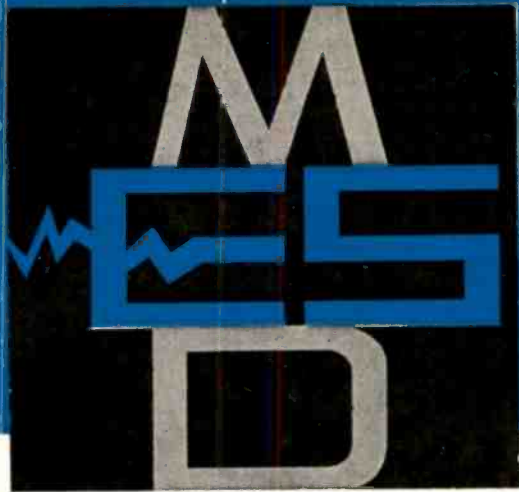


MODERN

1963 "WSBP"
Award Winner



electronic service dealer

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

Vol. 4, No. 12

April, 1965

NEW DEVELOPMENT

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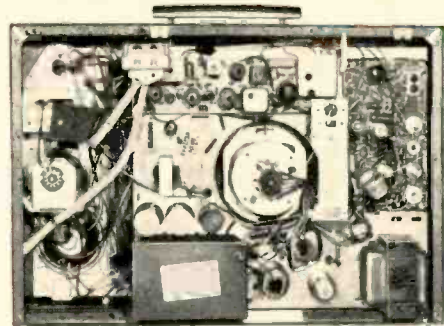
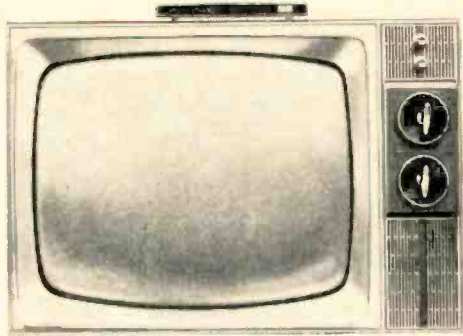
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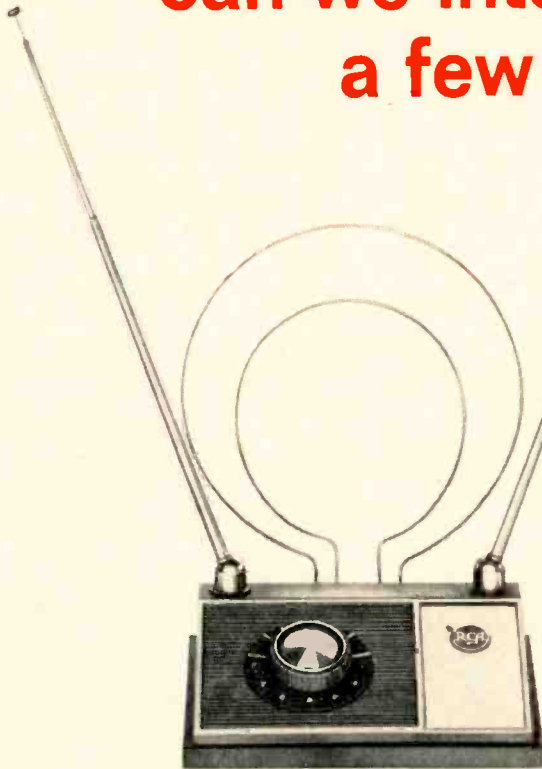
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BULK RATE
U. S. POSTAGE
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Los Angeles, Calif.
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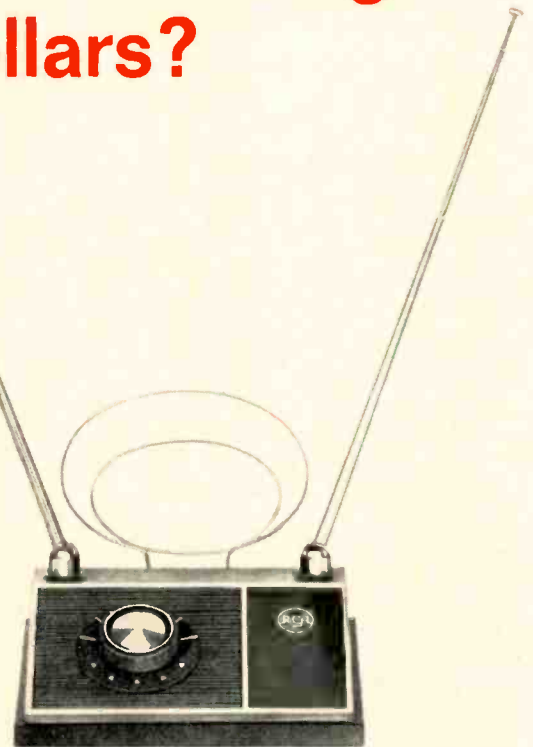
If you sell or service TV sets



can we interest you in making
a few extra dollars?



New RCA Stratomaster—
for both VHF and UHF channels.



New RCA Stratoscope—
for VHF channels only.

If you're in the TV business, why not include these two natural profit makers in your line? These RCA indoor TV antennas are styled so smartly they virtually sell themselves. And they work so well they keep customers sold on you!

SMART STYLING. An instant selling point. The first indoor antennas you can recommend with pride as a decorative asset to any interior.

EXCELLENT PERFORMANCE. These RCA indoor antennas are designed by the same RCA engineers who develop antennas for satellites and space. They include (a) an automatic signal-phasing device to pull in the strongest, sharpest picture possible with an indoor antenna, (b) a channel selector switch to block out ghosts and interference, (c) super-fine tuning, (d) telescoping 45-inch arms turnable in any direction without moving the base.

and they're advertised nationally in **POST** and **TV GUIDE**
for immediate customer recognition and acceptance.

ORDER FROM YOUR RCA DISTRIBUTOR. AND HURRY...SO YOU'LL
HAVE THEM IN STOCK WHEN CUSTOMERS START ASKING FOR THEM.

RCA PARTS AND ACCESSORIES, DEPTFORD, N. J.



The Most Trusted Name in Electronics

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234-6316

**CALETRON CORP.
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**RCA VICTOR
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6051 TELEGRAPH ROAD, LOS ANGELES
781-6501, RA 3-6661, 521-6960

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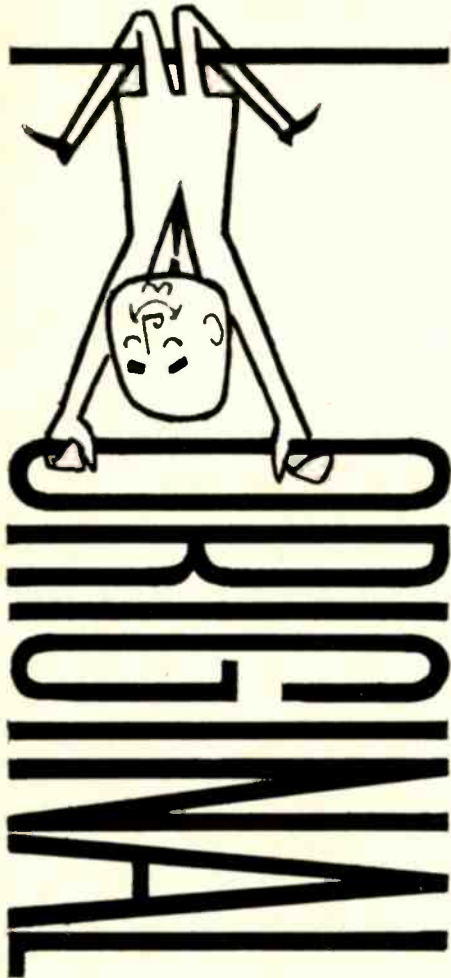
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 - ZENITH
 - GENERAL ELECTRIC
 - DELCO AUTO RADIOS
- PLUS—THE BEST LINES
OF GENERAL
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LETTERS TO THE EDITOR

Dear Mr. Editor:

It hardly seems possible that you, as editor of MESD, could publicize this article called "The Power of the Printed Word" in your latest issue.

I take exception to Mr. Wes Keys in Walnut Creek, and his replacing 27 tubes on the basis of a \$35 tube tester. The market is flooded with \$35 tube testers of the emission test variety, the worth of which is doubtful to most experienced electronics technicians. It sounds to me like Mr. Keys using this kind of equipment sold tubes to customers that didn't need replacement. Here we're attempting to clear the trade of the fast buck technician so-called and you glorify some Joe Magic operation.

I have absolutely no quarrel with the checking of all tubes in a set and giving the customer his money's worth of service. Your point in this respect is well-taken. However, if he uses rinky-dink test equipment he does a dire disservice to his customer as well as the reputable dealer or technician. Thanks very much for the great magazine.

Your very truly,
J. D. Kempton
Pinaly TV

Our mistake—a note from Wes Keys stated that the portable tube tester was \$75, not \$35, as reported in our February issue.

Editor

Gentlemen:

An ad, or write-up you had in the March issue, page 6, Don Martin, has come to our attention. It pertains to Atlas Television in Orange County, and notes the trouble they are having. We here at Atlas TV, so very close to Orange County, and serving Orange County in some cases, feel that there should be a little something mentioned to readers that Atlas Television in Orange County is not the same Atlas TV working out of Bellflower.

Maybe our thinking is wrong, but we have been in the business long enough that we have a good reputation, and we feel that a write-up like you had on the other Atlas could very well hurt us a little. As it is, we have been hurt enough by this same Atlas Co. in Orange County. Please consider our side.

Sincerely,
Roger R. Patzle
Atlas TV

Glad to make sure we have the right Atlas TV. Thanks for the note.

The Editor

Dear Mr. Martin:

You will be pleased to know that the California Federation of Women's Clubs—a statewide organization of some 60,000 women—has endorsed SB 233, extending the life of the Bureau of Electronic Repair Dealer Registration.

We provided information on this bill to the organization, were pleased with the outcome, and glad to see the endorsement publicized in the attached news article.

Sincerely,
Helen Nelson
Consumer Counsel

Mr. Don J. Martin:

I typed a copy of the front cover page of MESD, December issue, "One Solitary Life," and sent it to Bishop Fulton J. Sheen. I received from him a very commendable letter of acknowledgment.

Carl J. Berger
Omega Electronics Mfg. Co.

Dear Mr. Martin:

In your editorial in the March issue you asked how dealers feel about the registration law. The answer is I hate it and I wish you would actively seek its repeal during this session of the legislature.

The registration charge is exorbitant. Although the legislature limited the fee to \$50 the bureau collected \$70 last year under the pretext that their fiscal year begins on July 1. A doctor's license costs \$12 a year, a contractor's license \$12 for two years. The fee is discriminatory against the small dealer who has to pay the same amount as a big corporation with a fleet of trucks and an army of technicians. Packard Bell has even been exempted from this law. Why is only the small dealer harassed and exploited?

The law requires a dealer to give a written estimate before proceeding with the job. Anybody who knows the complexity of electronic circuits will agree that this is often impossible. The dealer might quote a price for the replacement of a defective power transformer or picture tube and then discover that the picture rolls and pulls after he restores the raster. On the other hand, the set owner is entitled to know what his obligations are before he agrees to a lien on his set. This conflict can be resolved legally without the need of a registration law. The parties should have a choice of two types of contracts:

1. The set owner agrees to have the necessary repair work done without a previous estimate. He will be entitled to an itemized bill after completion of the job.

2. The dealer quotes a standard charge based on a statistical average of repair costs. If, for instance, he completed 1000 repair jobs during the last year, he paid out \$15,000 to run his business and he hopes to earn \$5000 for his work, he will have to charge \$20 flat rate for every job. The customer who needs a picture tube today might only need a fuse or a small tube three months later. The set owner gets his set repaired at a price agreed to in advance. He will not be entitled to any explanation concerning the nature of the work performed just as it is none of his business what the dealer pays for the parts.

The whole problem is one of economics rather than of ethics. Out of 7000 dealers only three had their license revoked, a percentage too small to justify the legal harassment and financial burden to the rest of honest dealers. But the economic fact is that while prices for electronic equipment decline due to automation, printed wiring boards and modules, the difficulties of its maintenance increases and a solution to service problems sometimes can only be found after expensive and time-consuming testing. The benefit to the set owner is the same if you repair a set by putting in a fuse or a picture tube. The question is, will the law allow a service dealer to compensate for losses on difficult and unprofitable jobs, bad debts, etc., by charging more for the quick and easy ones? Considering the unpredictable nature of many problems an electronic repair dealer runs into, I think in all honesty he has right to this kind of levelling of charges just as an insurance company insures good and bad risks and collects the same premiums from every policy holder whether he presents a claim or not.

Sincerely yours,
Gunter Rothschild
Television Doctor
Berkeley, Calif.

DOUGH BUSINESS

...or slow business?



Let these slick new entertainers by Channel Master put you in the dough business this year.

Looking for a little excitement—sales action—bigger profits... this new year? Get it by featuring the most complete, most money-making electronic entertainment line of all, Channel Master. Here are just a few of the slick new performers guaranteed to help you succeed in dough business. Introducing... **Channel Master's dazzling new Multiplex AM/FM stereo radio, Model 6538.** Automatic Frequency Control assures drift-free FM. Magic-Eye Tuning Indicator for peak reception. Multiplex Beacon identifies stereocasts instantly. Effortless fly-wheel tuning. Speakers can be separated. Finished in rich walnut and gleaming aluminum. **Channel Master's irresistible FM/AM 8-transistor minature radio, Model 6475.** Wonder-

ful performing midget puts FM right in your pocket. 3 stage IF amplification means sensitivity and tone far beyond its 2 3/4" x 4 1/2" x 1 1/4" size. 6 section monopole antenna. What a beauty! **Sophistocrat 6-transistor AM micro-marvel, Model 6474.** Tiniest radio of all for people who think small. Sleek as can be in a horizontally-designed cabinet of brushed aluminum and ebony. Surprising pull-in power and tone at the price. **Eye-catching 8-transistor personal AM portable, Model 6560.** 3-stage AF amplification means extra long-distance pulling power. Sounds like a table model. Operates on long-lasting "D" batteries. Luggage-type leatherette cabinet. **Sleek-looking 12" all-channel portable TV.** Completely separate VHF and UHF tuning.

Delightfully sharp, clear picture due to keyed AGC Circuit. Transistorized UHF tuner. 8-section telescoping VHF monopole antenna. So slim, trim, and light, it's bound to go places. **The Trans-Lux.** Smooth-sounding transistorized AC tape recorder, Model 6547. 2 speeds (3 3/4 and 7 1/2); records up to 6 1/2 hours. Features exclusive Automatic Level Control—adjusts to record voices distortion-free, from far or near, in group conversations. **Tradition-shattering Canaveral-82, Model 4006.** 6-in-1 antenna puts the profit back into indoor antennas. Truly gets all channels, UHF or VHF, now or in the future. In color and black-and-white, FM, and FM Stereo. **These are Channel Master's money-makers of '65.** Let us entertain you.

Featuring the most daring guarantee in the industry!

If any Channel Master transistorized radio or battery-operated tape recorder proves defective within 120 days, we will replace it instantly—free of charge. Outstanding guarantees on all other products.

CHANNEL MASTER
ELLENVILLE, N. Y.

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San Mateo: FI 5-3575
Vallejo: MI 3-4531

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Long Beach 591-1335 & SP 5-1428
IN
Anaheim: KI 7-3527 & 865-0688
Bakersfield: FA 7-5535
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Van Nuys: ST 1-3930

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Santa Rosa: LI 2-5423
Walnut Creek: YE 4-3000

**NORCAL
ELECTRONICS**

1115 "R" Street
Sacramento, 442-9041

**WESTERN RADIO
& TELEVISION
SUPPLY CO.**

1415 India St., San Diego
BE 9-0361

**EDITORIALLY SPEAKING**

By DON MARTIN

**PICTURE TUBE GRADING SYSTEM
INTRODUCED IN STATE LEGISLATURE**

Almost a year ago we proposed a system of grading picture tubes in an effort to protect the Television Service Dealer from rebuilders who might be practicing the game of "what's new" in the picture tube. For years this has been a problem of our industry and there seemed to be no way in which to correct the situation. Several manufacturers of re-built picture tubes misrepresented their product as new when actually it was not. This meant that the dealer often found himself in the position of selling poor grades of tubes to their customers and being forced to replace these tubes within the one-year warranty period. Of course, these manufacturers or their distributors replaced the tube, but no one replaced the cost of the labor involved in taking out the defective tube and replacing it with another.

Almost two years ago the FTC recognized this practice by rebuilders and passed a regulation whereby the manufacturer was forced to label what was new and what was used on the carton, tube and warranty cards. This was fine, except that it was only effective as inter-state commerce and had no power over manufacturers selling in California only. It even became a practice to use this FTC label on California manufactured tube cartons even though the product did not represent what the label stated.

In proposing the grading system in Sacramento to the Bureau of Electronic Repair Dealers Registration, we felt that such a regulation would "back up stream" and if the dealer was forced to label the new or used parts in the tube he was installing he would, in turn, force the manufacturer to label the tube for him. What has been the result of this action? The dealers themselves have been forced to make up labels and insert them on their invoices to comply with the regulation and the so-called rebuilders, along with some of the distributors, have completely ignored the law and have so stated to others in the industry.

What this leads up to is that Philip L. Soto, Assemblyman, 50th district, has just introduced Assembly Bill 1555 to the State Legislature and it has been referred to the committee on governmental efficiency and economy. This bill follows the grading pattern we developed, which is now a part of the Bureau of Electronic Repair Dealers Registration, and makes it mandatory that any manufacturer selling picture tubes in the state of California will be forced to label them by grade.

Actually the Bill states: "No manufacturer or distributor of television picture tubes shall sell any such tubes unless the television picture tube or container thereof is labeled to indicate which parts of such tube are not new, according to the following schedule:" The schedule of grades then follows.

We want to commend Assemblyman Soto for his leadership in this proposed law and assure him that we will be following this development throughout the session. We would also like to volunteer to attend any hearing or meeting in this regard and to do everything possible to have it passed into law.

Assemblyman Soto is a former Television Service Dealer in Southern California and is very well qualified to understand and appreciate the value of such legislation to the dealer and to the consuming public.

**THE NONSENSE OF
INCREASING TUBE TYPES**

One of the biggest complaints heard from dealers throughout the country is the nonsense of increasing tube types. Although I don't believe that anyone really knows the extent of what is happening or the extent of the lines, it seems to me that it is becoming sadly out of proportion.

We know that every time a new circuit is developed by a major manufacturer it is copied by another, with a few slight changes to get around patents. Whether or not the circuit is improved seems to be a matter of discussion, but, regardless, it means the design of new tubes and the continued addition of types on the dealer's shelves.

This change in circuits doesn't hurt the manufacturer, because he designs the tubes into the set. The tube manufacturer is eager to have additional types to keep sales going. Those who get hurt are the dealer, who must take inventory of these tubes, and the distributor, who finds himself in the same boat, with the problems of having obsolete tube types and trying to locate which new tube type fits into what circuit in whose set. Whether or not a set of standards for tube types is possible we don't know, but it seems to me that some action should be taken by the industry to set its own standards. If not, I'm afraid that some governmental agency is going to make the industry do the job and I'm sure that the majority of us would rather do it ourselves.

**CSEA TO INTRODUCE DIRECT MAIL
SALES PROGRAM FOR MEMBER DEALERS**

A series of direct mail cards have been designed and ok'd for distribution to all members of CSEA throughout California. These cards will act as direct mail advertising for shop owners and are designed for use by the member to help stimulate his own business.

The series of four cards feature different types of TV troubles and request that customers call for further information. For example, one card pictures a doctor examining a television set, with the words "IS YOUR TV SICK?" boldly imprinted on the card. "CSEA members are not licensed to practice medicine, but can diagnose TV troubles . . ." says the caption. Another shows a double picture on a television screen, with "ARE YOU SEEING DOUBLE?" in large black letters below. The caption reads, "Don't call your optometrist! Call us now—for a complete antenna checkup . . ."

The cards will also feature the CSEA membership insignia and will promote the Association membership as well as the shop. Further mention will be made of the registration laws and that all CSEA members are registered with the State of California.

The cards will be available with the dealer's own store printed on the card for less than 2¢, each delivered to the dealer's shop. The minimum order is 500, and will be billed prior to printing with delivery guaranteed within two weeks of the receipt of the order.

At the present time, 10 dealers have ordered cards, and the first print order will go in this week. The program is open to any member shop anywhere in the state, and sample cards along with order blanks will be sent out in the near future.

INTRODUCING Jerrold COLORAXIAL™ Program COAX IS A MUST FOR COLOR TV



← THIS
NOT
THIS →



Commercial installations have proved that coaxial downlead is *essential* for predictable, consistently good color TV pictures. Coax loss doesn't increase in wet weather, while twinlead loss goes up as much as six times. Coaxial cable can be run anyplace, even next to metal, without mismatch. Coax doesn't deteriorate with age. It won't pick up ignition noises or other interferences. In a word, for satisfactory color reception, even in "ideal" reception areas, your customers need coax.

And now, new Jerrold COLORAXIAL antennas

and kits give you a perfect home-installation package for every color-reception need. With COLORAXIAL, you can offer the whole system, from coaxial antenna to indoor matching transformer, or adapt an existing 300-ohm antenna for coax operation. Listed below are all the COLORAXIAL components packaged individually and in kits, for easy, low-cost conversion. Ask your Jerrold distributor for COLORAXIAL brochure, or write *Jerrold Electronics, Distributor Sales Division, Philadelphia, Pa. 19132.*

CAX-16 • COLORAXIAL COLORGUARD

COLORAXIAL Antenna for metropolitan and suburban reception areas. Prematched to 75-ohm coaxial cable; complete with fitting. No outdoor matching transformer required—only an indoor Model T378. List \$11.95

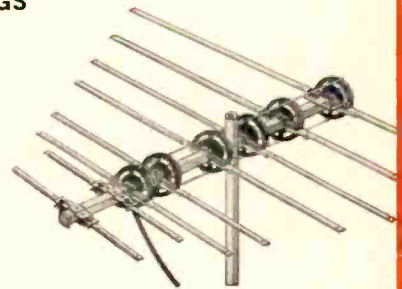
K-CAX-16 • COLORAXIAL Antenna Kit. Everything you need for complete installation—a CAX-16 Antenna, antenna tri-mount with 5-ft mast, 50 feet of coax cable with fittings, and T378 indoor matching transformer. List \$29.95



COLORAXIAL PARALOGS

PAX-40 • COLORAXIAL Antenna for difficult suburban areas. Prematched to 75-ohm coaxial cable; complete with fitting. No outdoor matching transformer required—only an indoor Model T378 needed. List \$22.95

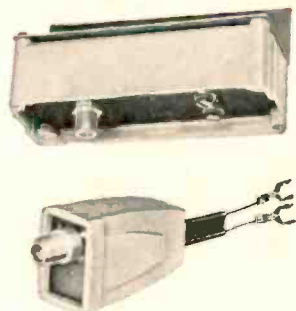
PAX-60 • COLORAXIAL Antenna for suburban to semi-fringe areas. Prematched to 75-ohm coaxial cable; complete with fitting. No outdoor matching transformer required—only an indoor Model T378 needed. List \$32.95



CAT-2 • COLORAXIAL MATCHING TRANSFORMER KIT

One T0-374A mast-mounting matching transformer for any 300-ohm antenna, and one T378 set-mounting matching transformer, complete with bracket and mounting strap. List \$8.20

COLORAXIAL matching transformers are also available individually: T0-374A, list \$4.95; T378, list \$3.25



COLORAXIAL CABLE

CAB-50 • 50 feet of sweep-tested RG-59/U 75-ohm coaxial cable complete with F-59A fittings attached, plus weatherboot. List \$9.50

CAB-75 • 75 feet of sweep-tested RG-59/U 75-ohm coaxial cable complete with F-59A fittings attached, plus weatherboot. List \$11.50



**JERROLD
ELECTRONICS**

A subsidiary of The Jerrold Corporation

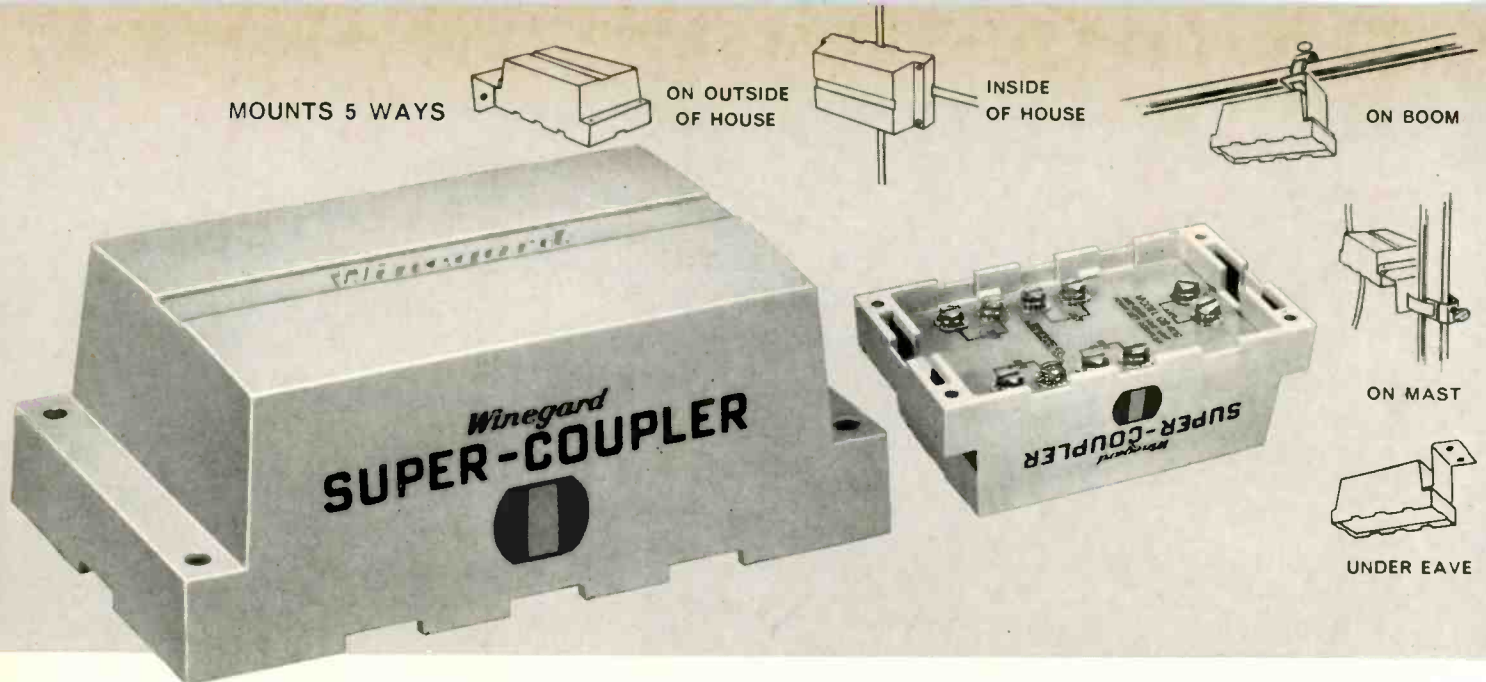
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33 HUGH STREET, SAN FRANCISCO
621-3400

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

SOUTHLAND ELECTRONICS
3618 UNIVERSITY ST., SAN DIEGO
AT 3-3941

WESTERN ELECTRONIC SUPPLY CORP.
229 S. ORANGE, GLENDALE
CH 5-4764

FIGARTS RADIO SUPPLY
6320 COMMODORE SLOAT DR., LOS ANGELES
WE 6-6218



Never before couplers like these! New Winegard Super Color Couplers ...the 2 most efficient TV-FM 2 and 4 set Couplers ever built!

- Constant Isolation between sets... 22db minimum across all channels (2-13 and FM)
- Lowest Loss of Any Coupler... -3.2db maximum
- Best Impedance Match from Antenna to Coupler and Set to Coupler
- Allow Best Possible Reception on Color or Black & White Sets

There is a wide difference in the performance of TV-FM couplers. And now, with the new Winegard 2-set and 4-set Super Color Couplers, there is a greater difference than ever.

For example, no resistors are used for isolation of outputs. No resonant coils are used in the circuit. Instead, our research labs have developed an entirely *new coupler circuit* using three high frequency, ferrite core transformers in a unique "Balanced Bridge" circuit.

What does this do to performance? Well, for one thing, the 2-set Super Coupler provides an isolation figure of 22db minimum across *all* channels (2-13 and FM). Until now, the minimum isolation between sets with 2-set couplers was about 10db or 3 times, and was not constant on all channels. With the new Super Color Couplers, it's 12.8 times—*four times better* than the previous best. In fact, isolation is so good, you can put a dead short across one set of output terminals without affecting the set connected to other output.

LOSS is another key factor in measuring the performance of a coupler. The lowest possible theoretical loss in a 2-set coupler is -3db but no coupler on the market had ever approached this ideal. Now, with Winegard's new 2-set Super Coupler (CC200), the **MAXIMUM** loss is -3.2, nearly perfect and by far the best on the market.

One more very important factor—**IMPEDANCE**. There are two impedance matches to consider... "Forward" from coupler to antenna, and "Backward" from set to coupler. A perfect coupler would have a VSWR of 1.1:1 on both matches. Some couplers have good match one way but, until now, no coupler ever had a good match both ways. Winegard Super Couplers have a near perfect VSWR of 1.2:1 both *forward and backward*... and on *all* channels. This far exceeds other couplers on the market.



What does all this mean to your customers? Most important, it means that the Super Coupler will not spoil picture resolution by adding smear or halos. *The Super Coupler is especially recommended for color installations* where preservation of picture quality is even more critical than on black & white.

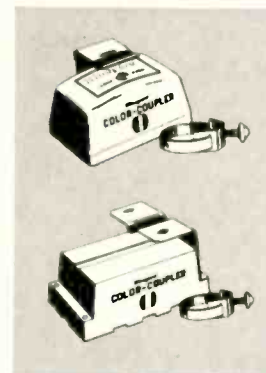
What besides performance? Construction and price. The new Winegard Super Color Couplers have a unique 5-way mount, sleek new weather-proof coupler housing, pre-notched transmission line outlets, 1/4" slotted Hex terminal screws and no-strip terminal connections... the price is only \$4.50 for the CC200 which includes the special inside-outside mount.

Try the new Winegard Super Couplers now and *see* the difference. Ask your distributor for a 6 pack dispenser. Try them on your next six installations. If they aren't the finest you've ever used, take them back for a *full refund*.

CC200 — For VHF and FM Specifications as above.
List \$4.50 includes 5-way mounting bracket and strap.

CC400 — For VHF, UHF and FM (replaces LT-43).

Max. loss -6.23DB (A theoretical loss for perfect 4 way coupler would be -6.0DB); Isolation 12DB min; Response $\pm 1/4$ DB per 6MC; VSWR: Input 1.15:1; Output 1.4:1 Max; Bandpass 20MC-1000MC; Impedance: Input 300ohm, Output 300ohm. List \$5.50 including 5-way mount and strap.



Winegard's Famous CC23 Color Coupler
Finest VHF/FM color coupler on the market next to our new Super Color Couplers. List Price \$3.95.

Winegard All New CVU-2 UHF-VHF Coupler Efficiently transfers UHF and VHF signals from antennas to sets. Serves as coupler or splitter for channels 2-83 (UHF-VHF). List \$3.95.

	UHF	VHF/FM
Splitter loss	3.5db	4.3db
Isolation	20 db	12 db
VSWR	1.4:1	2:1



Winegard Co.

ANTENNA SYSTEMS

3000A Kirkwood, Burlington, Iowa

EDISCO, INC.

5901 Mission St.
San Francisco
UN 6-7087

AMETRON

AMERICAN ELECTRONICS
SUPPLY, INC.
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L.A. 90036
936-5181

**QUEMENT
ELECTRONICS**

1000 S. Bascom Ave.,
San Jose
CY 4-0464

**HURLEY
ELECTRONICS**

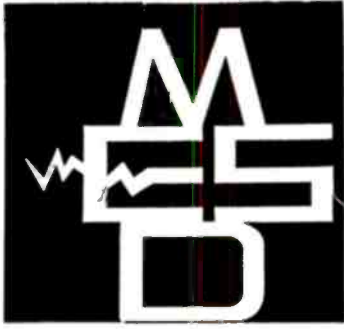
1429 S. Sycamore Ave.,
Santa Ana
KI 3-9236

**RADIO PARTS
COMPANY**

2060 India St., San Diego
232-8951

**DUNLAP
ELECTRONICS**

1800 18th St., Sacramento
GL 2-3171



The California State Electronics Association

NEWS WIRE

NEW OFFICERS CONDUCT RTA MEETING

The last regular meeting of San Antonio's CSEA Chapter, held at 8 p.m. on February 24, was the first to be conducted by the group's new officers. This meeting took place at South Gate Radio and TV in South Gate.

Andy Goodwin, RTA's new delegate, gave a report on the last Zone F meeting and a discussion was held on several shops using questionable repair practices.

PETZWALL SPEAKS AT DIABLO MEETING

The Diablo Valley Radio and TV Association held their last meeting at the Concord Inn at 7:30 on February 18.

Darrel Petzwall spoke at the meeting, taking over for Dan Weston, Chief of the Bureau of Electronic Repair, who had a case of the flu. Mr. Petzwall gave an informative talk on Bureau activities.

Discussions were held concerning antenna installation, IBEW Union activities, and other group items. The total attendance at the meeting was 34.

SANTA CLARA CHAPTER NAMES OFFICERS

Three top members were unanimously elected as chapter officers at a monthly association meeting held in February. The new officers are T. C. Marshburn, President, A-1 TV Service and Appliances; E. W. Sans, Vice President, owner of United Trade Schools; and W. S. Yoder, Secretary-treasurer, Lucky 13 Enterprises.

CSEA also made arrangements with United Trade Schools for an advance release of transistorized television and stereo sets, at special low rates. Eligibility for this offer was dependent upon the association having a minimum of 15 enrollments in their course in "Transistor Theory and Practice."

ACTRA HOLDS CHAPTER INSTALLATION

The Athens Athletic Club in Oakland hosted the annual installation of ACTRA, the Alameda County CSEA Chapter on Saturday, March 27. A dinner-dance, held jointly by ACTRA and the Marin County Chapter, was held earlier in the month to discuss plans for the printing of dealer business forms, ACTRA dues, and ideas for the improvement of the chapter. Both events were well-attended.

NEW SF ASSOCIATION MEMBERS INSTALLED

The annual dinner-dance and officer installment of the San Francisco Television Service Association, Chapter 33, of CSEA, was held last month at Michael's in San Francisco. The event was co-sponsored by WRESCO, a San Francisco distributor.

Newly-elected San Francisco Association officers were installed at this affair. They included Michael Salerno, president, Andre's TV; Michael Fusaro, vice president, Stanley's Radio and TV Service; Earl Crocker, secretary, Crocker-Johnson TV; and Jerry Strauss, treasurer, Beacon-Westlake TV. Both Crocker and Strauss are serving their second terms of office. Larry Eugenio, Earl Parry (outgoing president), Edward Raez, David Roston, Lee Russ, Marty Strauss, and Lloyd Woodcock were named members of the Board of Directors for 1965.

CSEA-RTA HONORS TWO

Vic Bangle and George Martin have been awarded honorary membership in the San Antonio Chapter of the CSEA. This was decided by other RTA members at their last chapter meeting. The two new members were presented with a Scroll, and sent letters of acceptance in the chapter.

At this same meeting, several members were nominated for Zone F offices, but the results of the election were not available at press time.

Gavel plaques, presented by Fred Bowerman, were awarded to Andy Goodwin and Frank Kennedy for their services as former chapter presidents.

TEACHERS AT L.A. TRADE TECH HEAR BUREAU

On February 27th a group of over 40 teachers at the Los Angeles Trade Tech school listened to a panel discussion concerning the new registration law, the Bureau and the Industry in general. Heading the list of speakers was Bureau Chief Dan Weston, along

NEWS WIRE (continued)

with his representative in Southern California, George Bussman. Representing the Industry was Hugh Wilkins of CSEA, who stated that the law itself, except for the registration, was actually a draft of the CSEA Code of Ethics and could be followed by any dealer who was honestly interested in his Industry and the public image of his profession.

FUSARO, CRAWFORD AND HOY NOMINATED FOR CSEA BOARD

The Zone "B" Council of CSEA have nominated Mike Fusaro of San Francisco, Allen Crawford of Oakland and Lee Hoy of Marin for the three seats on the statewide Board of Directors. Although not officially elected until the April meeting of the Council, it looks as if these gentlemen will be representing that Zone on the Board.

INSURANCE DEADLINE EXTENDED UNTIL AUGUST 1st

The CSEA insurance program, now in force and due to expire the first of April, has been extended until August 1st. In the meantime every effort will be made to determine the very best program available and a recommendation will be made at a later date.

VINCE THORPE ADDRESSES PASADENA CHAPTER

The annual installation dinner of the Pasadena Chapter of CSEA had as its guest speaker Mr. Vince Thorpe, Assistant Attorney General of the Fraud division. In response to a question as to the effect of the new registration law he stated that in the last year he has received hardly any complaints of criminal fraud, whereas before the law was passed his office was loaded with complaints. He further added that the Better Business Bureau in Los Angeles County now reports that the Television Service Industry that was tops in the number of complaints for years has now dropped to fifth place. He commended CSEA and the other service organizations, along with the BBB for their part in helping to solve this major problem.

CSEA BOARD TO MEET APRIL 4th IN L.A.

A special meeting of the CSEA Board of Directors will be held on Sunday, April 4th, in Los Angeles. The time and place will be sent directly to the members by the State office prior to the meeting.

SUN DOWNERS LEAVING THE INDUSTRY

The Board of Equalization reports that the decrease in applications for resale licenses to do business as TV service men has been fantastic. Before the registration law went into effect the Board had on file over 33,000 individuals listed as television service men, and this list was used for the original BERD registration solicitation. However, the cost of the registration fee seems to have discouraged these people from returning to the practice of part time servicing. The Board's list was also an active source for locating un-registered dealers, and it is believed that these peoples would have been detected within a short period of time as doing service business without being registered.

PACKARD BELL SUIT TO BE REVIEWED

The recent law suit filed by Packard Bell to release its factory service business from registration under the law is being appealed by the BERD and is now under consideration by the courts. However, if the registration law is renewed there is every reason to believe that a regulation will be passed to include any firm doing television service work regardless of whether or not it is under a warranty. Packard Bell was able to go around the law by applying its contractor's license and warranty service.

ZONE "F" ELECTS OFFICERS, NOMINATES DIRECTORS

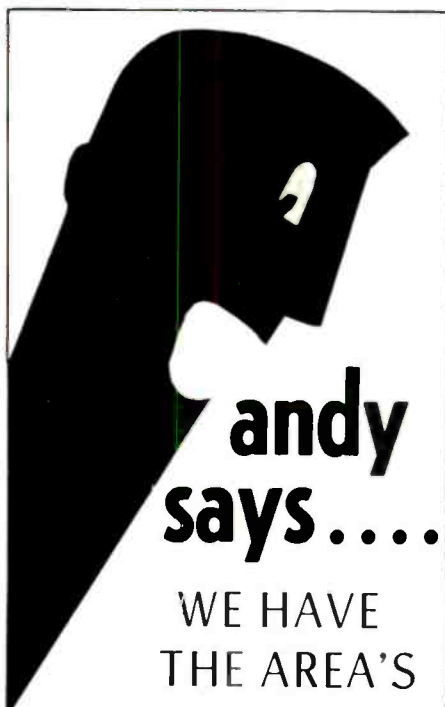
The Zone "F" Council elected Everatt Pershing as the new zone Chairman, with Emmett Mefford being named as vice chairman. Virgil Gaither was re-elected secretary, and Jimmy Scarborough was re-elected as treasurer. Nominations for CSEA Board of Directors include Ralph Johonnot, Emmett Mefford, Howard Singer, Abe Bower, Hugh Wilkins and Capp Loughboro.

ADMIRAL WARRANTY PROGRAM ANNOUNCED IN ERROR

In last month's issue of MESD we reported the Admiral parts and labor warranty as it was discussed at the last CSEA Board of Director's meeting. However, it has been learned that this program has never been considered for California.

ELECTION OF MARIN OFFICERS HELD RECENTLY

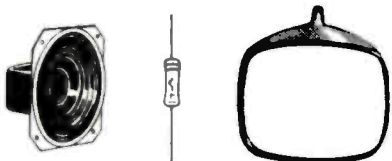
The presidency of the Marin CSEA chapter has been copped by Al Cox, owner of Cox TV in San Rafael. Cox' cabinet consists of Vice President Art Keys, also from San Rafael; Secretary-Treasurer Oakley Dexter of Larkspur; and Delegate Alternate Fred Salcedo of Kentfield.



**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



MODERN
*electronic
service dealer*

PRESIDENT'S MESSAGE



LEGISLATION MOVING RIGHT ALONG

BY RALPH JOHNOT
PRESIDENT CSEA

It's a good thing that the president is only normally elected for one year because if any of you had to write an article each month you would know how soon you would run out of topics to cover. I think that I've covered most everything but sex and since this is not a girlie magazine I had better keep it clean.

Things are happening in CSEA fast and furious so I'll try to bring you up to date on our doings. First, as you all probably know our legislation on Dealer registration goes before the Senate and Assembly this spring. At the present time it has passed the Senate hearing committee and passed with a five to one recommendation to go before the Senate, but first has to go before the budget and finance committee. This should offer no problem however since the law is self-supporting and has not exceeded the budget set up by the Bureau. After budget and finance it will go before the Senate and Assembly. Reports you have probably heard indicate that consumer complaints on fraud are decreasing as the unethical dealer is being eliminated. False and misleading advertising will shortly become the target of the Bureau I am assured.

Next, of interest to all of you who are finding business a bit slow . . . The

consumer advertising cards are now being printed. An attractive two-color card imprinted with your name and address with real punch and bringing out the fact you are a CSEA member. Prices and availability are covered elsewhere in the magazine. Also, the "Ten reasons why" membership drive cards are off the press and available from the State office.

On Sunday, March 21st, the executive board met in the Fresno office to cover many ideas including our June 5th and 6th convention in Fresno. This will be our tenth anniversary of CSEA and a real whing-ding is planned with hospitality rooms, barb-b-que, and a good relaxing weekend is in store, so mark your calendar now and make sure you plan to attend.

For any of you who wish a copy of the dealers registered in the state—the new 1964-65 dealer directory is available by sending \$2.08 to the Bureau of Electronic Repair Dealer Registration, 1020 "n" Street, Sacramento, California.

A final reminder that the Board of Directors will meet at the Sky Villa Motel, 5001 W. Imperial Hwy., Inglewood, California, on April 4th and all members are invited to attend and see this group in action.

APPRENTICESHIP POLICY ESTABLISHED FOR ELECTRONIC SERVICE INDUSTRY

The following information is a suggested form or Statement of Policy covering the electronic repair men in our industry. Items covered include overtime, holidays, vacations, health and welfare, sick leave, wages, seniority and working rules. This is the first time, to our knowledge, that an industry policy has been presented and should be reviewed by every dealer in the State for possible adoption by him in regards to his own shop. These are actually minimum standards and can be expanded but are a good basis for beginning such an industry type of organization policy. This material was presented to CSFA by A. E. Bill Bilgar, Executive Secretary of the Sacramento Chapter Number 1.

The only item left out of the report was a statement of journeymen wages since they vary throughout the State. However, a local contact with a labor union by a Northern California firm sets the current wage rate for working foremen of \$3.66 per hour and journeymen technicians at \$3.51 per hour.

SECTION 1.

HOURS.

- (A) Eight (8) hours shall constitute a day's work. Forty hours shall constitute a week's work. From Monday through Saturday inclusive.
- (B) Not less than thirty (30) minutes shall be allowed for meal periods. If an employee is called to work and not put to work he shall receive two (2) hours' pay. If an employee is put to work he shall receive a minimum of four hours' work or pay.

SECTION 2.

OVERTIME.

- (A) Overtime at the rate of one and one half the straight time rate shall be paid for:
 1. All work performed in excess of eight (8) hours per day.
 2. All work performed in excess of forty (40) hours per week.
- B. Overtime at the rate of twice the employees straight time rate of pay shall be paid for all work performed on Sundays or Holidays, except in cases of emergency.

SECTION 3.

HOLIDAYS.

- (A) The following holidays shall be recognized and paid for at the employees regular straight time rate of pay. When worked on—New Year's Day, Fourth of July, Thanksgiving Day, Christmas, Labor Day, Washington's Birthday and Veterans' Day.
- (B) Employees who have been on the payroll and have worked a minimum of thirty (30) days, have worked their scheduled work day immediately preceding the holiday, and who have worked their first scheduled work day immediately following the holiday shall receive eight (8) hours' straight pay for the above listed holidays when not worked.
- (C) When any of the above holidays fall on Sunday they shall be observed on the following Monday.
- (D) When a holiday falls within an employees' vacation period, said employee shall receive one additional day's vacation with pay or one additional day's pay at the Employer's option.

SECTION 4.

VACATIONS.

All employees who have been in the employ of the Employer for a period of one (1) year and who have worked

at least 1600 hours within that anniversary period thereafter shall receive one week's vacation with pay.

SECTION 5.

HEALTH & WELFARE.

The Company will provide a company paid and administered Health and Welfare Plan.

SECTION 6.

SICK LEAVE.

- (A) Every employee who has been continuously employed by the Employer for a period of at least one year, shall thereafter be entitled to five (5) days' straight time hours of sick leave pay per year.
- (B) Sick leave pay shall be applicable only in cases of Bona fide illness or accident and shall be paid for in the following manner:
 1. First full work day's absence—no pay.
Second and third consecutive work days' absences—one half day's pay each day.
 2. Four and succeeding day's absence until sick leave is up—Full day's pay.
 3. The waiting period here established before full pay commences shall apply for each illness or accident.
 4. The Employer may require that Doctor's certificate shall be required before sick leave payments are allowed.
- (C) In industrial injury cases, workmens compensation, U.C.D., and sick benefits shall be paid separately, but in the event workmen's compensation or U.C.D. payments cover all or part of the period during which sick benefit allowances are paid, the sum of the two shall not exceed the sick benefit payable to said person.

SECTION 7.

WAGES.

The minimum wages shall be as follows:

Working Foreman	—	Effective	Effective
Journeyman Technician	—		

Apprentice technicians shall be paid not less than the following percentages of the journeyman's wage.

1st 6 months — 60%	5th 6 months — 80%
2nd 6 months — 65%	6th 6 months — 85%
3rd 6 months — 70%	7th 6 months — 90%
4th 6 months — 75%	8th 6 months — 95%

Thereafter journeyman's wages.

In no event shall the provisions of this policy operate to reduce the present salary of any employee now employed.

SECTION 8.

SENIORITY.

Seniority is defined as that principle that if due to slackness of work the Employer deems it advisable to reduce forces, the last man hired shall be the first laid off, and in rehiring the last man laid off shall be the first man rehired. Ability and workmanship of the employee shall be considered in the application of the above provision. The Employer shall be the sole judge of the qualifications of his employees.

WORKING RULES.

REVIEW OF POLICY.

The Employer will review the provisions of this policy yearly; changes, revisions, additions, deletions or the cancellations of this policy shall be the sole prerogative of the Employer.

SPECIAL FEATURE:

FORM 1040

U.S. Treasury Department
Internal Revenue Service

U.S. INDIVIDUAL INCOME TAX RETURN—1964

or taxable year beginning _____ 1964, ending _____, 19____

Your social security number
(Husband's if joint return)

First name and initial (If joint return, use first names and middle initials of both)

Last name

Occupation

Home address (Number and street or rural route)

Wife's number, if joint return

City, town or post office, and State

Postal ZIP code

Occupation

Enter the name and address of your return preparer (If preparer is also your spouse, write "Spouse"). If none, check "None".

NOTE.—Married taxpayers: If you are changing from filing separate returns to a joint return or from a joint return to separate returns, enter names and addresses from the 1963 joint or separate returns.

See instructions before completing your return.

1a. Single **FILING STATUS**—check one:

- b. Married filing joint return (even if only one had income)
- c. Married filing separately. If your husband or wife is also filing a return give his or her first name and social security number.

- d. Unmarried Head of Household
- Surviving widow

EXEMPTIONS

- 2a. Regular Yourself Wife
 - b. Age 65 or over Yourself Wife
 - c. Blind Yourself Wife
- 3a. Number of children who lived with you
- b. Number
4. Total
- Enter number of boxes checked →
- *from line 3, Part I, page 9*

Please Print or Type

BASIC HINTS FOR PREPARING YOUR INCOME TAX FORMS

by Jack Phillips

The factors involved in figuring income tax for a television repairman are not so easy as a person might be led to believe. However, there are ways to make this task considerably easier.

Even servicemen who consult accountants or lawyers when preparing their returns should know a few things about income tax. A knowledge of the procedures involved may help a repairman keep more efficient records during the year, and make it considerably easier to prepare tax returns. A knowledge of record keeping, calculating depreciation, estimating taxes, and figuring deductions are found to be those most significant.

There are certain limitations on tax return investigations, and they should be noted. They indicate how long to keep your records. The usual limit is three years; however, it may be extended to six if more than 25% of your entire income is not reported for any reason. Since the Internal Revenue Service has a few years after the date your return was due to begin questioning, why be in a hurry to dispose of old records? If no evidence of fraud is found, there is no limitation.

There are no requirements as far as the method used to keep your books, except that you use your regular method. However, to make your bookkeeping more efficient and effective, follow these prescribed suggestions:

- A—Record your bank statement immediately after receiving it.
- B—Pay as many bills as possible by check.
- C—Keep accurate records of all taxes withheld.
- D—Maintain records of payroll taxes.
- E—Classify your accounts.
- F—Post all expenditures to the correct account.
- G—Keep receipts for travel and entertainment purposes.
- H—Indicate the date of purchase and the cost of all assets.
- I—In a bank account separate from your own, deposit all business receipts.
- J—Keep duplicates of your returns.

The fact that self-employed servicemen must estimate and

pay their taxes in advance is not as much of a disadvantage as it may appear to be. As a serviceman, you need not run the risk of the penalties that may be charged for an incorrect estimate. There are several ways to avoid them.

You, as a serviceman, must file and estimate if your gross income is more than \$600. This figure should be multiplied by your exemptions, and an additional \$400 totalled. You may remove all thoughts of underestimating from your mind—if the Internal Revenue finds a payment of less than 70 per cent of what it should be, you could possibly receive a six per cent penalty on the amount of the underpayment. If your business year was more profitable than your estimated, however, this doesn't mean you will receive a penalty.

A good method for TV repairmen to use when figuring income tax is to base the estimate on last year's income. It eliminates any guesswork involved in making the estimate. And although quarterly payments are still being made on your part, you are not held liable for a penalty at the end of the year if your income exceeds last year's. And if your income should fall off during the year, you may file an altered return at the termination of any quarter and pay less. Be sure, however, to stay within the 70 per cent limit. The same applies if your income should go up—the amended return is filed and an additional amount of tax is paid.

Your estimate can also be based on the previous year's income tax. This plan is similar to the above, except that it makes no consideration for the current year's deductions. The amount of tax paid the previous year should be divided by four, and at least 70 per cent is paid each quarter. On April 15, you must make up whatever amount is necessary to pay your full tax, but there is no penalty.

Known earnings is another basis on which to determine your estimate. Figure your income for the first quarter, and multiply by four, and you have your estimated annual figure. Divide your annual tax by four for the quarterly payment, but be sure you pay at least 70 per cent of the amount quarterly.

Ninety per cent of the tax due on your total current earnings may be paid at the quarter's conclusion. This is the

BASIC HINTS Continued

most complicated method, but can work to your advantage if your highest rate of income falls during the first quarter of the year, with not much probability of maintaining that rate. If this does not apply, it may be difficult to pay the higher amounts later in the year. Your total taxes will be identical no matter which method you decide to use, but one of these particular methods may work out more effectively for you than another.

Before pointing out the variations in the deductions from of proving deductions. A cancelled check cannot be used for one service business to another, we should make mention this purpose. Such a check, at the Internal Revenue Service, does not necessarily mean that a check has been cashed for the purpose claimed, only that it has been cashed. Invoices to back up all cancelled checks should be obtained, if possible, for security purposes.

Deductions may be made on several items—telephone service, for example. If your telephone is being utilized for both personal and business purposes, a proportionate amount of its expense may be deducted. The entire cost may be deducted if you have a separate phone for business.

Salaries and wages may also be deducted, if it meets certain requirements. Their wages must be reasonable, and must be paid out for specific and necessary work performed. It must also be paid during the tax year. If pay is excessive, only the amount that is not may be deducted.

The expenses of travel, meals, and hotel bills for conventions or business that has to do with television servicing are also deductible. Entertainment, if proven to be for increasing business, may be deducted. However, if you decide to have your wife accompany you, you may not deduct her expenses as you would your own.

The cost of special education classes to improve your TV servicing skills can be deducted, but any courses, not having to do with your skill cannot be.

If your business is operated from your home and you own that property, deductions for depreciation may be taken on office space. If your home is being rented, and your work is located there, you may deduct any costs that are not paid for by the owner, such as heat, light, repairs, or similar items.

Materials used for operating television service business are deductible, as well as office supplies, solder, etc.

As long as they have to do with your business, local, state and federal taxes are also deductible, as well as interest paid or accrued on any debts of your business.

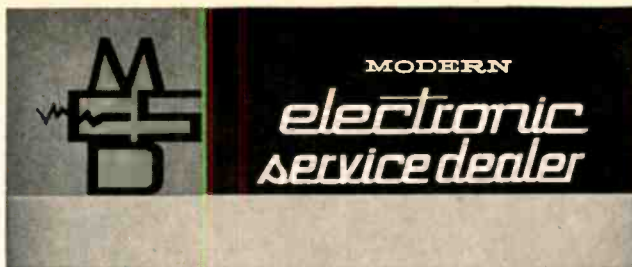
There is an important difference in capital expenditures and regular business deductions. Capital expenditures include money paid out for new property that will have a useful life of one year. This includes money spent for permanent improvements which either increase the property value or guarantee it a longer life. A purchase such as this would not be considered a business expense.

The "cost-less-salvage" plan is the most common method of determining depreciation. In this plan, the cost of the asset is recorded, and a useful life is specified. A salvage value is then assigned, showing what the property is worth at the end of its useful life. The yearly depreciation figure may be determined by subtracting the salvage from the cost and dividing the remainder by five.

Every return filed to the Internal Revenue Bureau is added by one of 50,000 agents to be sure of accuracy. You will be questioned about your return if something is found to be incorrect. If you maintain good records and know what you are talking about, however, you will be able to provide satisfactory answers if an IRS agent should ever find it necessary to call on you.

1965 TUBE CODES

	Standard	Tungsol	RCA	GE	Sylvania
Jan. 31	6505	PM	NM	—	LB
Feb. 28	6509	PN	AA	—	LC
Mar. 31	6513	PP	AB	—	LD
Apr. 30	6518	PR	AC	HT	LE
May 31	6522	PS	AD	IT	LF
June 30	6526	PT	AE	JT	LG
July 31	6531	PV	AF	KT	LH
Aug. 31	6535	PW	AG	LT	LJ
Sept. 30	6539	PX	AH	MT	LK
Oct. 31	6544	PY	AI	NT	LL
Nov. 30	6548	RA	AJ	RT	LM
Dec. 31	6553	RB	AK	ST	MA



TRADE / TALK

FETTY AND MARKMAN ELECTED ERA VICE PRESIDENTS

Charles R. Fetty and R. Mark Markman were recently elected National Vice Presidents in the Electronics Representative Association, according to M. A. Stolaroff, President of the Southern California Chapter. "To have two of four vice presidents selected from our chapter is an honor not only to ERA but also to all of Southern California. It is indicative of the leadership Southern California will continue to make in national representative affairs," remarked Stolaroff.

Mr. Fetty, new national Vice President of the Industrial Components Trade Division of ERA, belongs to IEEE, AES, and the Los Angeles Chamber of Commerce. Mr. Fetty is a past president of the C. of C., and recently completed three years as a National Executive Committee member. "Chuck" is also a partner with Westron Sales and Engineering.

Mark Markman, named national Vice President of the ERA Audio Trade Division, is President of the R. Mark Markham Company, which specializes in sales to Audio Specialists and Distributors. Under Mark's supervision, the Audio division initiated "Stereo at the Bowl," the first Hollywood Bowl Stereo promotion.



GAVIN HOSTS UHF-TV SEMINAR

A preview UHF-TV seminar for dealers in Austin, Texas, was held recently by the Texas Electronics, Inc. in cooperation with the Dealer Aid Division of Gavin Instruments, Inc., Somerville, N.J.

According to Robert McDonald, sales manager, the seminar was conducted to educate and inform dealers on programming for Channel 42, Austin's new UHF station.

RCA PURCHASES BUILDING FOR DISTRIBUTION OF PRODUCTS

A \$2.5 million building in Metuchen, New Jersey, has been purchased by RCA Electronic Components and Devices for the organization's new Eastern District Distribution Center.

RCA will transfer its distribution activities from the Jersey City Harborside terminal to the new building sometime this year, it was disclosed by G. C. Brewster, manager of Operations Planning and Support. The staff for this organization location is to consist of present employees of RCA, which include about 450 people.

The Metuchen building, consisting of one floor, was purchased from the U.S. Envelope Company. It is situated on a 52-acre plot which has frontage on Route 27, and has a total area of 240,000 square feet.

Approximately \$300,000 will be spent on this new building to cover such costs as air conditioning, additional lighting and heating for data processing operations, a lunch room, and general offices.

"The move to Metuchen," says Mr. Brewster, "will enable RCA to make a major improvement in its customer service. Our new distribution has a superior physical layout as well as an excellent location with quick access to the key New Jersey highways."

YARBROUGH SALES TO BE CALIFORNIA, NEVADA REP

Yarbrough Sales Company of Alhambra, California has been selected as the manufacturer's representative for Craig Panorama, Inc., in northern California and northwestern Nevada, announced Burt Deverich, vice president of the Los Angeles producer of transistorized tape recorders, radios, and allied products.

The representative for Craig Panorama on the new territorial assignment from San Francisco offices will be Bruce MacPherson, sales manager for the Alhambra firm and a veteran of 30 years in sales, technical and administrative phases of the electronic and sound recording industry.

Mr. MacPherson founded and now owns the B. L. MacPherson Company in Fort Wayne, Indiana. He was appointed western sales manager for Reeves Soundcraft Division of Reeve Industries, Inc.

Danbury, Connecticut, in 1955. He left this position for Yarbrough's sales staff in 1964. Yarbrough has been in the Los Angeles area for 10 years.



SENCORE INTRODUCES "SERVICE WAGON" CLINIC

Sencore, Inc., designers and manufacturers of time-saving professional test equipment, have just introduced their new 1965 "Service Wagon." This rolling clinic has started on a 10,000 mile, 37 state tour and has scheduled 85 dealer meetings featuring Color TV servicing demonstrations, FM Stereo Multiplex demonstrations and informative programs in a 17 week period.

The Sencore wagon is completely outfitted with specialized equipment, films, black boards, Color TV, FM Stereo units—everything to conduct successful meetings throughout the tour. Two field engineers, Don Multerer (left) and Jim Smith (in the driver's seat), who are specialists in presenting this unusual program, are traveling with the "Service Wagon," conducting the meetings.

TWO TV SERVICEMEN CONVICTED, PETTY THEFT

Two Glendale television servicemen were recently convicted of petty theft, section 484 of the penal code, by a decision of Judge Lee Stanton, Glendale Municipal Court.

Milt Frieder, owner of Television Service of Los Angeles, was charged with two counts. Count one afforded him \$500 plus a \$50 fine, 180 days in the county jail. Count two was penalized in the same manner.

An employee of Television Service, Bill Williams, was pronounced guilty of the same charge. He received 180 days suspended sentence, three years formal probation, and 30 days in the county jail.

The case has been appealed.

TAME SPEAKERS DISCUSS CATV AT THREE MEETINGS

The case against the unrestricted, indiscriminate and unregulated franchising of CATV systems was presented to three groups of electronics parts distributors and service dealers during the week of January 17 by representatives of TAME (Television Accessory Manufacturers Institute).

Morton Leslie, acting chairman of TAME, addressed a joint meeting of the North and South Texas Chapters of the National Electronic Distributors Association in Dallas on January 17. CATV is moving more and more into areas where excellent television reception can be had with a properly designed and installed receiving antenna, he said.

William Clancy and Kenneth Lloyd of TAME spoke to the Central Florida Electronic Service Association at Winter Park, Florida, January 19. Unneeded CATV can cost set-owners millions of dollars per year for a service that privately owned antennas can bring in free, they said.

On January 21, Mr. Leslie addressed the Rocky Mountain Chapter of the National Electronic Distributors Association in Denver, outlining in detail the case against CATV in areas where it is not needed because of the terrain, and explaining why prompt regulation by the Federal Communications Commission is needed to save the American system of television.

JFD TO CONTINUE L.A. TIMES ADS

JFD Electronics of Brooklyn, New York have just announced the extension of their highly successful "Western Union" Antenna Promotion in Southern California.

This sales promotion is designed to introduce their new "all purpose" antenna for UHF-VHF-FM reception with one down lead. The consumer, through a series of ads in the TV section of the Los Angeles Times, is asked to call a special Western Union operator to obtain the name of the closest dealer. The call is then referred to the dealer and it is up to him to follow up for the sale. Reports indicate that the idea has worked extremely well, with some dealers reporting over 60% sales from leads furnished through this medium.

JFD ads are scheduled to appear again in the April 4, 12 and May 16 issues of the Los Angeles Times TV section.

SQUILLER NAMED MANAGER OF ZENITH PARTS, ACCESSORIES

James F. Squiller was named operations manager of Zenith Sales Corporation's parts and accessories division

in January, it was disclosed by John Adams, general manager of division.

TJOMSLAND NEW AED PRESIDENT

Irv Tjomsland, manager and part owner of Hurley Electronics of Inglewood, has just been elected president of the Association of Electronic Distributors (AED) in Southern California.

Serving as Vice President will be George Unclus, and Ike Krone will be the new Secretary. Jack Wartels remains as the Association's Executive Secretary.

Tjomsland and his new officers were installed at a special dinner held at the new Playboy Club on March 31.

SENATE BILL 223 ENDORSED BY CFWC

The California Federation of Women's Clubs passed a resolution to uphold the power of initiative and motions supporting proposed state legislature during a three-day session in Bakersfield last month, according to the Sacramento Union News.

The Bureau of Electronic Repair Dealer Registration was instituted in 1963 to be effective until September 20, 1965, because of thousands of complaints concerning television repair work. Senate Bill 223 proposes to make this bureau a permanent one. The bill was introduced when presented to the CFWC assembly by a motion.

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

HEMCO INC.
Manufacturers of



TELEVISION PICTURE TUBE
One Year Warranty

"TOP OF THE LINE"
Distributed Exclusively By

Sturley ELECTRONICS, INC.

SANTA ANA
1429 S. Sycamore
KI 3-9236

LONG BEACH
1501 Magnolia
HE 6-8268

OXNARD
508 E. Date St.
HU 3-0133

INGLEWOOD
210 East Hardy
OR 8-7644

ONTARIO
222 West B St.
YU 6-6638

OCEANSIDE
1023 S. Cleveland
SA 2-7694

SAN BERNARDINO
390 S. Mt. Vernon
TU 5-0721

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.

Ametron, 567 So. Fairfax. WE 6-5181
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
Western Radio & TV Supply Co., 1415 India St., San Diego. 239-0361

YOU TOO! . . . CAN AID YOUR INDUSTRY . . . AND YOURSELF!



COMPREHENSIVE
INSURANCE
PROGRAM

FULL TIME STATE OFFICE

BETTER BUSINESS
SUPPLIES & AIDS

Application For Membership Or Information

5154 N. Palm Ave., Fresno, Calif. 93704
Telephone 227-1587

Owners Name.....
State Resale Permit No.....Registration No.....
Business Name.....
Business Address.....
Tel. No..... City.....



CLASSIFIED ADS

BUY, SELL, TRADE, HIRE HERE

BUSINESS OPP.

TV AND APPLIANCES

Sales & Service—RCA-ZENITH
Franchise — Sacto. Valley
Estab. 11 yrs. . . \$78,000 gross
Reasonable down for right person

BOB'S SERVICE

Box 3, Arbutle, Calif.

USED TV'S FOR SALE

**USED TV'S
WORKING—
LATE MODEL
THINLINE
PORTABLES**

LOW SHIPPING COSTS
TV BROKERS—WE 1-6622
4920 W. Pico, L.A. 19, Calif.

EQUIP. FOR SALE

NEW ENGLISH transistor-operated
generators & bridges. Accurate-Eico-
Hickok-Emc 5" Scopes — \$99. Im-
proved Color Gen. — \$99. 100 Watt
Amps — \$85. We ship insured.
ARTS SUPPLY CO., 1216 D Street,
San Bernardino, Calif.

EXCLUSIVE FRANCHISE






Amazing new liquid plastic coating
used on all types of surfaces interior
or exterior. Eliminate waxing when
applied on Asphalt Tile, Vinyl, Linoleum,
Vinyl Asbestos, Hard Wood, and Furni-
ture. Completely eliminates painting







when applied to Wood, Metal, or
concrete surfaces. This finish is also rec-
ommended for boats and automobiles.

NO COMPETITION

As these are exclusive formulas in de-
mand by all businesses, industry and
homes. No franchise fee. Minimum in-
vestment—\$300. Maximum investment—
\$7,000 . . . Investment is secured by
inventory. Factory trained personnel will
help set up your business.
For complete details and descriptive
literature write:

Chem-Plastics & Paint Co.
1828 Locust St. Louis 3, Mo.

if any set  needs a transistor 
 a  signal diode, or a  rectifier 
 tung-sol supplies a replacement

 Low power PNP ET1 ET2 ET3 ET4 ET5 ET12	 Medium power PNP ET6	 High power PNP ET7	 Low power NPN ET8 ET9 ET10 ET11	 Signal Diodes IN34A IN60 IN64 IN82A IN198 IN295	 Silicon Rectifiers ET200 ET400 ET600
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Order Tung-Sol "ET" transistors—diodes—rectifiers



RECEIVING TUBES—Every major manufacturer of radio, TV and hi-fi has used Tung-Sol tubes for original equipment. You can have complete confidence that the quality of Tung-Sol tubes will help you maintain the highest standard of service. Tell your supplier you'd rather have Tung-Sol.

Tung-Sol Electric Inc., Newark, N.J. 07104



TUBES · TRANSISTORS · DIODES · RECTIFIERS

CONTACT ANY OF THESE
JERROLD DISTRIBUTORS:

ANDREWS ELECTRONICS

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

ASSOCIATED RADIO DIST. INC.

1583 Howard St., San Francisco
HE 1-0212

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

SOUTHLAND ELECTRONIC SUPPLY

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

WESTERN ELECTRONIC SUPPLY CORP.

229 S. Orange, Glendale
CH 5-4764

5 Transistors No Tubes 30 db Gain*



NEW JERROLD ALL-SOLID-STATE "DE-SNOWER" Model SPC-132

...the most powerful
of all antenna amplifiers

Do you remember the original and famous Jerrold De-Snower? Thousands of De-Snower preamplifiers have served fringe-area antenna systems since 1950, amplifying weak television signals at the antenna before download loss. Now every benefit of the original De-Snower, and more, is offered by the new SPC-132 all-solid-state antenna amplifier.

Jerrold has combined the ultra-sensitive twin-transistor preamp, SPC, with a compact three-transistor postamp, 132, to give you the powerful double-punch performance of this unusual new antenna amplifier—with absolutely no tubes to replace.

**30 db high-band gain* • 26 db low-band gain*
• Lowest input noise figure • Highest output capability
(100,000 microvolts each of 7 channels)**

Use the SPC-132 on your next "tough-dog" antenna system—custom home or multi-set installation. Drive as many as 20 to 30 sets from one antenna system.

Only \$97.95 list. Ask your Jerrold distributor or write Jerrold Electronics, Distributor Sales Division, Philadelphia, Pa. 19132.

*Measured average production unit

**JERROLD
ELECTRONICS**

The nation's foremost manufacturer and supplier of television antenna systems and equipment