or rearranging the cards.

Completely indexed for instant reference, Fast-Fax also serves as an interchangeability guide and inventory control.

See Fast-Fax for yourself. Your Raytheon Distributor will be pleased to demonstrate its unique features and explain how you can get Fast-Fax with your Raytheon tube purchases. You'll wonder how you ever got along without it.



## more money for technicians

Of course, the payment of technicians is probably the most controversial subject in the industry. The vast majority of shops are striving to do a better job, make more money and still provide a realistic profit and at low cost to the consumer. It sounds like a real mouthfull but, referring to the previous example, it can be done.

The number of technicians is also vastly important. If, for example, your shop is not producing enough service calls to warrant 35 calls per week per man then possibly your labor force should be cut down. It is better to produce a good volume and a good income for one good technician than a half hearted low income from two half hearted technicians. Some dealers judge their success by the number of employees they have and this is nothing but false security. With the above example I believe it can be proven that a better job for the owner, the consumer and the technician will be realized.

### SEVEN CALLS PER DAY

In California the possibility of actually producing seven calls per day and satisfying customers at the same time may be very difficult. A real good system of scheduling would have to set and strict adherence to this schedule would have to be enforced. Many dealers feel it is good business to "chew-the-fat" with their customers to build a more friendly reception and better relationship between the shop and its customers. Actually, the typical housewife is dollar conscious and appreciates fast, efficient service at a reasonable cost. The over-extended call leaves the customer with the feeling that the bill was high because he stayed so long. The general public is becoming more and more aware of time and hourly charges from service businessmen and although they like visiting they don't want to pay for it. Some dealers have actually made it a practice to set a minimum hourly rate of \$15 per hour per man, and with this knowledge, the typical consumer is not anxious to waste any time. Of course, we are not advocating the rushing of service calls at the sacrifice of good service. We do, however, advocate that if a set can not be fixed in a matter of 15 to 20 minutes, it should be pulled into the shop.

### COMMISSION VERSUS SALARY

The values of straight salary and or commission system can be argued for hours with equal advantages and experiences relating the better of each one over the other. Every shop has its own personality and, as such, must make the final decision itself. The John Jones example might not work with your people but it could be one of the big answers to how the service industry can attract more young people. Self certification, apprenticeship programs, etc., will have their effect on the Television Service profession but higher wages is the only answer to a growing problem. The dealer must evaluate what he wants to do, talk it over with his men and then go after it. It is better to try and possible fail then to have never tried at all.





# TRADE / TALK

## NEW COLOR KINE DEMONSTRATED IN VALLEY

For the first time on the West Coast the Society of Radio and Television Technicians, Inc., in the San Fernando Valley, were given a look at the new KINE manufactured by Sylvania. Bob Lloyd, of Sylvania demonstrated the new major break-thru in color TV to those attending. Actually, the process is a phosphorus that is based on the rare earth element, Europium, and a new screening technique.

## NEA JOINS FIGHT AGAINST CATV

The National Electronics Association (NEA) meeting in national convention in Detroit took a firm stand against unnecessary cable systems. The group completely recognized the need for cables in certain areas but were against the rising trend towards cable systems in any area. The convention was attended by State Association members from Arkansas, Indiana, Iowa, Kansas, Michigan, Minnesota and Ohio with proxy votes submitted by two other State organizations who were unable to attend.

## CSEA SUCCESSFUL IN STOPPING CATV FIRM FROM PERFORMING SERVICE

The CSEA chapter in San Bernardino was successful in stopping the servicing of Television sets by a CATV firm in Palm Springs, California, according to a report made during a recent meeting. Although the details were not reported, it was alleged that this CATV firm was engaged in the business of TV service without being registered under the new State law.

## TRADE/TALK HONIG OPEN NEW BRANCH

Honig Distributors in North Hollywood have opened a new branch operation at 6644 Foothill Blvd. in Tujunga. The firm also has a branch operation in Selmar.

## GOUGH INDUSTRIES FILES BANKRUPTCY

Latest reports indicate that Gough Industries, long time Southern California

appliance, TV and houseware distributors, have filed under the bankruptcy act. The firm listed liabilities of \$5,094,000 and assets of \$5,933,000. Gough has branches in other parts of California and Arizona.

## PETS BOARD TO DISSOLVE CORP.

A meeting of the Board of Directors of the Pacific Electronic Trade Show has been set for Monday, November 2nd at the Roger Young Auditorium to decide what action shall be taken in regards to the Corporation's future. The meeting was called by Norb Dean, President, to "make final disposition of the corporate existence or some alternate plan.

This action is being taken in the wake of the May Parts Show decision to alternate locations for the annual industry activity.

## RCA TO DEMONSTRATE FIRST 19-INCH COLOR TUBE

Late last month RCA, at its Picture Tube Plant in Lancaster, Pa., demonstrated the Industry's first 19-inch rectangular color TV picture tube to the industry's television set manufacturers. 21-inch and 25-inch receivers were also shown.

## MAGNATRON PRINCIPALS CONVICTED IN L.A.

Benjamin Parsons, owner and John G. Schafer, Manager, of Magnatron TV in Los Angeles were found guilty on two counts of petty theft on October 14th in Los Angeles Municipal Court.

In setting November 5th for sentencing, the judge found them guilty of withholding customers property (a television set) from the customer after it had been removed from the home with an estimate charge that had later been exceeded.

The case stems from the combined efforts of a former employee, local law enforcement officers and the Los Angeles Field Representative of the Bureau of Electronic Repair Dealer Registration.

Along with the conviction will come additional action from the Bureau for the revocation of the registration of this dealer.

## DUNLAP SALESMAN WINS CAMPING TRAILER

Harold Bialastack of Dunlap Electronics of Stockton was the recent winner of a Nimrod Riviera camping trailer in the Winegard "Sirlain Sweepstakes." The promotion ran from May 15th to September 1 with the drawing taking place following the conclusion.

## 100% PENALTY FOR LATE REGISTRATION

Over 7,000 Television Service Dealers have registered under the new law as of September 30th according to the Bureau Chief Dan Weston. In making this report he indicated that about 10% of the dealers have yet to renew their registration and are subject to a 100% renewal late penalty. This is part of the law and is being enforced.

Additional statistics released by his office indicated that they have received over 3800 complaints from throughout the State and, of these, 2500 are still pending further action and over 1,000 have been turned over to the State division of investigation.

Of special interest was the statement that "complaints have declined from around 600 to 60 a week in recent months, and that real progress is being made to enforce the law. Weston pointed out that the first requirement of the law was to set up and collect the registrations before proceeding. The Bureau is now at the point where the majority of its time is being spent in investigation.

## CSEA BOARD TO MEET NOV. 15

The scheduled meeting of the California State Electronics Association Board of Directors will be held on Sunday, November 15th at 10:00 am at the Sky Villa Motel, 5001 W. Imperial Highway, Inglewood, California.

Anyone interested in attending this meeting are urged to make their reservations directly with the Motel. All items for the agenda should be in Fresno no later than November 3rd with agendas to be mailed to Board members five days prior to the meeting.

*(Continued Next Page)*



Be a wise owl!

# How to cut call backs, increase profit on receiving tubes!



Engineered for peak performance . . . priced for extra profit! Every Admiral Supertron Electronic Tube must pass rigorous *super-quality* control tests and life tests to meet the high premium standards required for circuit approved tubes.

The remarkable Admiral price and volume discount helps you make *more dollar profit* on every service job! Reduce expensive call backs.

Order a complete supply of new Admiral Supertron Receiving Tubes today . . . start pocketing big profits tomorrow! Call your Admiral Distributor now!

Be wise . . . standardize on

## **Admiral®** **SUPERTRON** RECEIVING TUBES

Always Precision Crafted Quality

## TRADE / TALK

(Continued from Page 17)

### BRAND-NAME TOYS OFFERED BY RCA

An assortment of popular toys for children of all ages will be offered to service dealers and technicians through RCA distributors participating in a new sales promotion program for RCA entertainment receiving tubes.

The toys include popular items from Gilbert, Ideal, AMF, Rand McNally, Singer and Louis Marx.

### 19-INCH COLOR TUBE SET FOR SECOND QUARTER DELIVERY BY RCA

The Radio Corporation of America disclosed a few weeks ago that it expects to make its new 19-inch, 90-degree rectangular color TV tube available commercially in limited quantities during the second quarter of 1965.

At a special conference of color TV set manufacturers in Lancaster, John B. Farese, Vice President and General Manager, RCA Television Picture Tube Division, also revealed that:

the new tube will be priced about \$10 higher than the standard 21-inch, 70-degree round color tube. This tube is now available to set manufacturers for \$98 for a laminated tube with glare-free safety window and \$89.50 for non-laminated tube.

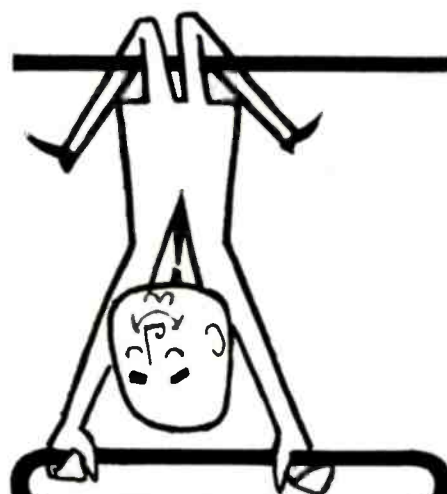
. . . all 21-inch round color tubes shipped after November 1964 will incorporate higher light output improvements made possible by a new screening process.

. . . and that RCA will reduce the price of its recently introduced 25-inch rectangular tube with flare-free safety window from \$152.50 to \$130, effective January 1, 1965.

### TSDA OF SAN MATEO BECOMES CHAPTER OF CSEA

The Television Service Dealers Association of San Mateo County in Northern California has recently applied for chapter status in CSEA. This outstanding group of Service Dealers are a fine addition to the State wide association and are extremely welcome to the organization. These men have been responsible for many many programs devoted to the advancement of the industry and their participation in CSEA will make it even stronger than ever before in that area.

The executive secretary of the group is Ray Morris and everyone is encouraged to drop him a line of welcome at 18 Second Avenue, San Mateo, Calif.



# RIGHTWAY

## FACTORY REPLACEMENT PARTS FOR T.V. & RADIO

- RCA
  - ZENITH
  - GENERAL ELECTRIC
  - DELCO AUTO RADIOS
- PLUS—THE BEST LINES OF GENERAL REPLACEMENT PARTS

## ANDREWS

ELECTRONICS

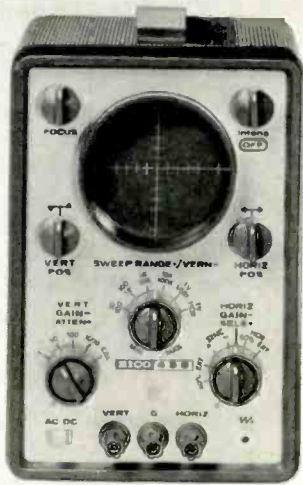
1500 W. BURBANK BLVD.  
BURBANK, CALIF.

TH 5-3536 ST 1-3120

VI 9-6014

MODERN ELECTRONIC SERVICE DEALER

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



**FROM EICO . . .**

A new compact oscilloscope, which is equal in performance to many higher priced instruments twice as heavy and a great deal larger, has been introduced by EICO Electronic Instrument Co., Inc., 131-01 39th Avenue, Flushing, New York 11352. The new Model 435 wide band oscilloscope employs a flat-face 3-inch cathode ray tube. Distortionless vertical and horizontal trace expansion to several times the screen diameter and drift-free vertical and horizontal positioning permits examination of waveforms with as much detail as with 5-inch oscilloscopes.



**FROM JERROLD . . .**

A new guide to Master TV antenna systems has been introduced by Jerrold Electronics. Called the "TV Distribution Systems Handbook," it features 150 typical layouts. Systems are included for motels, hotels, homes, dealer showrooms, apartment and trailer courts.

The booklet is designed primarily for TV technicians who want to break into the lucrative Master TV field. It gives practical installation and servicing hints, as well as all necessary design theory. List Price \$1.00.

**FROM JERROLD . . .**

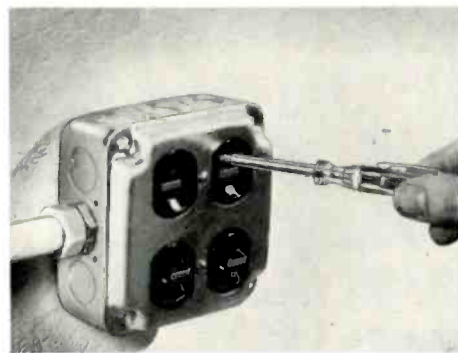
Three new FM antennas have been added to the Jerrold Electronics Paralog line. Specifically designed for maximum FM signal pickup, these antennas are said to eliminate many FM reception problems.

Multi-path distortion is the most common obstacle to good FM reception. Signals bounce off a building or a hill to arrive at the antenna out of phase. These out-of-phase signals often make the sound buzzy or unintelligible. They may cause poor separation of FM stereo signals.

The new Jerrold antennas, known as FM Paralogs, are highly directional. They increase pickup of the direct signals, while rejecting unwanted reflections.

According to the manufacturer, FM Paralogs improve reception in both metropolitan and fringe areas. Not only is multi-path distortion eliminated, but background noise and drift are minimized.

Mechanically, the FM Paralogs feature Cycolac insulating mounts. Cycolac is the very tough plastic used for golf club heads and log-splitting wedges. Also, a unique Wedge-Snap lock provides permanent joint connections which actually tighten with wind vibration.



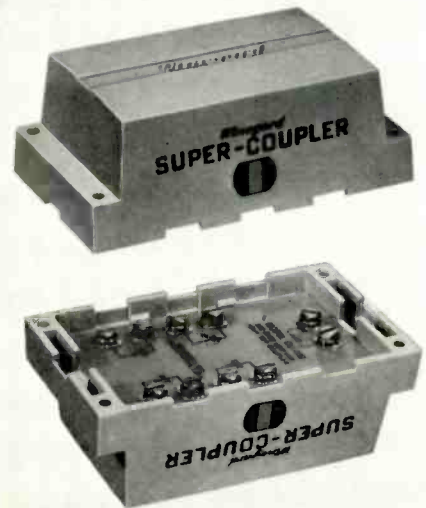
**FROM LITTLEFUSE . . .**

Two models of a new inexpensive combination screwdriver/voltage tester have been introduced. The two sizes of screwdrivers available, one four inches long, Part No. 203006, and the other five inches long, Part No. 203007, test for "opens" or hot lines in any circuit carrying from 110 volts to 380 volts. Incorporated in the transparent plastic handle are a resistor and a long-life neon lamp that glows when the screwdriver tip is applied to a live line.

Ideal for the home craftsman, electronic technician, electrician, engineer, radio and television serviceman and hobbyists, the molded plastic of the handle extends all the way down the screwdriver shank to make it thoroughly

shock-proof. Only the screwdriver blade is exposed. A pocket clip keeps the pocket size screwdrivers handy for immediate use when needed.

It is attractively displayed on a high visibility chartreuse and black display card. These handy tools are available from most electronic parts dealers, hardware stores, and other retail outlets. Suggested list price for either size is 99¢.



**FROM WINEGARD . . .**

With more and more 4-set couplers being used in today's homes, Winegard engineers took on the task of developing one superior to those presently on the market. Their research resulted in the CC-400 4-set Super Coupler which utilizes a new method of splitting the signal via three double-wound ferrite core transformers.

A theoretically perfect 4-set coupler would have an insertion loss of -6db. The CC-400 comes mighty close to this with a figure of -6.23db. Compare this with the other 4-set couplers on the market which have a loss of -8db. to -10db.

The impedance match of a "perfect" coupler would be 1:1:1. The Super-Coupler has a near perfect match of 1.2:1 on all channels, VHF and UHF, both on input and output. Compare this with the other 4-set couplers on the market which test from 1.5:1 to 2:1.

It's highly versatile, too . . . can be used in areas having both VHF and UHF. For instance, you can connect one output directly to a VHF set, two outputs to VHF-UHF sets (or Mod. T-32-U TV outlets) and have the fourth connected to an FM receiver. However used, the CC-400 delivers highly satisfactory results on both color and black and white. List price \$5.50.

**andy  
says . . . .**

**WE HAVE  
THE AREA'S  
LARGEST  
SELECTION  
OF ORIGINAL  
SERVICE PARTS**



- RCA
- ZENITH
- GENERAL ELECTRIC
- DELCO AUTO RADIOS

**PLUS—THE BEST LINES  
OF GENERAL  
REPLACEMENT PARTS**



**ANDREWS  
ELECTRONICS**

**1500 W. BURBANK BLVD.  
BURBANK, CALIF.**

**TH 5-3536  
ST 1-3120  
VI 9-6014**



**FROM SENCORE . . .**

Here is the "counter/bench" version of the famous Sencore Mighty Mite tester; designed for the ultimate in tube checking thoroughness and operational simplicity! Designed for two-way use—as a professional shop tester and customer self-service unit. Tests over 2500 tubes—including Nuvistors, Compactrons, 10-pins, Novars, Magnovals and Japanese, French and German tubes with a big 6-inch meter for easy reading. Semi-automatic; simply turn function control to any test and watch lighted arrow on meter automatically stop on right scale. User can't go wrong—no guess work—everything is read right on the meter (no tricky neon lights to misread); only 3 set-up controls. Easy to read, speed-indexed set-up cards make every test fast and sure. The TC131 uses 100-megohm grid leakage sensitivity to spot those "tricky" tubes other testers miss; tests inter-element shorts and makes cathode emission tests under full operating levels. Use as a counter checker or self-service tube seller in your shop.

**FROM RCA**

A new line of indoor VHF and UHF television antennas was announced today by Paul B. Garver, General Manager, RCA Parts and Accessories.

Mr. Garver said the VHF line, called RCA Stratoscope, is available in gold and chrome finish, and features telescoping arms that can be adjusted without turning the antenna.

"Extra fine tuning is achieved by this

means," according to Mr. Garver. He pointed out three other Stratoscope features:

A multi-position selector switch which blocks out ghosts and interference and enables the viewer to select the position on which he may obtain the optimum reception.

A low loss polyethelene transmission line which has been included to assure maximum performance.

Use of the Stratoscope for UHF reception, simply by adjusting the elements.

**FROM BLONDER-TONGUE**

The first television system planning guide designed especially for architects and consulting engineers has been published by Blonder-Tongue Labs., Inc.

Contained in a large, rugged three-ring binder, the guide provides information about TV system products and services, including: application data, product specifications, design data, general specifications and prices.

According to Blonder-Tongue, the guide has been designed as a continuous service, which will be updated with new information as it becomes available. Copies can be obtained only through the company's franchised installers.

**FROM CHANNEL MASTER**

The "Jr. Circus Wagon"—new eye-catching display with a colorful circus wagon motif—is now available from Channel Master Corp. Highly unusual in design, this display showcases assorted Channel Master portable radios, tape recorders, and television sets.

Strikingly distinctive in red, and gold—the "Jr. Circus Wagon" can be used in two ways. As a Counter Top Model, it requires only 36 inches of counter space and provides 8 feet of display space on its three shelves. When used together with the Wire Floor Stand, it becomes a standing display with an additional shelf below.

Rugged solid wood shelves and heavy guage wire stand gives this year round display the solid durability for continued usage. To prevent pilfering of the smaller models displayed, a clear plastic shield covers the top two shelves.

## Legal Notice...

### 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 and 9842 of the Business and Professions Code, and to implement, interpret or make specific said sections, proposes to amend its regulations in Title 16 of the California Administrative Code as follows:

(1) Amend subdivisions (f) and (g) of Section 2703 to read:

(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 external alignment test equipment 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 external alignment test equipment (such as signal generator, sweep generator, oscilloscope, sweep analyst), to effect such alignment.

Notice is also given that any person interested may file written statements or arguments relative to the above proposal with the Bureau at its office at Room 541, 1020 N Street, Sacramento, California, prior to 5 o'clock p.m. on the 3rd day of December, 1964. The Bureau, upon its own motion or at the instance of any interested person, may thereafter adopt the above proposal substantially as above set forth without further notice.

HAROLD J. POWERS  
Director of Professional  
and Vocational Standards

DATED: October 22, 1964

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

NOVEMBER, 1964

## 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

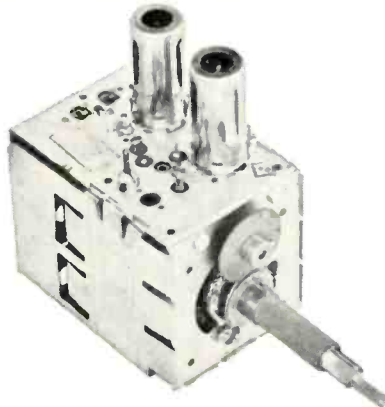
Shipments anywhere in California. Free delivery in Los Angeles area.

## DUNBAR SALES CO.

2033 Venice Blvd.

Los Angeles, Calif. RE 5-1104

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



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

Sarkes Tarzian, Inc. pioneer in the tuner business, maintains two complete, well-equipped Factory Service Centers—assisted by Engineering personnel—and staffed by specialized technicians who handle ONLY tuner repairs on ALL makes and models.

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

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

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



## SARKES TARZIAN, INC.

Bloomington, Indiana

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

ONLY  
**\$9.50**  
INCLUDING

**ALL PARTS**  
(except tubes)  
**and LABOR**

**24-HOUR SERVICE**  
**1-YEAR WARRANTY**

**TWO SERVICE CENTERS  
TO SERVE YOU BETTER**

See your distributor, or use the  
address nearest you for fast fac-  
tory repair service

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North Hollywood, Calif.  
Tel: 769-2720

## DISTRIBUTOR ADVERTISING INDEX

### SAN FRANCISCO-OAKLAND

Associated Radio Distributors, 1583 Howard St., S.F. HE 1-0212  
 Calectron Corp. of Calif., 33 Gough St., S.F. 621-3400  
 Edisco, Inc., 5901 Mission St., San Francisco UN 6-7087  
 Miller's Radio & TV Supply, 530 East 8th St., Oakland TE 4-9185  
 Styles & Engleman, Inc., 25354 Cypress Ave., Hayward 352-1933

### SACRAMENTO-CENTRAL CALIF.

Dunlap Electronics, 1800 18th St., Sacramento 444-8070  
 Norcal Electronics, 1115 "R" Street, Sacramento 442-9041  
 Quement Electronics, 1000 So. Bascom Ave., San Jose CY 4-0464

### LOS ANGELES, LONG BEACH, SO. CALIF.

Andrews Electronics, 1500 W. Burbank Blvd., Burbank TH 5-3536  
 Dean's Electronics, 2310 Long Beach Blvd., Long Beach GA 7-0955  
 Electronic Supply Riverside, 2486 Third St., Riverside OV 3-8110  
 Figarts Radio Supply, 6320 Commodore Sloat Dr., L.A. WE 6-6218  
 Hurley Electronics, 1429 S. Sycamore Ave., Santa Ana KI 3-9236  
 Hurley Electronics of Inglewood, 1210 E. Hardy St., Inglewood OR 8-7644  
 Kiesub Corp., 311 W. Pacific Coast Highway, Long Beach HE 6-9697  
 Philco Corp., 6393 E. Washington Blvd., L.A. RA 3-0345  
 RCA Victor Dist. Corp., Inc., 6051 Telegraph Rd., L.A. RA 3-6661  
 Western Electronic Supply Corp., 229 S. Orange, Glendale CH 5-4764  
 Wholesale Electronic Supply, 265 S. Laurel, Ventura MI 8-3163

### SAN DIEGO

Radio Parts Company, 2060 India St., San Diego 232-8951  
 RCA Victor Dist. Corp., Inc., 820 West "F" St., San Diego 234-6316  
 Southland Electronics, 3610 University, San Diego AT 3-3941

**2 YEAR  
WARRANTY**

**ALL NEW**  
*Rauland*  
**PICTURE TUBES**



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

**THE CHOICE IS YOURS—WHY  
NOT SELL THE FINEST?**

MFG. BY THE RAULAND CORP.  
A subsidiary of Zenith Radio Corporation

**Dean's Electronics**  
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2310 LONG BEACH BLVD.  
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**CLASSIFIED ADS**

BUY, SELL, TRADE, HIRE HERE

### WRITE YOUR OWN WANT AD

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Blind Box No.? \_\_\_\_\_ Run for \_\_\_\_\_ times.

How large do you want ad? \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Signature \_\_\_\_\_

Clip Out and Mail to GRAYCE KENNEDY, 4041 Marlton Ave., L. A. 8, Calif.

**HOW TO WRITE YOUR AD:**  
Figure approximately 6 words to the line.

**RATES:** \$.95 Per Line. Minimum five lines.

**DISCOUNTS:** Less 10% 2nd & 3rd times; less 15% thereafter.

**BLIND BOX NO'S:** Add 50c.

**POSITIONS WANTED:** Less 15% cash with order.

GRAYCE KENNEDY  
Classified Ad Manager  
Phone (Los Angeles)  
AXminster 2-0287

### POSITION OFFERED

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

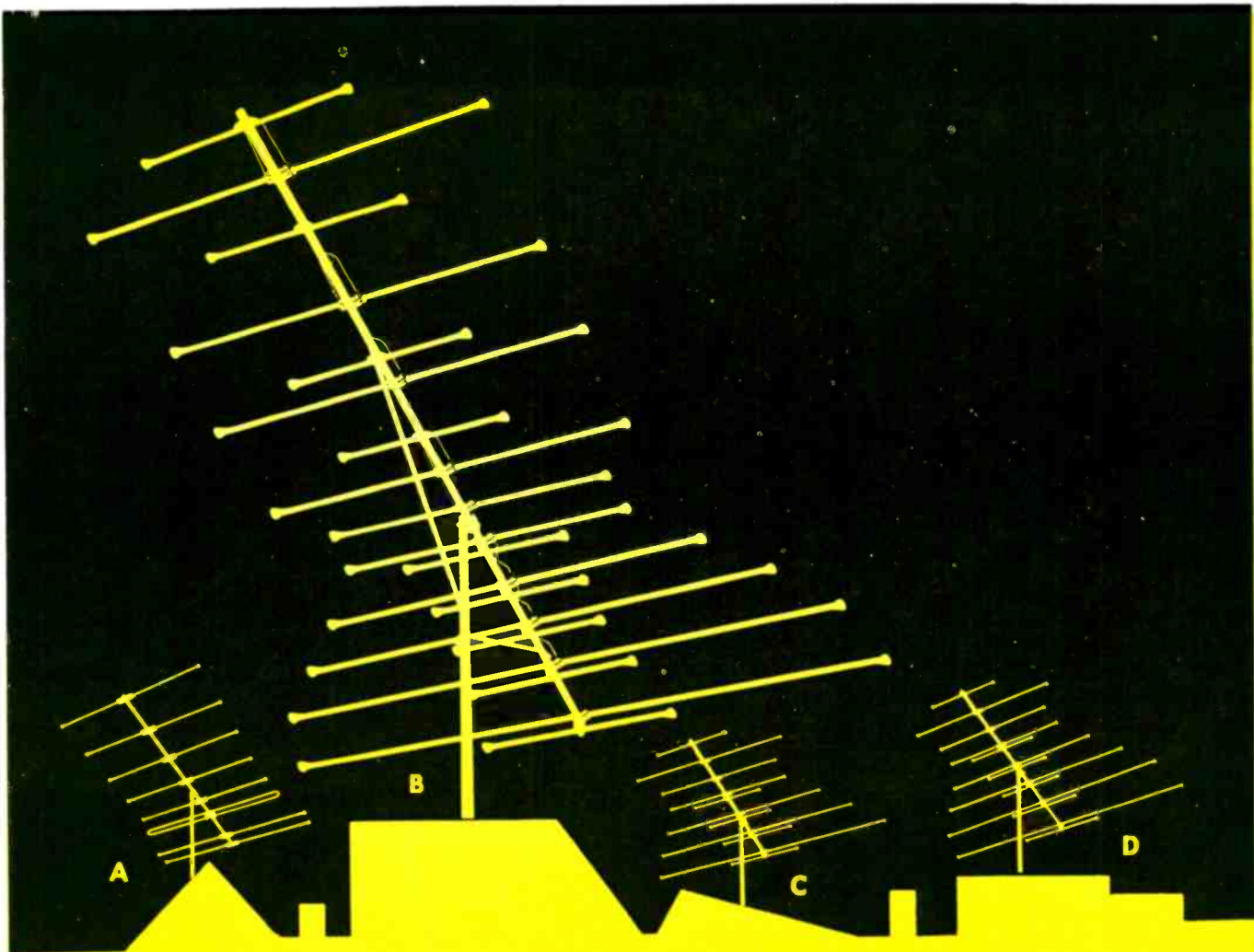
### USED TV'S FOR SALE

**USED TV'S**  
WORKING—  
LATE MODEL  
THINLINE  
PORTABLES  
LOW SHIPPING COSTS  
TV BROKERS—WE 1-6622  
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### MORE MONEY FOR SALESMEN

Schools, churches and local industries prefer to buy from a local dealer.  
Can you accept the challenge to serve as the FAIRCHILD-DUMONT CCTV Camera dealer in your area?

For details write to:  
11800 W. Olympic Blvd.  
Los Angeles, California 90064



# RCA OUTDOOR ANTENNAS

the name...the features...the line that sells

Now you can select the best model for your customer's location from this new RCA outdoor antenna line that combines all-channel yagi and multiple cross-driven types. Satisfy them with the sharpest color and black-and-white pictures.

Explain the RCA *exclusive* feature in customer language. Only RCA antennas feed energy directly into the transmission line from low band driven elements. These are capacitively coupled, positioned directly above high band driven elements. RCA, of course, phases low and high band directors for best high band performance.



**CAPACITIVELY COUPLED**

In addition, RCA's electro-lens director system absorbs maximum incoming signal power, gives extremely high gain across the VHF band, offers excellent forward gain on the front end.

More customer interest! A gold anodized finish protects every RCA antenna from weather corrosion. Wrap-around mast clamp aligns antenna on mast, prevents boom crushing.

Just call your RCA Victor distributor. Look at and learn about RCA 200, 300, 400 antennas... from the color TV pioneer! From there on... sell!

A. RCA 500 FM antenna. Eight-element yagi. Acute directivity. 88 to 108 MC. VSWR 1.25:1. Average eight db gain.

B. RCA 400 antenna. 19 elements, for fringe area or distant reception.

C. RCA 200 antenna. 11 elements, for local reception.

D. RCA 300 antenna. 13 elements, for suburban and near fringe area locations.

RCA PARTS AND ACCESSORIES, CAMDEN, N.J.



THE MOST TRUSTED NAME IN ELECTRONICS

**RCA VICTOR  
DISTRIBUTING CORP.**

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**CALECTRON CORP.  
OF CALIF.**

33 GOUGH STREET, SAN FRANCISCO  
MA 1-3400

**RCA VICTOR  
DISTRIBUTING CORP.**

6051 TELEGRAPH ROAD, LOS ANGELES  
781-6501, RA 3-6661, 521-6960

Now,  
**JERROLD's**  
 great new  
 line of



# 12 POWERMATES

gives you a transistor amplifier for every job

Leave it to Jerrold! We've expanded our fast-selling line of *Powermate* transistorized antenna amplifiers and indoor amplified couplers to give you a *Powermate* tailored to every VHF, UHF, and FM stereo reception problem you're likely to run into, from deepest fringe to suburban and

metropolitan areas... for every need and every budget. For complete information on the indoor and outdoor *Powermates* described below, ask your Jerrold distributor or write *Jerrold Electronics, Distributor Sales Division, Philadelphia, Pa. 19132.*

## INDOOR POWERMATES



**Model TA-24**  
 List price \$24.95

**Two-transistor four-set VHF coupling**—original Indoor Super Powermate offers highest gain/overload capability, low noise.

**Model TA-66**  
 List price \$34.95

**NEW!**

**Two-set VHF, suburban to fringe**—economical Indoor Powermate Special amplified TV/FM coupler.

**Model TA-12**  
 List price \$17.95  
 Available November

**NEW!**

**Four-set VHF coupling, suburban to fringe**—economical one-transistor Indoor Powermate for TV and FM.



**Model SRX**  
 List price \$29.95

**NEW!**

**FM stereo indoor amplification**—new Stereo Range Extender brings in distant FM stations, splits signal from TV on same antenna.

**Model SRX**  
 List price \$29.95

**NEW!**

**UHF two-set indoor coupling**—UHF Indoor Powermate Special amplifies and isolates signals to two UHF sets from same UHF antenna.

**Model TAU-12**  
 List price \$29.95  
 Available October



DISTRIBUTOR SALES DIVISION, Philadelphia, Pa. 19132

A subsidiary of THE JERROLD CORPORATION

CONTACT ANY OF THESE JERROLD DISTRIBUTORS:

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 229 S. Orange, Glendale  
 CH 5-4764

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

QUEMENT ELECTRONICS  
 1000 So. Bascom Ave., San Jose  
 CY 4-0464

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

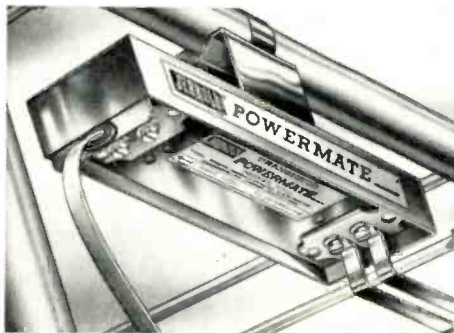
DEAN'S ELECTRONICS  
 2310 Long Beach Blvd., Long Beach  
 GA 7-0955

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

## OUTDOOR POWERMATES



**VHF TV and FM amplification where overload is no problem**—original popular Powermate with exceptional gain throughout VHF and FM band. Dual outputs.

**Model APM-102**  
 List price \$39.95

**High gain (VHF) without local-signal overload**—famous Super Powermate, with industry's best gain/overload capability.

**Model SPM-102**  
 List price \$44.95

**NEW!**

**Best color and b&w reception**—Super Powermate Coaxial eliminates ghosts, color smear, ignition pickup, and other problems caused by the download.

**Model SPC-103**  
 List price \$47.95

**NEW!**

**"De-Snow" power for deepest fringe areas**—mightiest of all VHF Powermates works where all other amplifiers fail. Ideal for small public buildings as well as homes.

**Model SPC-132**  
 List price \$97.75  
 Available October

**NEW!**

**Low-cost VHF TV and FM in no-overload areas**—Powermate Special delivers plenty of good clean signal, even from distant stations.

**Model LPM-102**  
 List price \$29.95

**NEW!**

**UHF reception in "difficult" fringe areas**—twin-transistor UHF Powermate with super-high gain makes UHF reception a reality in deepest fringe.

**Model UPM-104**  
 List price \$49.95

**NEW!**

**Low-cost UHF reception in medium-to-fringe areas**—single-transistor UHF Powermate Special pulls weak UHF signals in out of the snow.

**Model ULP-104**  
 List price \$34.95