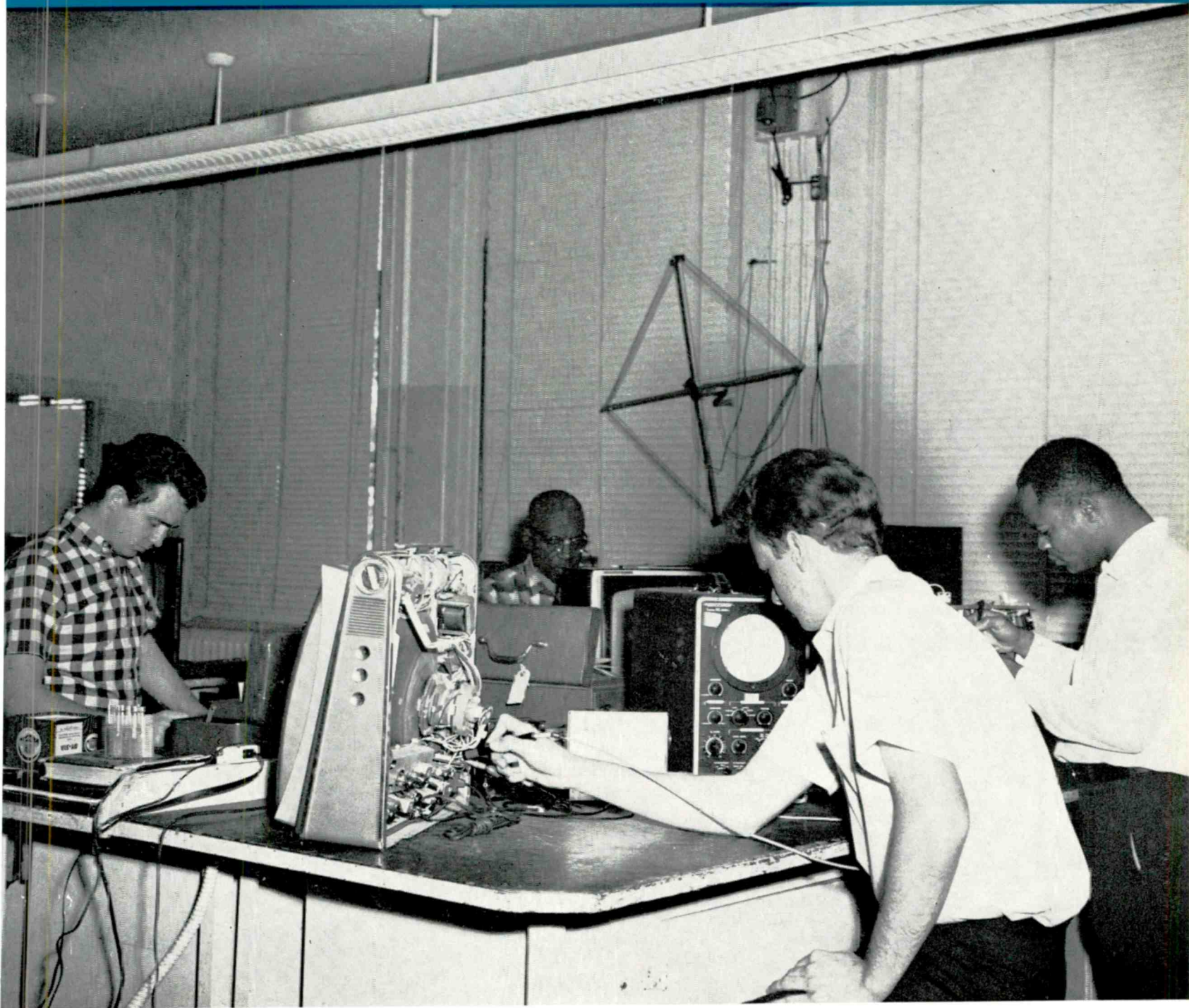


electronic service dealer

Vol. 6, No. 12

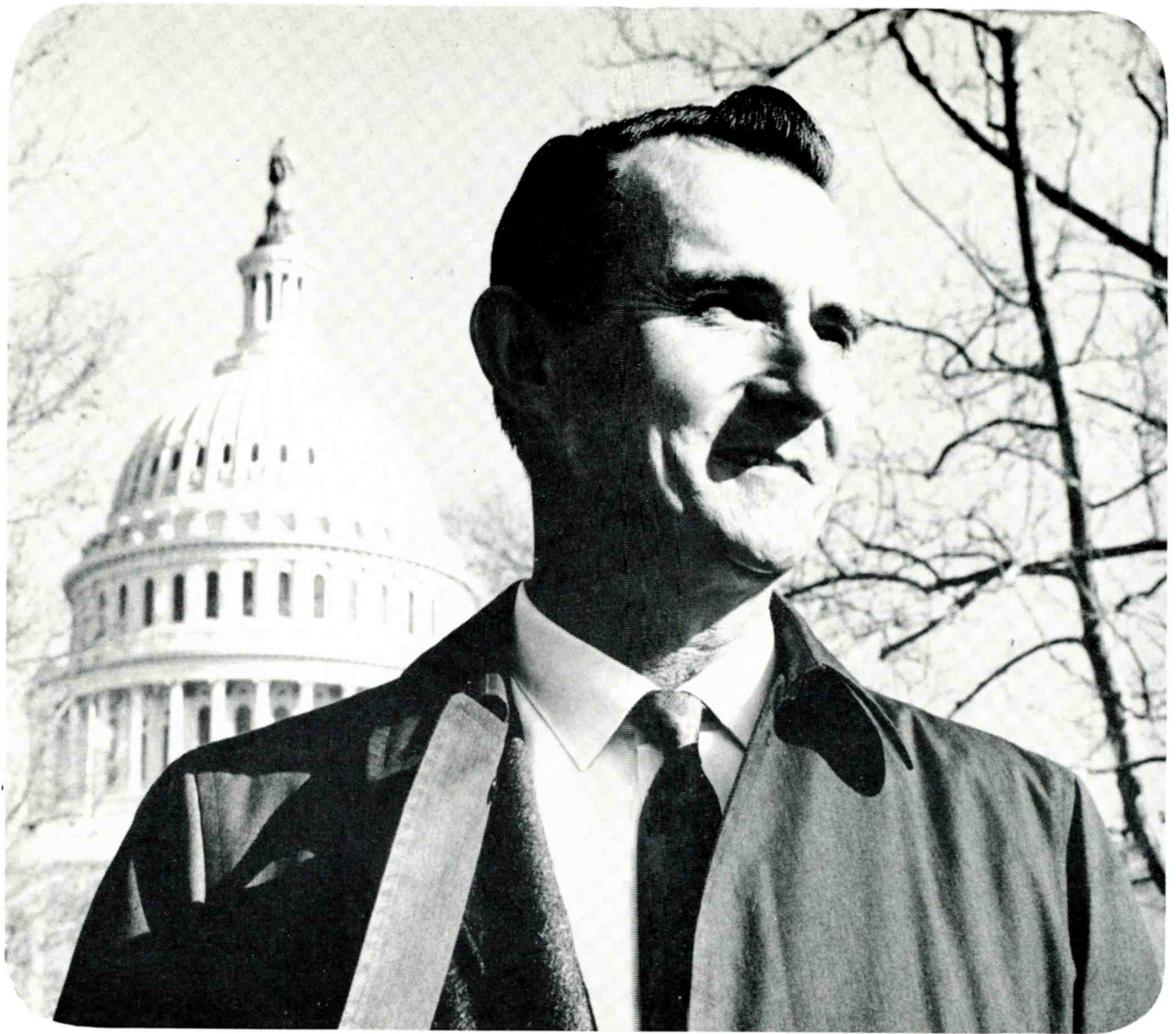
April, 1967

the official publication of the california state electronics association



A Review... Los Angeles Trade-Technical College

Page 18



"When you're commissioned to do antenna installations for the Capitol

... Blair House, the Pentagon, Washington National Airport, Department of Justice, Federal Trade Commission, Federal Communications Commission, and the National Space and Aeronautics Administration Buildings, you can't take chances. That's why we install JFD television antennas exclusively," says JERRY PEAKE, of Jerry Peake Co., Inc., Washington, D.C.

"As the biggest professional antenna installing company around these parts, we can't afford to be No. 2. We've got to deliver top picture—VHF and UHF — for the dealers, retailers and department stores who rely on us to keep their sets sold and customers satisfied. Color, especially, must be natural and ghost-free. Only

JFD LPV antennas come across with this kind of reception."

Jerry Peake Co., Inc., Washington, D.C., has installed over 185,000 antennas in the last 18 years in the Washington, D.C. area. He relies on both JFD LPV-CL Color Lasers and LPV-TV Log Periodics — like other professionals — to get performance people expect from a professional.

Here's why:

W-I-D-E BAND LPV LOG PERIODIC DESIGN delivers *more gain, higher signal-to-noise ratios, pinpoint directivity* that kills ghosts—VHF and UHF.

SHOWROOM QUALITY COLOR — *flat response across each channel. No "suck-outs" or "roll-off."* *Out-performs any other antenna in color or*

black and white — keeps customers sold.

CAPACITOR-COUPLED ELEMENTS work on *both* fundamental and harmonic modes. *Entire* antenna (not just part of it as in other antennas) responds to *every* channel.

RUGGED NEW "FLIP-LOK" ASSEMBLY snaps out elements — keeps them *tight* and right on target.

JFD®

LPV®

JFD ELECTRONICS CO. 15 Avenue at 62 Street, Brooklyn, N.Y. 11219

JFD International, 64-14 Woodside Ave., Woodside, N.Y. 11377 JFD Canada, Ltd., Ontario, Canada
JFD de Venezuela, S.A., Avenida Los Haticos 125-97, Maracaibo, Venezuela

ORVAC ELECTRONICS

112-B E. Orangethorpe
Anaheim, California

MAR VAC

2080 Placentia
Costa Mesa, California

CASS ALTSHULER

801 Seventh Avenue
Oakland, California

DUNLAP ELECTRONICS

1800 - 18th Street
Sacramento, California 95809

Also in: Chico, Vallejo, Modesto, Fresno, Walnut Creek, Bakersfield, Marysville, Stockton, Merced, Redding and Reno, Nevada

QUEMANT ELECTRONICS

1000 South Bascom Avenue
San Jose, California

REDWOOD ELECTRONICS SUPPLY COMPANY

711 Summer Street
Eureka, California

WHOLESALE RADIO & ELECTRIC SUPPLY COMPANY

1348 El Camino Real
San Carlos, California

WHOLESALE RADIO & ELECTRIC SUPPLY COMPANY

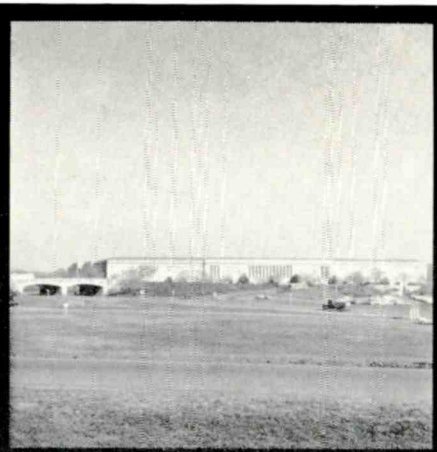
1116 Folsom Street
San Francisco, California 94103
Also in Petaluma



1.



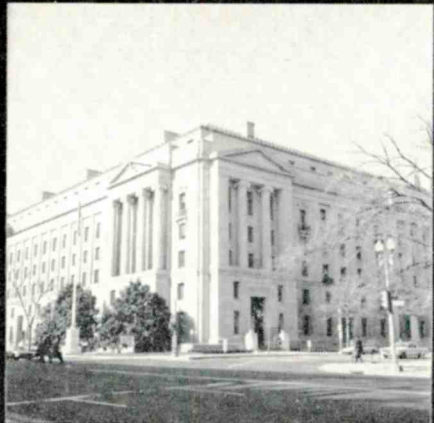
2.



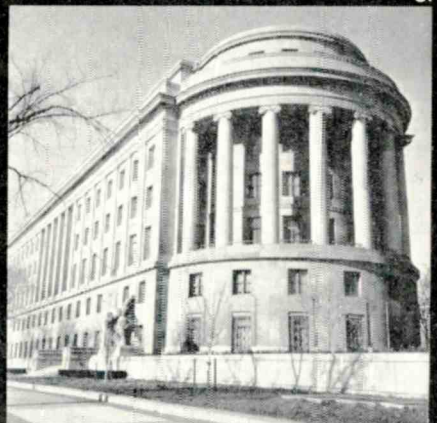
3.



4.



5.



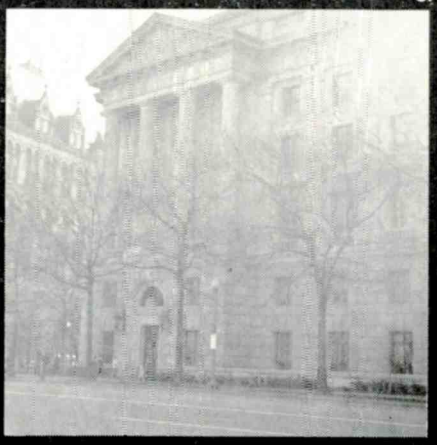
6.



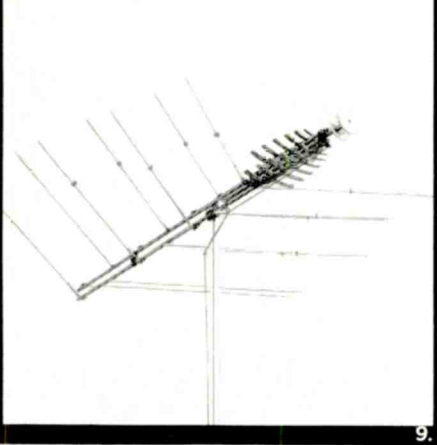
7.

1. Blair House
 2. The Capitol
 3. The Pentagon
 4. Washington National Airport
 5. Department of Justice
 6. Federal Trade Commission
 7. National Space and Aeronautics Administration
 8. Federal Communications Commission
 9. Model LPV-CL400—one of eight new JFD LPV-CL Color Lasers (with FREE signal splitter) for best VHF/UHF/FM performance
 10. Model LPV-TV100—one of eight JFD LPV-TV Log Periodics for most powerful VHF/FM reception
 11. Model LPV-UCL22—one of four JFD LPV-UCL Color Lasers for ghost-free UHF pictures

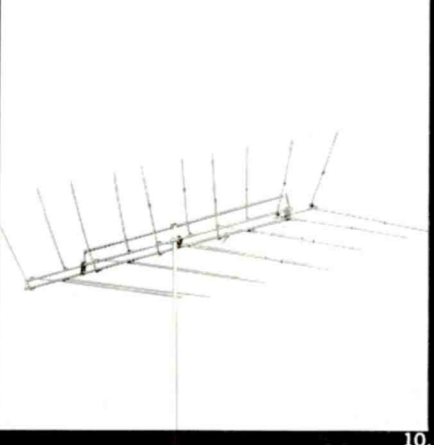
Eleven patents issued and pending cover the unique JFD log periodic design. LICENSE UNDER AND IN WITNESS WHEREOF, I, JERRY J. DEAN, JFD, INC., 116 So. Nopal St., Santa Barbara, California 93101, have hereunto set my hand and the seal of said corporation this 15th day of February, 1974.



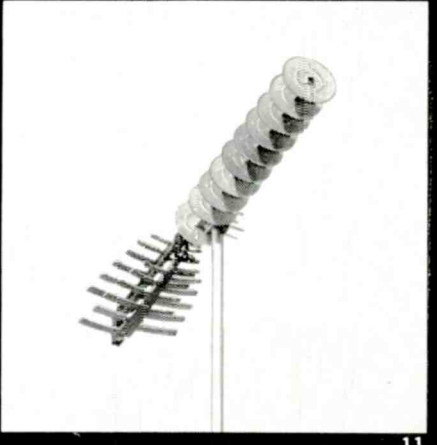
8.



9.



10.



11.

SWITCH TO THE JFD LPV—THE **PROFESSIONAL'S** ANTENNA. YOUR JFD LPV DISTRIBUTOR CAN PROVE IT TO YOU!

ANDREWS ELECTRONICS
 1500 W. Burbank Boulevard
 Burbank, California
DEAN'S ELECTRONICS
 2310 Long Beach Boulevard
 Long Beach, California
GROSSMAN & REYNOLDS
 1800 West Valley Boulevard
 Alhambra, California
MARCUS ELECTRONICS
 5751 W. Pico Boulevard
 Los Angeles, California

MARTIN DISTRIBUTING COMPANY
 2509 East Florence Avenue
 Huntington Park, California
HURLEY ELECTRONICS
 2101 N. Fairview, Santa Ana, 638-7220
 In: Inglewood, 679-2276 Ontario, YU
 6-6638; San Bernardino, TU 5-0721; Long
 Beach, HE 6-8268; Oxnard, HU 3-0133;
 Oceanside, SA 2-7694.
PAPEL BROTHERS
 4652 E. Third Street
 Los Angeles, California

RABER WHOLESALE ELECTRONICS
 265 So. Laurel St., Ventura
 116 No. Nopal St., Santa Barbara
RADIO PRODUCTS SALES
 1501 So. Hill Street
 Los Angeles, California
WESTERN RADIO & T.V.
 1415 India Street
 San Diego, California
VALLEY RADIO SUPPLY
 1134 33rd Street
 Bakersfield, California

LETTERS

Dear Don:

Regarding the guys who dropped their registration—No follow-up statistics . . . why not? How many working for other shops? How many left the industry? How many still go in to the wholesalers who sell at retail, pay cash, pay the sales tax and collect tax again and stash it away?

These moonlighters do not have to advertise in the yellow pages or daily newspapers. They have a following enough to buy beer so the legitimate

dealer pays \$35 for what? More fairy tales from the Bureau.

One of the biggest violators in our area is back in business. Lack of evidence—the parole officer in the TV Giant affair said he only made \$400 a month net . . . a \$1,000 would be a minimum so how can he operate under Color King?

Who else is working for the legit dealer? Not the tube manufacturers who have introduced 690 new tube types in the past four years.

Disgusted, San Jose

Ed:

Dear Disgusted . . . you did sign your name but we thought it might be a good idea not to include it. Every area has its own particular problems and you seem to have your share. I can't help but ask myself how bad it would be without the BERDR. Some results have been obtained . . . maybe not enough but in the early 60's it was real bad. Thanks for your note and interest . . . I know the job is cut out for us and all we can do is take a step at a time.

Dear Don:

The ELECTRONIC SERVICE DEALER finds it's way into my hands frequently, and I enjoy it very much. You are to be complimented on your bold stand in cases where the chips are down.

The issues of your publication dealing with "Southern California pricing" were the trigger for a new look at service pricing nation-wide.

We in King County feel that we also have (on a smaller scale) a progressive paper. True it is edited by a rank amateur, but it is widely read.

We would like to exchange papers with you on a reciprocal basis, if this is within your policy.

Enclosed are two short items which you may care to use.

Sincerely,
Enas Rice

Dear Sir:

I recently had the opportunity to examine a copy of your most interesting publication. We would like very much to be placed on your mailing list, or to subscribe, whichever method of distribution you use.

It is helpful to know what our "near neighbors" are doing, since practically no organization exists yet in our sparsely populated state. We operate the major service facility in New Mexico and sometimes wonder just what the outside world is doing.

Sincerely yours,
Loren C. Watkins, Jr.

Dear Don:

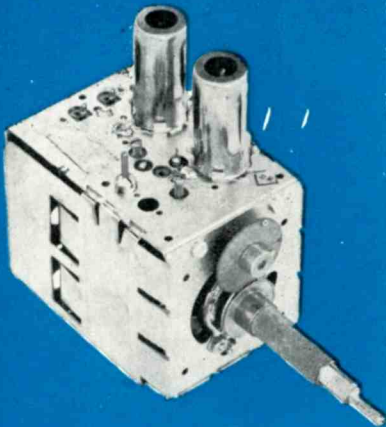
We are interested in placing a classified ad in your publication as soon as possible. I know that it has great readership throughout the state and we are most anxious to get in right away. What is the cost for a 1 inch ad?

Jack Johnson
Johnson TV

Ed: We receive a number of inquiries each month for Classified advertising and it is FREE to all service dealers who wish to advertise for help, sale of business, etc. Just send it along and if the space is available we will use it.

ELECTRONIC SERVICE DEALER

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

electronic service dealer

STAFF:

DONALD J. MARTIN
Publisher and Managing Editor
CSEA Press Secretary

A. DIANE POWELL
Associate Editor

FRANK BURNS
Business Manager

JIM KIRBY
Art & Cover Director

Vol. 6, No. 12

April, 1967

CSEA EDITORIAL ADVISORY BOARD AND OFFICERS

President
PAUL E. FORT, JR.
Vice President
HUGH WILKINS
Secretary
OAKLEY DEXTER
Treasurer
CAPP LOUGHBORO
Immediate Past President
DARRELL PETSVAL

BOARD OF DIRECTORS

Zone A
AL FOX
ZONE B
NORMAN JAMES
LARRY SCHMITT
OAKLEY DEXTER
ZONE C
AL CHESSER
ZONE D
MEL HAURY
ZONE E
LLOYD KAUN
ZONE F
CAPP LOUGHBORO
VIRGIL GAITHER
HUGH WILKINS
ZONE G
PAUL E. FORT, JR.

BOARD OF DELEGATES

Chairman
VIRGIL GAITHER
Vice-Chairman
OAKLEY DEXTER
Secretary
RAY MERREL



CALIFORNIA STATE
ELECTRONICS ASSOCIATION, INC.
JIM WAKEFIELD
Executive Director
5154 No. Palm Ave.
Fresno, Calif. 93704
227-1587
Sacramento Phone: 482-0706

Electronic Service Dealer is published monthly at 13543
So. Hawthorne Blvd., Hawthorne, Calif. 90250. Phone:
(213) 675-8070 by Associated Publications.

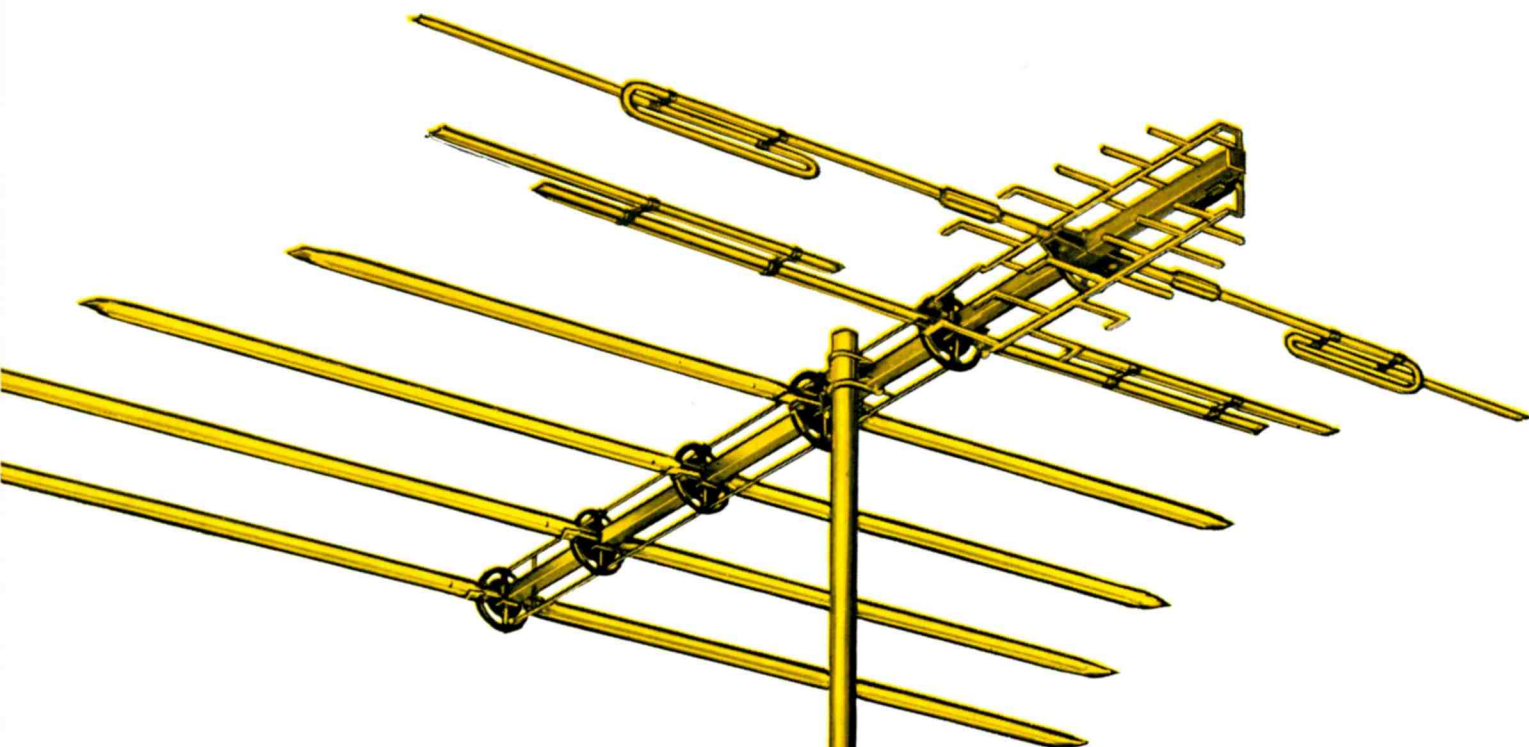
FEATURES

- 9 THE FUTURE BELONGS TO THOSE WHO PRE-
PARE FOR IT. Part Two of a two-part article
by Morris L. Finneburgh
- 18 A REVIEW . . . LOS ANGELES TRADE-TECHNI-
CAL COLLEGE
- 21 CREDIT EXPLOSION CAN HURT SMALL BUSI-
NESS
By Ralph Butz, Special ESD Contributing Editor

DEPARTMENTS

- 4 LETTERS
- 7 EDITORIAL
Finneburgh . . . A Single Voice
Bait Advertising . . . Is It Really Gone?
Confidential Attack by Mr. Moch
- 15 CSEA NEWSWIRE
- 17 PRESIDENT'S MESSAGE
- 19 TRADE/TALK
- 22 CLASSIFIED ADS

Entered as Controlled Circulation
at Los Angeles, California.



Fill the "profit gap"
with the new Jerrold
VU FINDER^{T. M.}
82-channel antenna

Now—the economical new Jerrold VUfinder 82-channel antenna provides the best possible 300-ohm all-channel color TV and FM reception. The VUfinder joins Jerrold's Coloraxial Pathfinder and Paralog-Plus antennas to give you another chance to profit on Jerrold reception quality:

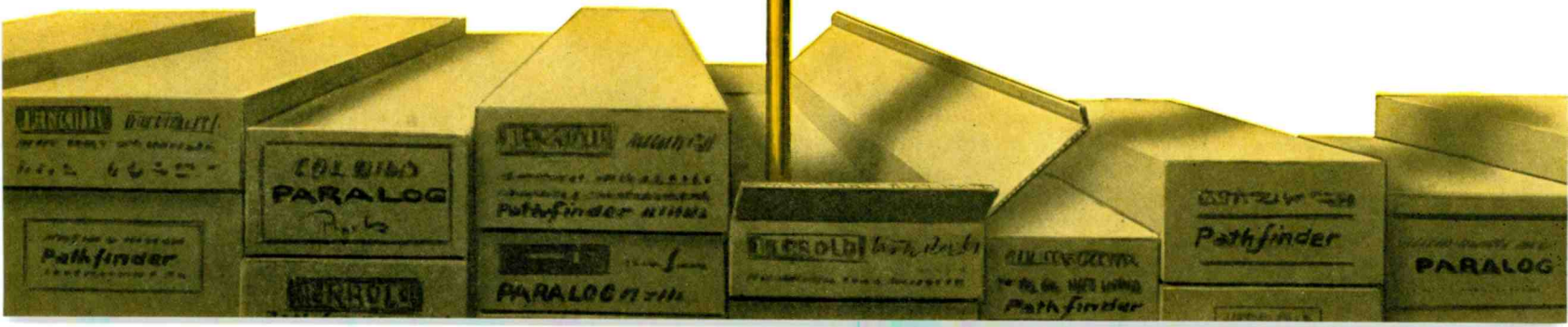
- Sharp directivity eliminates color ghosts
- Flatness of ± 1 db per channel assures greater color fidelity
- Color-distorting phase shifts are eliminated

The Jerrold VUfinder Antenna actually works on both high and low band channels simultaneously—making each element serve double duty. The models are short, easier to install, and offer less wind loading than ordinary antennas of comparable gain. And each antenna comes complete with a UHF/VHF frequency splitter for the back of the set.

Focus on Jerrold. First with the finest products and profits. For details on the Jerrold VUfinder 82-channel antenna, see your Jerrold distributor.

JERROLD[®]

DISTRIBUTOR SALES DIVISION
401 Walnut Street, Phila., Pa. 19105



DON MARTIN



Finneburgh . . . A Single Voice

The cry against the Consumer Report article that appeared in February continues to crop up in almost every Dealer Association Publication across the country. When you combined this attack with Educational TV, Forbes, Time, local newspapers, etc. it looks to me as if we have our work cut out for us.

I read an interesting article by a local columnist in the Los Angeles Times last week that asked the question "Why do newspapermen only write the bad news?" His answer was quite simple . . . people only want to read about the bad guys. He explained that every line in a newspaper is aimed at readership and attention getting. That the local Rotary Club Child Clinic was back page stuff that only the local Rotary Club would read.

A few weeks ago I heard a speaker whose subject was how to "read behind the headlines for the truth." He presented major national news stories with front page headlines that, when you read the complete story, was the complete opposite of what the headline blared.

What I am trying to say is that we have a vital industry that strikes at the very heart of the American people . . . their TV set . . . and we will always be under attack. If there were 100 dealers in a city and only one was dis-honest, such as pointed out by Dick Glass to CR, when the story broke of his-dishonesty the entire industry would be attacked. It is difficult to recommend that we "grin and bare it" but there is very little that can be done to change the picture. Only the murderers make the headlines . . . the policeman who risked his neck to make the arrest is only incidentally mentioned.

This does not mean that we shouldn't be heard and to counter attack every single article that is presented that is detrimental to our Industry. On the other hand, we can not do it alone either and last month we suggested that the manufacturers, distributors and non-association members pitch in also.

There was one voice from among these units that did make an effort to defend the name of the Independent Service Dealer and that was M. L. Finneburgh Sr. His letter to the Consumer Union was well presented and, for the most part, was reprinted in practically every service association publication in the country. As a major manufacturer he had his letter answered and in a recent conversation with him he stated that the publisher agreed with many of the points he made in his letter and that a more factual job could and should have been done. However, the damage is done and we can only try to put a finger in the dike to prevent a complete flood of misinformation.

What I would like to suggest is that every Dealer Association in the United States should do a mailing to every newspaper, TV or radio station in his area to advise them that their association exists and that they would be happy to cooperate in any article relating to the service industry. A 3" x 5" card with the Association's name, address and phone number along with a person to contact should be included in the mailing so that they can file it for future reference. A similar letter to all law enforcement agencies in the area might not be a bad idea either.

This effort may not stop future articles but it may temper them with statistics and factual information. It is a beginning . . . is it worth a try?

Bait Advertising . . . Is It Really Gone?

No sooner had I written my editorial last month about the lack of bait advertising in the classified sections of local newspapers when I spied a couple in our local daily newspaper. Armed with these ads I called BERDR to report them and to find out just what was being done to enforce the law against bait advertising.

Here are the ads first and then the answer: One read Home Calls \$2.95. Most picture tubes \$1 per inch. Another interesting note was that this shop was open every week day from 9:00 a.m. to 8:00 p.m.

The BERDR indicated that some dealers are using this gimmick and the \$2.95 means the cost of coming to the customers door and ringing the doorbell. This service will cost them \$2.95. Now, if he goes in and looks at the set he charges another \$5.95 or more plus service and parts. It is certainly a technical point but to me it is still bait advertising and doesn't explain what a home call is. You're right it didn't say service call \$2.95 but home call \$2.95.

The second ad read . . . FREE TV Service Call if not repaired in your home. It also had hours of days/nites/Sunday but no address of the shop. In the first ad the dealer did run a shop address.

This, of course, is a violation of the law. It specifically prohibits the use of Free if not fixed in the home and it also states that all advertising must carry a shop address. This dealer will be checked out.

A third ad was a straight selling ad of honest TV repairs with no mention of price but the ad again did not carry the shop address.

Now, these were the only ads for service in the paper and they ran almost every day. The only way in which this type of thing can exist is if

(Continued on Page 10)

they are not reported. If I were in the service business and trying to run it on a straight competitive basis, I would consider this type of advertising as unfair competition. This is why the law was passed and it is up to the industry to police and help clean out the dead beats who are the primary cause of the poor image and headline stories that appear from time to time. Check your local papers and clip these ads. If you wish, just place them in a plain envelope and send them to the BERDR. I can assure you that they will be followed up. It's your industry and your responsibility.

Confidential Attack By Mr. Moch

In a confidential report to Key Personnel of NATESA dated February 22, 1967 Mr. Frank Moch took issue with my editorial in the February Issue of the Electronic Service Dealer in California. In it I compared my first encounter with NATESA in May of 1960 at the first All Industry meeting, to the people I had become acquainted with in California. Evidentially I hit a sore spot and in this communication Mr. Moch asked or rather "demanded" a vote of confidence.

In the report he indicated that NEA was a "mythical" organization and that my comments were a lot of "hogwash." He also quoted our publication as the so-called official publication of NEA and that I am a "non-servicer" publisher. Needless to say there was a great deal more comment than these few but it might be a good idea to clear the air.

The editorial he quoted in our February Issue was the California magazine that you are now

reading and not the "National" edition which is the official publication of NEA. This publication, as you all know, is the official publication of the California State Electronics Association but my editorial page is strictly my own opinion and has always been.

The meeting I referred to was held in May of 1960 not in 1962 as Mr. Moch referred to in his communication and was only a candid opinion of the methods used to convey the point of view of the Independent service dealer.

NEA is far from "mythical" . . . in fact it now has a membership close to 2500 and growing every day. In the Los Angeles area alone, last month, three complete local chapters of CSEA joined in mass and this amounted to close to 100 new NEA members. If the rest of the State's chapters join these three chapters we will be able to boost California membership in NEA to over 600.

I have no quarrel with Mr. Moch and sincerely feel he has done a great deal for the service industry. Again, in my opinion, there is a need for both associations with both view points . . . I just don't agree with his method of accomplishing these ends. There is a vast difference in how the two groups are organized and how they function and my personal belief is that NEA provides the greatest opportunity for individual expression with group power and prestige.

There is a need for cooperation between these two National Service organizations on problems of mutual concern but it is also my belief that the two can not merge into one as suggested in the editorial presented by the Publisher of Electronic Distribution in January.

ZENITH LOG PERIODIC ANTENNAS

offer high
signal gain and
ghost rejection



All-channel VHF/UHF/FM and FM Stereo

Developed by the University of Illinois antenna research laboratories, each Zenith log periodic antenna works like a powerful multi-element Yagi . . . not on just one or a few channels, but across the entire band it's designed for.

Order Zenith antennas and all genuine Zenith replacement parts and accessories from your Zenith distributor.

BUILT TO THE QUALITY STANDARDS OF ZENITH ORIGINAL PARTS

Also Zenith periodic antennas for

- UHF • VHF
- FM AND FM STEREO
- PLANAR HELICAL UHF



*The quality goes in
before the name goes on*

The Future Belongs To Those Who Prepare For It....

... PART TWO OF A TWO-PART ARTICLE

by Morris L. Finneburgh, Sr.

Subject #5 . . . Those Who Know The Hazards Need NOT Learn The Hard Way

One of the great "retarders" of human progress is our continuing failure to learn from *logic* and *established facts*, as well as from *experience*.

Experience is indeed a costly Teacher, but equally so, it is a "slow motion" teacher. Why first have a "Blow-Out" by hitting a deep rut, and then learning the lesson of watching where you are going? Would it not be advantageous to learn in advance the art of Direction, Presentation, and "Competitive Persuasion," rather than lose sales, reputation and customers, as the penalty of the "HARD WAY?"

In any man's language or endeavor . . . the fellow who usually gets and holds the business is the one who . . . willingly . . . pays the price of STUDY, ANALYSIS, RESEARCH, TRAINING, and the burning of MIDNIGHT OIL necessary to become the TOP AUTHORITY in his field. Someone has to be the "TOP MAN" . . . Why not you?

Subject #6 . . . "The Average Man"

It is NOT enough that we aspire to be the average man . . . so often referred to in economic statistics. The average man is as far from the top as he is from the bottom . . . that is why he is average.

However, let us not forget that it is much harder to climb than it is to fall, and in falling, one can end all opportunity.

Too many people stop looking for "WORK" when they find a "JOB!" Furthermore, . . . the only man who can intelligently start at the top is the fellow who is about to dig

a hole . . . and even he must take care and be cautious. Otherwise, he might fall in, and break his neck! The fact remains that only in the dictionary does the word "SUCCESS" come before "WORK."

Sound a bit juvenile? Not so! It is cold LOGIC, minus fancy words and complicated terminology . . . Who wants to be the best average man? Confidentially . . . only those who are BELOW average, and in their ambition we agree.

Subject #7 . . . Sometimes there is HARM in Harmony

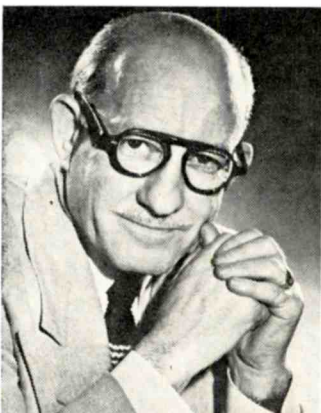
Harmony among men has been spoken about and prayed for by millions, and for centuries . . . But, too much harmony can produce a sort of mushy or lazy contentment. It lulls the instinct, soothes the senses, and numbs the brain.

A well-balanced business usually contains many types of personalities, much-varied opinion, and temperament. This also applies to the relationship between the "SELLER" and the "BUYER."

The toughest prospect to sell is the one who continues to say "YES," but suddenly ends it all by saying "NO" . . . He leaves you no opportunity for argument, or rebuttal.

Therefore . . . do not shun or fear the Stubborn, or Argumentative Buyer. He is expressing himself, and, therefore, giving you the chance to prove that he is wrong, or to convince him that you are right. Just be sure YOU KNOW YOUR PRODUCT, and that you come PREPARED with FACTS that are right . . . and that your prospect NEEDS your Product or Service. Never place "fear of debate or discussion" above the value or desire for an order . . . why not let your competitor lose the order—YOU can't afford to!

(Continued on Next Page)



. . . About the Author:

Morris L. Finneburgh, Sr. is Chairman of the Board of the Finney Company, Bedford, Ohio manufacturers of FINCO antennas and antenna components. He is Permanent Chairman of the "All Electronic Industry Speaker's Bureau." Rated as one of the Nation's most talented Public Speakers and a leading exponent of dramatized salesmanship, Mr. Finneburgh probably has contributed more time and effort toward the development of greater profits, higher individual incomes and better merchandising at the Distributor and Service Dealer levels of the Electronic Industry than any other executive in the field. Known as a non-conformist . . . his colorful address entitled "The Future Belongs To Those Who Prepare For It," coupled with the now famous FINCO Bronze Medallion, is widely acclaimed as a forceful and most serious challenge to the manufacturer, the distributor and the dealer.

Subject #8 . . . "The Crow and the Cook's Pot"

A man once bought a most remarkable Crow. The very next day, his wife told him she had cooked the crow for dinner. "Cooked it?" cried her husband! . . . "Good Lord, that bird could speak eight languages!" . . . "So," shrugged his wife, "WHY DIDN'T HE SAY SOMETHING?"

How true when translated into salesmanship. WHY oh WHY do we fail to master the power of "vocabulary"? The right word spoken at the opportune time can be the clinching factor in making up the mind of the prospect or customer.

The difference between a "Sale" and a "Lost Deal" can easily be the failure to say the RIGHT thing at the RIGHT time.

So-called "WORD PICTURES" . . . the dramatization of a product, a service, or a program . . . commands attention, respect, and develops customer confidence. The Dictionary can be one of your most effective sales tools. So, don't get yourself "COOKED" like the CROW that failed to speak!

Subject #9 . . . Facts do not Cease to Exist Just Because They Are Ignored

The safest way to survive Cancer is to catch it early . . . to NOT ignore "possibility" in health matters is mandatory in modern medicine. . . . They call it "preventive cure."

Well, how about our business and work survival? To ignore the fact that we are ignorant or unqualified to meet our responsibilities is to court business and sales death.

Preventive medicine in Salesmanship is Knowledge, Education, and the never-ending effort to improve our competitive presentation.

Only fools believe in LUCK . . . WISE MEN believe in CAUSE and EFFECT!

To ignore facts is far worse than hiding your head in the sand of make believe . . . Sometimes in the fantasy of make believe, we can find a Cinderella, or Wizard of Oz. But, in the World of Economic Survival, to ignore FACTS and the TRUTH is to spell the end of your chances.

Subject #10 . . . The Declaration Of Independence

The Declaration of Independence guarantees us only the PURSUIT of happiness . . . NOT happiness itself!!

The pursuit of happiness is one thing . . . Happiness itself is another! The right "TO TRY" is not the privilege of "TO HAVE." We, in America, may try for most anything we desire, but "TO HAVE" and "TO POSSESS" is found in the degree of our effort. In this interpretation of "EFFORT," we can include dozens of DO'S and DON'TS . . . only a few of which are:

"DO'S"

TRY - FIGHT - THINK - STUDY - PURSUE - ANALYZE - PLAN - EXPLAIN - WORRY - COMPARE - RESPECT - PRESENT - FORGIVE - PROGNOSTICATE - ACKNOWLEDGE - LAUGH - LOVE - AND SELL.

"DON'TS"

FORGET - HATE - PROCRASTINATE - FAIL - LIE - STEAL - RUN - CHEAT - BLUFF - GUESS - JUMP - GRUNT - FROWN - ASSUME - HARM - ALIBI - AND DISCOUNT!

Furthermore . . . be prepared for any eventuality . . . It is the surest way to win . . . be it happiness . . . leadership, or the ever-elusive "ORDER"!

FOR WORLD'S BEST RECEPTION

USE

FINCO ANTENNAS

Proudly Distributed By

PHILCO CORP.

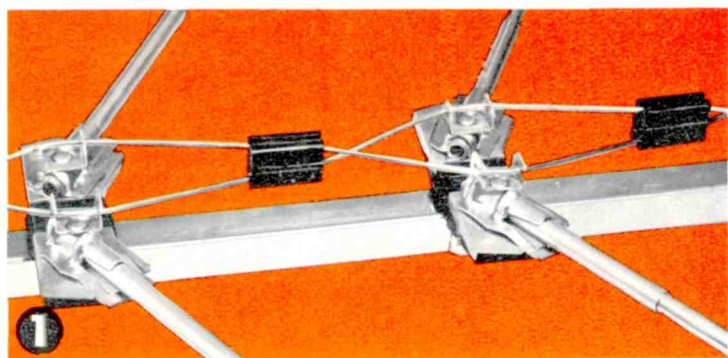
Important Announcement:

FINCO ANTENNAS are sold and guaranteed by the Parts and Service Department of PHILCO CORPORATION. Engineering tests by PHILCO have proved that these high quality designed antennas are the performance leaders in their field . . . All FINCO Combination UHF/VHF antennas are complete with a Hi-Quality "Splitter."

PHILCO, famous for quality the world over, is proud of this association. Enjoy success with quality products from PHILCO and FINCO Antennas . . . Visit your Philco Parts Stores in Los Angeles, Portland, Phoenix, San Francisco and Seattle.



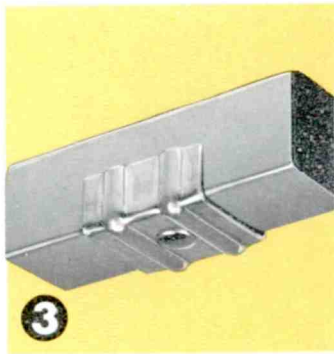
ENGINEERED FOR THE FUTURE!



Continuous one piece drive line and exclusive air insulated cross-over spacer.



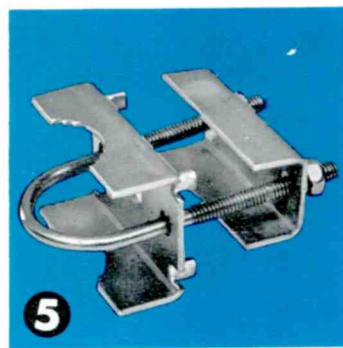
Metal reinforced insulator, insert cup, and heavy duty rivet.



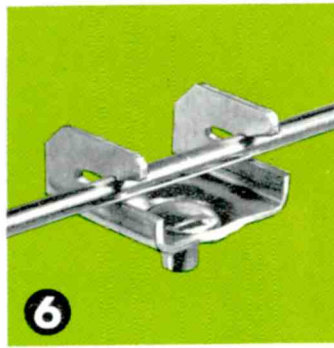
Back-up bracket and square boom.



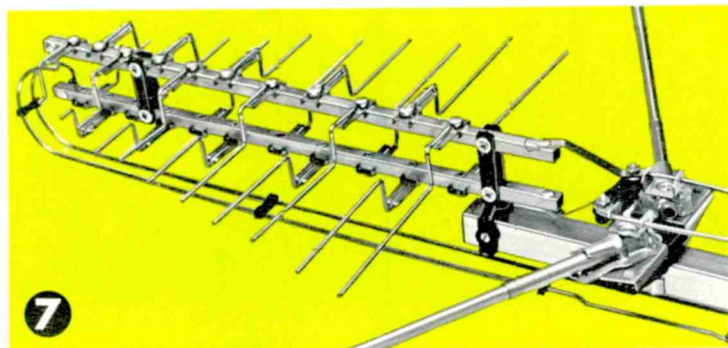
Exclusive triple thick sleeved elements.



Lock tite no-tilt saddle bracket.



Double contact to drive line.



Revolutionary step-staggered UHF section.

The ANTENNAS that Cha

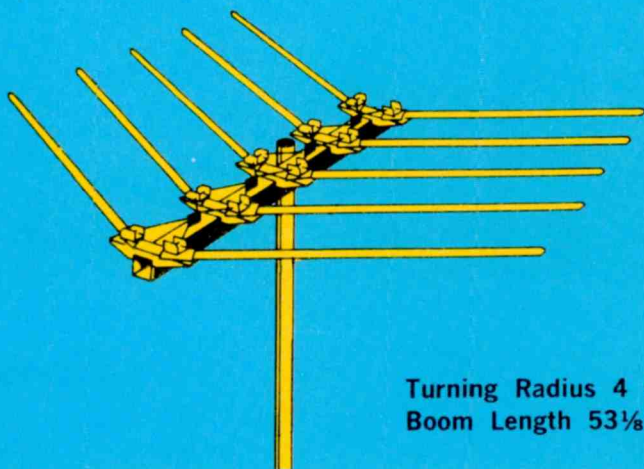
Model CX-VL-5

FIVE ELEMENT VHF-FM
FIVE DRIVEN ELEMENTS

Up to 75 miles TV, also good on FM and stereo.

List Price **\$2525**

Complete with behind the set matching transformer
Model 7512-B.



Turning Radius 4 ft.
Boom Length 53 $\frac{1}{8}$ "

Combining the Finest VHF Television and FM Re

Model CX-UVF-16

SIXTEEN ELEMENT UHF-VHF-FM
ELEVEN DRIVEN UHF ELEMENTS
FIVE DRIVEN VHF-FM ELEMENTS

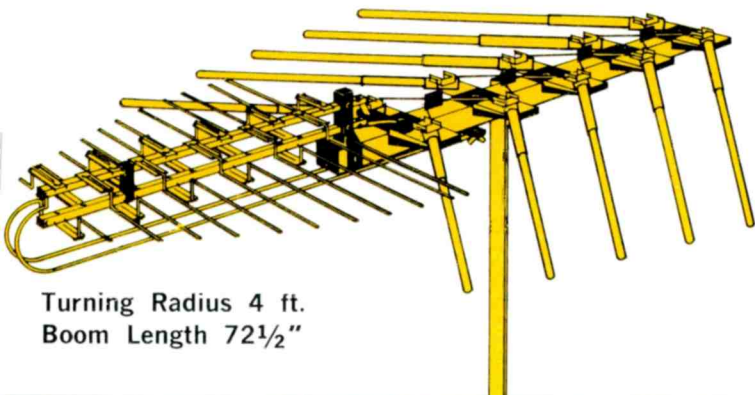
Single transmission line required.

Up to 75 miles VHF-FM

Up to 50 miles UHF

List Price **\$4265**

Complete with behind the set matching
transformer/splitter. Model 7520.



Turning Radius 4 ft.
Boom Length 72 $\frac{1}{2}$ "

Challenge all Competition...

FINCO-AXIAL

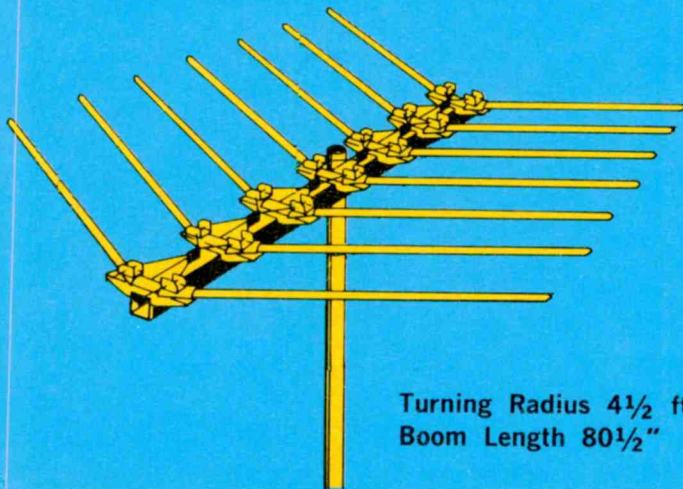
Model CX-VL-7

SEVEN ELEMENT VHF-FM
SEVEN DRIVEN ELEMENTS

Up to 100 miles TV, also good on FM and stereo.

List Price **\$3225**

Complete with behind the set matching transformer
Model 7512-B.



Turning Radius 4½ ft.
Boom Length 80½"

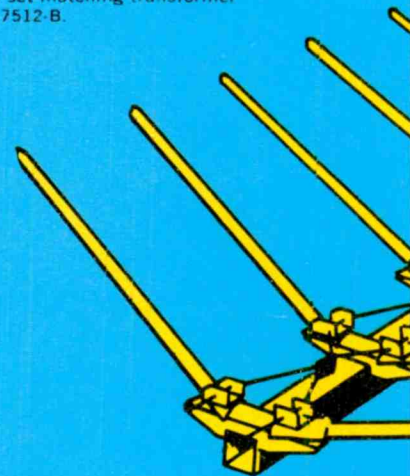
Model CX-VL-10

TEN ELEMENT VHF-FM
NINE DRIVEN ELEMENTS
ONE PARASITIC ELEMENT

Up to 125 miles TV, also good on FM and stereo.

List Price **\$4325**

Complete with behind the set matching transformer
Model 7512-B.



in UHF
reception

THE NEW FINCO

75 OHM

Sw

Model CX-UVF-18

EIGHTEEN ELEMENT UHF-VHF-FM
ELEVEN DRIVEN UHF ELEMENTS
SEVEN DRIVEN VHF-FM ELEMENTS

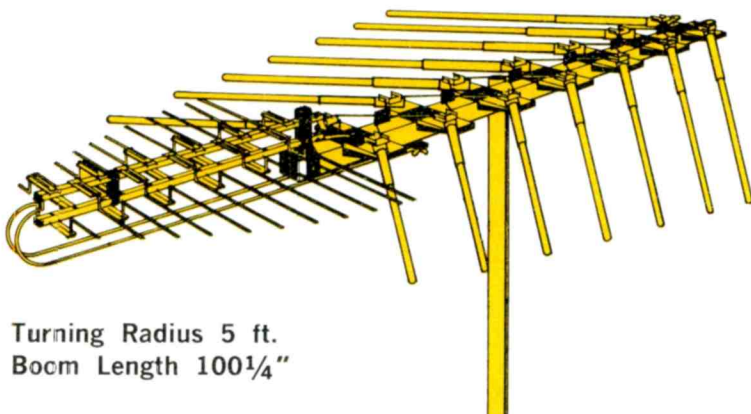
Single transmission line required.

Up to 100 miles VHF-FM

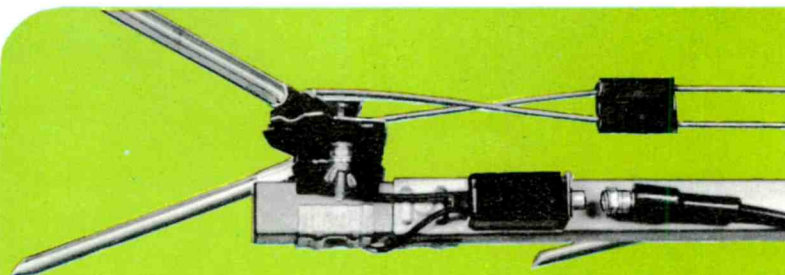
Up to 50 miles UHF

List Price **\$5465**

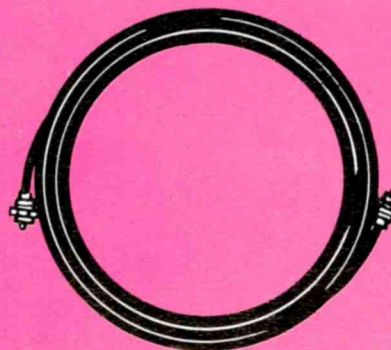
Complete with behind the set matching
transformer/splitter. Model 7520.



Turning Radius 5 ft.
Boom Length 100¼"



The "heart" of the FINCO-AXIAL 75 ohm antenna. The lowest loss matching balun transformer connected directly to the antenna drive system.



For the very best res
FINCO-AXIAL 75 ohm
FINCO-AXIAL all channel
electric color cable. Avail
75, and 100 foot length
factory assembled fitting
boot.



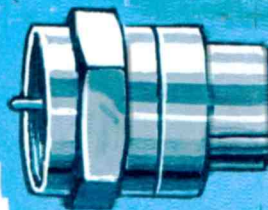
FINCO-AXIAL

75 OHM ANTENNAS

for perfect

COLOR TV

**"THE ANTENNA
THAT
CAPTURES
THE
RAINBOW"**



Models for UHF-VHF-FM, VHF-FM, VHF, and FM

and FM Stereo Reception

Model CX-VL-18

EIGHTEEN ELEMENT VHF-FM

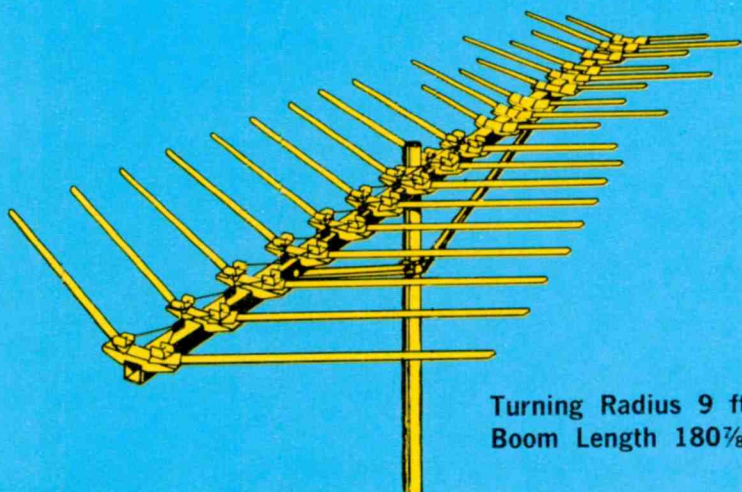
NINE DRIVEN ELEMENTS

NINE PARASITIC ELEMENTS

Up to 175 miles TV, also good on FM and stereo.

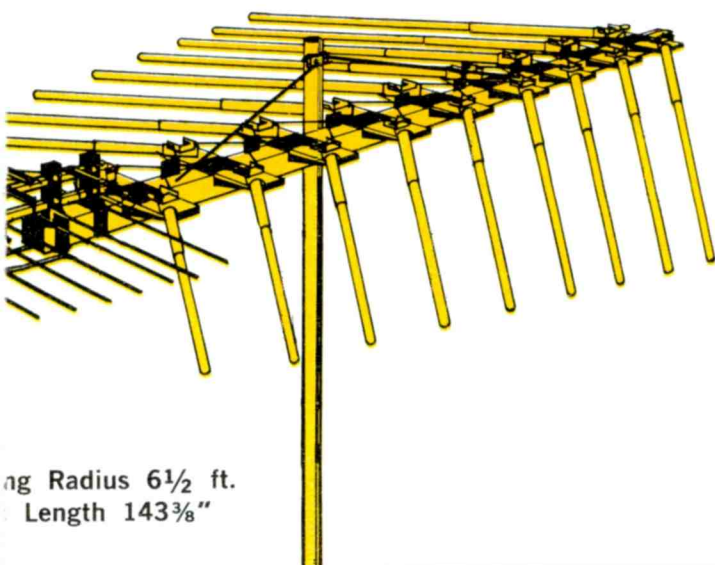
List Price **\$6280**

Complete with behind the set matching transformer
Model 7512-B.



Turning Radius 9 ft.
Boom Length 180 $\frac{3}{8}$ "

ing Finco's Exclusive Corrosive
nt Process **"GOLD CORODIZING"**



ing Radius 6 $\frac{1}{2}$ ft.
Length 143 $\frac{3}{8}$ "

WHY 75 OHM?

Today's color TV sets are truly electronic miracles. However, the quality of the pictures they can give is only as good as the quality of the signals they receive. Thus, making certain the signals fed into a color set are strong and free of all kinds of interference is of utmost importance.

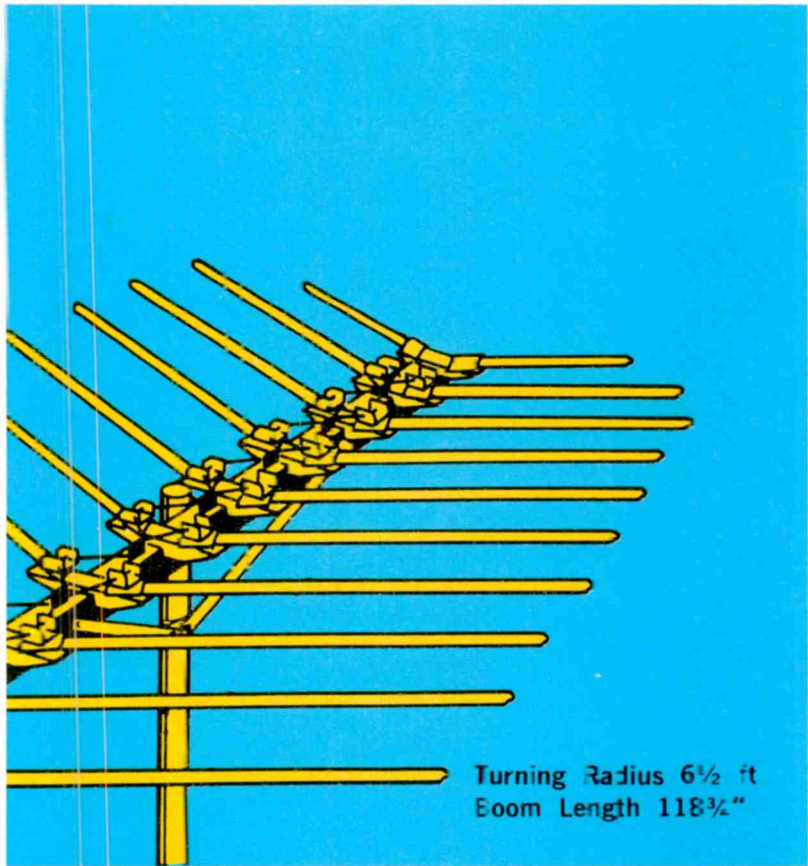
300 ohm twin lead transmission line commonly used in home installations, is unfortunately prone to pick up reflected "ghost" signals, interference from disturbing electrical sources such as auto ignition, household appliances, etc. Also, it rapidly loses its ability to carry a signal when wet or begins to deteriorate with age. Thus, engineers who had to cope with the problems of assuring transmission of a clean, strong signal from home antenna to set borrowed a technique from commercial installations . . . substitute coaxial cable for flat twin line in home installations.

However, coaxial cable does not match the input of most TV sets nor most antennas, being an unbalanced 75 ohm conductor. Thus, FINCO has engineered 75 ohm versions of the famous high performance Ve-Log and All Band Ve-Log series antennas together with the necessary indoor behind the set transformers to match the 75 ohm system to the input of the television receiver whether the stations being received are VHF, UHF, or both.

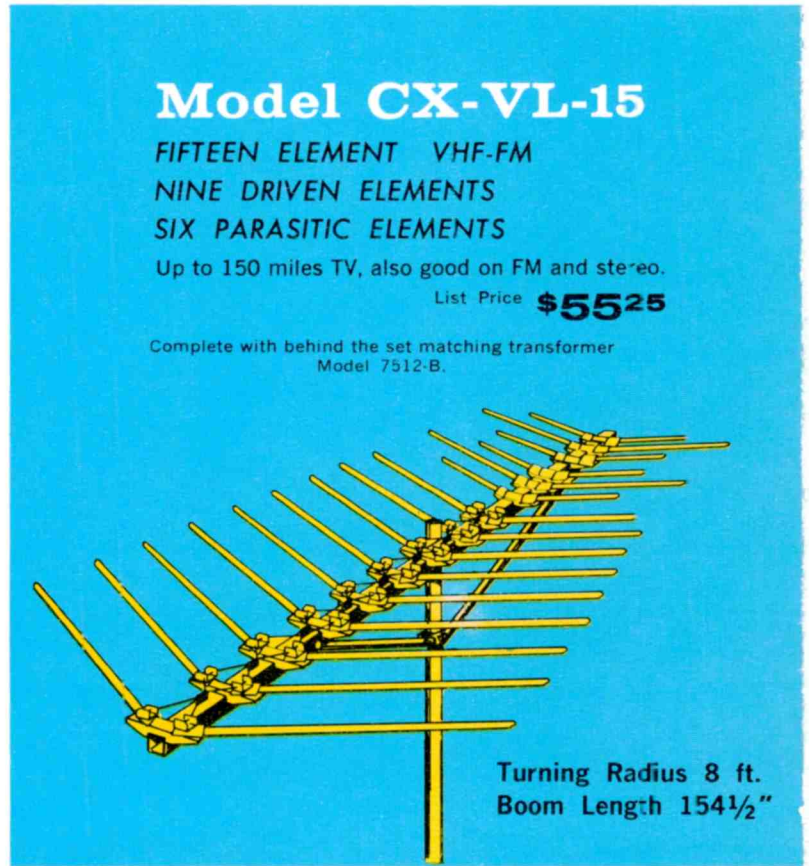
With a 75 ohm antenna system

- 1** Ghosting due to line pick up is eliminated.
- 2** Mismatch due to proximity of gutters, drains, metal siding, etc. is eliminated.
- 3** Interference due to ignition, household electrical noise, and other disturbances found so frequently in metropolitan areas are practically eliminated.
- 4** Line losses due to inclement weather and line deterioration are virtually eliminated and cable life is many times that of twin lead.

The perfect answer for perfect color reception even in the most difficult high interference areas is a FINCO-AXIAL 75 ohm antenna system.



Turning Radius 6½ ft
Boom Length 118¾"



Turning Radius 8 ft.
Boom Length 154½"

Model CX-VL-15

FIFTEEN ELEMENT VHF-FM
NINE DRIVEN ELEMENTS
SIX PARASITIC ELEMENTS

Up to 150 miles TV, also good on FM and stereo.

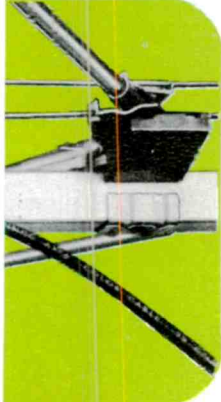
List Price **\$55²⁵**

Complete with behind the set matching transformer Model 7512-B.

15 Element

UHF-VHF-FM ANTENNAS

Featuring
Resistant



Model 7520 Indoor behind the set matching transformer plus UHF-VHF splitter as packed with each CX-UVF series antenna.



Model 7512-B Indoor behind the set matching transformer as packed with each CX-VL series antenna.

NOTHING IS OVERLOOKED!

When you buy FINCO, with each FINCO-AXIAL 75 ohm antenna, the necessary indoor behind the set transformer to match the 75 ohm coax system to the television receiver or FM receiver is provided.

Model CX-UVF-24

TWENTY-FOUR ELEMENT UHF-VHF-FM
FIFTEEN DRIVEN UHF ELEMENTS
NINE DRIVEN VHF ELEMENTS

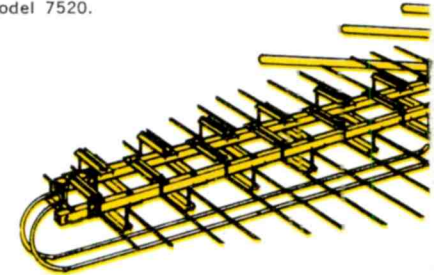
Single transmission line required.

Up to 125 miles VHF-FM

Up to 75 miles UHF

List Price **\$72¹⁰**

Complete with behind the set matching transformer/splitter. Model 7520.

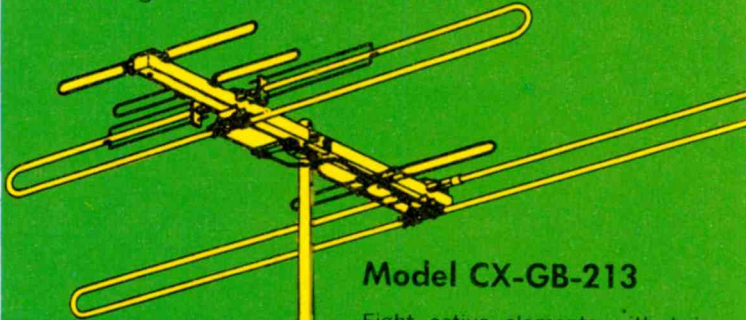


with your antenna, use 15 element boom diameter in 25, 50, complete with and weather

Turning Boom

FINCO-AXIAL 75 OHM METROPOLITAN COLOR VHF ANTENNA AND KIT

Truly the most outstanding buy in a high gain VHF broadband for color reception in metropolitan areas. Both the antenna and the antenna with heavy duty mounting kit are complete with indoor behind the set matching transformer Model 7512-B.



Model CX-GB-213

Eight active elements with twin drive of the famous geomatic design with amazing front-to-back ratio giving unprecedented signal gain and picture clarity on VHF channels 2 thru 13 eliminating all ghosts. Complete with behind the set transformer Model 7512-B. List Price \$18.55



FINCO-AXIAL
All channel coax-cable



Model 7512-B

Model CX-GB-213-KTG

The famous twin driven geomatic model CX-GB-213 antenna in a kit, complete with all gold heavy duty universal tri-pod mount with 1 1/4" gold steel mast, 50 feet FINCO-AXIAL coax cable with factory assembled fittings and weather boot, behind the set matching transformer Model 7512-B, and all necessary mounting hardware. List Price \$30.85



FLAT ROOF

PITCH ROOF

EAVE

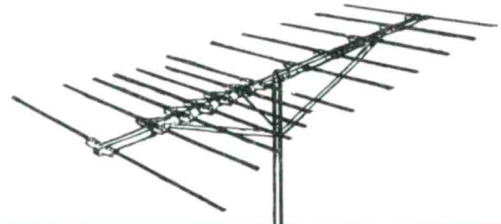
FINCO WORLD FAMOUS Award Winning FM ANTENNAS



Now in 75 ohm versions for difficult high interference areas. All models include indoor behind the set matching transformer (Model 7512-B) packed with each antenna. All Gold Corodized.

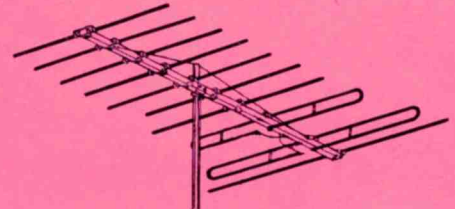
Model CX-FMSL-12

The ultimate in a highly directional deep fringe FM/Stereo antenna of the "Stereo-Log" design. Five driven elements with six directors and one reflector deliver pin point station selectivity. Complete with behind the set transformer Model 7512-B. Boom Length 13 ft. Turning Radius 87". List Price \$58.25



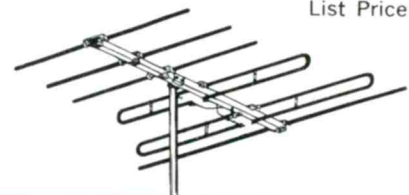
Model CX-FM-5

Deluxe ten element twin driven super sensitive FM/Stereo antenna of the ultra high gain geomatic design. The specially engineered twin drive elements having impedance control "T" match stubs delivers maximum gain over the full FM band. Complete with behind the set transformer Model 7512-B. Boom Length 10 ft. Turning Radius 71". List Price \$44.65



Model CX-FM-4G

The "Award Winning" six element twin drive high performance FM/Stereo antenna of geomatic design having impedance control "T" match stubs for maximum gain over the full FM band. Extra wide spacing provides greater signal than most 8 to 10 element designs. Complete with behind the set transformer Model 7512-B. Boom length 7 3/4 ft. Turning Radius 55 1/2". List Price \$33.20



Prices and specifications subject to change, exclusive international representative: Rocke Int. Corp., 13 E. 40th St., New York 16, N. Y., U.S.A. Cables "ARLAB".



THE FINNEY COMPANY

34 WEST INTERSTATE STREET, BEDFORD, OHIO 44014

**REPUTATION
ENGINEERING
LEADERSHIP
PERFORMANCE**



CSEA NEWS WIRE

A ROUND-UP OF STATE AND LOCAL NEWS OF
THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

RALPH JOHONNOT TAKES OVER AS CSEA EXECUTIVE SECRETARY

Ralph Johonnot, past president of CSEA, has been named as the new Executive Secretary of the State wide Association as of April 1st. The appointment of Johonnot came following the resignation of Jim Wakefield at the last meeting of the Board of Directors. At the same time, the Board announced that the State offices will be moved to Southern California on a temporary basis and will headquarter in the same building as the Electronic Service Dealer Magazine. The new address is 13543 So. Hawthorne Blvd. in Hawthorne.

ESD ESD ESD

ZONE "F" CHAPTERS JOIN NEA IN MASS

The Los Angeles, South Bay and Glendale-Burbank Chapters of CSEA have all agreed to join the National Electronic Associations. The addition of these members to NEA is the first major step towards full chapter participation in the National organization. It is expected that other chapters of CSEA will also take advantage of membership in NEA within the near future. One of the requirements for membership is that you must be a member of a State Association before you can join NEA. The dues are \$12.00 per year and raises the total membership in NEA in California to close to 200.

ESD ESD ESD

GLENDALE-BURBANK CHAPTER TO HOLD OPEN TECHNICAL MEETING

The Glendale-Burbank Chapter of CSEA will hold an open technical meeting on Thursday, April 6th, at 8:00 p.m. at the Smorgasbord Restaurant in Montrose. Mr. Haywood Tom, of Philco L.A., will conduct the lecture and demonstration on Transistorized TV tuners and I-F's. Principals of, and trouble shooting will be the main theme. The cost is \$2.50 and is open to all dealers whether or not they are members of CSEA. Reservations can be made by calling Ralph Singleton.

ESD ESD ESD

ZONE "F" VOTES \$1,000 TOWARDS NEW OFFICE OF CSEA

The Zone "F" Council of CSEA voted to give \$1,000 towards the cost of relocating the State office of CSEA in Hawthorne. The move was made last month in an effort to defray some of the expense of moving, office supplies, etc.

ESD ESD ESD

ZONE "A" BULLETIN RELEASED

A Lloyd Fox, CSEA Board representative from Zone "A" released a special Bulletin last month to all CSEA members in that area. The Two-page report set up a special meeting of all delegates following a technical meeting at Norcal Electronics. The Bulletin also asked for suggestions and ideas concerning local problems and sought information on how the Zone services might be improved. An excellent idea for communication with zone members and our congratulations to Al for a fine job.

ESD ESD ESD

ZONE "F" ELECTS OFFICERS

Harry Midkiff was elected as the new Zone "F" chairman last month with Bob Murphy being named as Vice Chairman, Jim Scarborough as Treasurer, Ralph Singleton as Secretary. CSEA Board of Director nominations were Everett Pershing, Hugh Wilkins and Virgil Gaither.

ESD ESD ESD

SONOMA COUNTY CHAPTER ELECTS HASSETT AS PRESIDENT

Vern Hasset was elected last month as the new President of the Sonoma County Chapter of CSEA. Other officials elected included: Orval Watkins as the 1st V.P.; Bill Woods as 2nd V.P.; Walt Meissner as 3rd V.P.; Bud White as Corresponding Secretary; Claude Swartz as Recording Secretary; Ed Zyduck as Treasurer; Harlen Reber as Director of Committees and Howard Darbro as Auditor. At the same time, the chapter presented the first draft on their consumer mailer for members and hope to have it ready for the press in the near future.

ZONE "B" ELECTS HOY AS PRESIDENT

Lee Hoy was re-elected President of the Zone "B" Council last month with Ken Deedler named as Vice President and Vern Hassett as Treasurer for the coming year. The new officers were installed the first of this month at the Santa Clara County Chapter "luau" party with Darrell Patswal doing the honors. At the same time, the zone announced that nominations for CSEA Board representatives will be presented and the election will take place on April 11. Each chapter was asked to submit the names of three nominees for the position of CSEA Board member.

ESD ESD ESD

OLLIE HARTWIG NEW ACTRA PRESIDENT

Ollie Hartwig was recently elected the new President of the ACTRA chapter of CSEA. The chapter also announced that their installation dinner will be April 8th at the Athens Athletic Club in Oakland and will be a joint affair with the Marin County Chapter. John Reading, Mayor of Oakland, will be the installing officer.

ESD ESD ESD

SBA REPRESENTATIVE GUEST AT
FEBRUARY TSDA MEETING

Mr. Art Blumenthal, President of TSDA of San Mateo County (left) goes over the recent SBA program with representative Harold McPherson (center) and Ray Morris, Executive Secretary of the chapter. Mr. McPherson's topic was "S.B.A. . . . What It is . . . What It Does"



ESD ESD ESD

JIM BALLARD NEW SANTA CLARA COUNTY PRESIDENT

Jim Ballard was recently elected as the new President of the Santa Clara County Chapter of CSEA.

ESD ESD ESD

ZONE "B" SUGGEST NATIONAL ACTION ON NEW TUBE TYPES

The Zone "B" Council last month went on record as asking the State wide Association to protest the continued addition of new tube types. In a report, it was indicated that there were some 300 new tube types in the last year and that some action should be taken by CSEA and NEA to protest this continued program of increasing tube types.

ESD ESD ESD

TSDA INSURANCE PROGRAM DISCUSSED AT MEETING

Mr. Frank Devore was the guest speaker, last month, at the regular TSDA of San Mateo County, CSEA chapter, meeting held at the Gold Platter Restaurant. Mr. DeVore discussed and answered questions concerning the TSDA insurance program. At this meeting three new members were welcomed into the organization and they included Peninsula Dealers Radio & TV, (Mr. Loren Canino), Circle KTV, (Mr. Earl Killian) and Bay Cities TV, (Mr. Clarence Brooks). Of special interest was the announcement that the TSDA annual installation dinner will be held on May 27th at the Holiday Inn in San Francisco.

ESD ESD ESD

The Sacramento Chapter of CSEA held their annual election of officers last month and named Andrew Smith of C & S Television Co. as their new President. Dick Curtis of Handy Andy was named as Vice President of the group with Joseph Rodriguez as Treasurer. Directors of Chapter Number 1 are: George Rogers, Diamond Lum, Walter Kinney and Adolph Gower the immediate past President. Lee Naylor, Northern California Representative for Channel Master was the guest speaker at this meeting and Al Fox, Zone A Board Member reported on the State Activities.



PRESIDENT'S MESSAGE

ED FORT, JR.

March 5, 1967, turned out to be a rather momentous day for the California State Electronics Association. On this day a special committee met in the offices of this publication, ESD, and finalized plans for moving our state headquarters from Fresno to Hawthorne. Our new location will allow a closer relationship between CSEA and our state publication, since both will occupy the same suite of offices.

This was not a spur of the moment decision. For many, many months the directors have been aware that, because of our continuing growth and the changing requirements of the Association, a move was imminent. The last few months have witnessed a tremendous amount of time and effort being expended by this special committee in determining the best possible site. Major factors were considered, and a great deal of exploratory investigation consummated, before a final decision was reached.

The resignation of our Executive Director, Jimmy Wakefield, tendered Feb-

ruary 6, becomes effective April 6. The board accepted his resignation regretfully, but with the realization that a good man will always be moving on to greater and more challenging endeavors.

Our new Executive Director is a man who really needs no introduction. It is unnecessary that I dwell on his past accomplishments and qualifications, for they are known to you all. I will say only that in Ralph Johonnot we have found the man most qualified to fulfill the requirements of this position.

In the coming months you will find increasing activity emanating from our state office. The new and expanded facilities will enable us to put into operation many of the plans that we have been unable to develop in the past. The future, indeed, looks promising.

Before closing I wish to personally thank each and every member of the special committee, Oakley Dexter, Larry Schmitt, Virgil Gaither, and Hugh Wilkens. Through their dedication and cooperation, a difficult changeover was smoothly handled.

NEW STATE OFFICES

LOCATION: 13543 So. Hawthorne Boulevard, Hawthorne, California 90250

EXECUTIVE SECRETARY: Ralph Johonnot

SECRETARY: Mrs. Betty Nicholson

PHONE (Area Code) 213

644-4636

CLIP AND SAVE

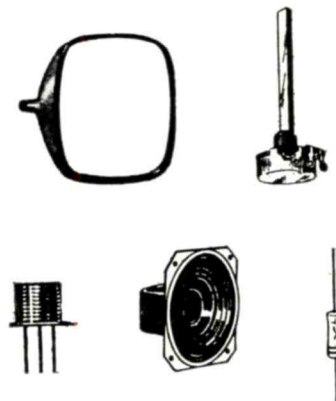
ORIGINAL



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

- DELCO AUTO RADIOS
- RCA
- ZENITH
- GENERAL ELECTRIC

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

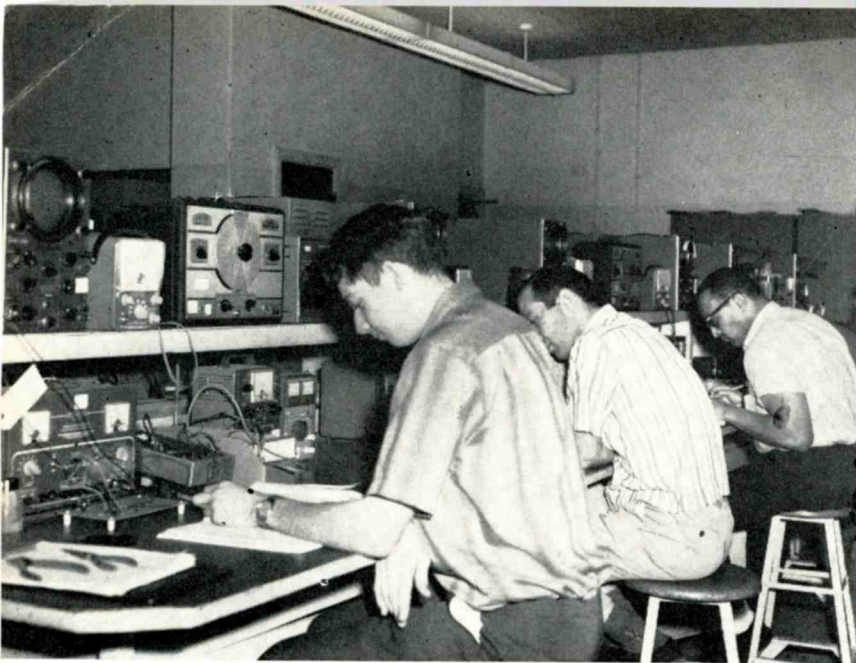


ANDREWS

ELECTRONICS

1500 W. BURBANK BLVD.
BURBANK, CALIF.

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



A REVIEW ...

LOS ANGELES TRADE - TECHNICAL COLLEGE

Los Angeles Trade-Technical College is unique among the six junior colleges in the Los Angeles Junior College district. Since 1925 the school has prepared students for direct employment in specific occupations, and has given extended day training to those who wish to improve their occupational standings.

Since 1950, the school has conferred the degree of Associate in Arts to those students completing the necessary academic standards, and Certificates of Proficiency to those who have completed trade preparatory programs and six months of successful trade employment.

Typical of the over 70 curriculums offered in 15 major departments at Trade-Tech is the electronics program. A student entering electronics is enrolled in a two-year program leading to a Certificate of Completion in any one of the areas ranging from electronics technician to radio and television service and including electronics engineering, precision instrument calibration and radio communication.

In meeting their obligation to provide highly skilled workers for industry, qualified Trade-Tech personnel carefully screen each potential student by means of a battery of tests and interviews that assist him in his choice of occupations.

Before the technical training can begin, the potential student must show through his tests and interviews that he has the background, motivation and personality to fit his occupational niche.

To the student entering the radio-television service, for example, a sound theoretical background is very important, but training cannot be limited to theory alone. The student must be familiar with the tools of his trade and have a basic knowledge of mechanics. The student's motivational and personality traits play an equally important role with his technical knowledge when he deals with customer relations. With the selection of students best suited to fit the ideals and needs of industry, the actual training program begins.

In radio-television service, the student attends his technical class for five hours a day, five days a week. Two hours a day are spent on theory and related information and the remaining three hours are spent in shop. During the first year of the two-year program, the shop time is utilized doing experiments that demonstrate and verify the theories and concepts of electronics. At the same time the student has an opportunity to become experienced in the use of the latest electronics equipment provided by members of industry who are on the electronic advisory committees.

The second-year student in radio-television service spends his shop time doing actual repair work on radio, record players, television receivers and other types of home electronic audio and visual equipment.

The following is the two-year program for radio-television service:

FIRST SEMESTER:

Electronic mathematics	2 units
Fundamentals of DC	2
Fundamentals of AC	2
Physics Lab	1
Electronics Lab	5

SECOND SEMESTER:

Electron tube theory	1 units
Principles of semi-conductors	2
Electronic circuit theory	3
Physics lab	1
Electronics lab	5

THIRD SEMESTER:

Television circuit fundamentals	4 units
Television service procedures	2
Job information	1
Television shop	6

FOURTH SEMESTER:

Television circuit fundamentals	4 units
Television service fundamentals	2
Television shop	6

The evening division of the college offers courses in radio-television that basically parallel the day program with the exception of the actual shop course. Since evening courses are designed for people already employed in the trade, only three hours a week are spent in shop. The two night a week course is then rounded out with three hours of theory and related information.

Because of the advanced nature of the evening division, the student has an opportunity to take courses in more specialized areas than those offered in the day program. For example, the evening division is presently offering two classes in color television.

Through the use of the advisory committees, made up of people from industry, the training programs are continually being up-dated to meet the needs of industry. Trade-Tech students, faculty and administration consider the counsel and advice from these committees as the greatest asset in offering programs to meet the community needs.

**TYPEWRITER AVAILABLE
WITH PURCHASE OF
RCA TEST EQUIP.**

Los Angeles, Calif.—A new promotion of RCA's color bar generator, an essential color television test instrument which has become standard for the color-TV servicing industry, was announced last month by Walt Pasner, Parts Manager of RCA Victor Dist. Corp. in Los Angeles, and John Blackwood of Calctron in San Francisco.

Mr. Pasner said that in the promotion each purchaser will receive a free Remington portable typewriter. Purchasers need only to mail in the warranty card, plus the gold label from the shipping carton of his new RCA color-bar generator to him and the typewriter will be shipped direct, freight prepaid.

The offer covers only equipment purchased between February 1, 1967 and May 15, 1967.

**JERVIS TO BUY HARMAN-
KARDON FROM THE
JERROLD CORPORATION**

Philadelphia, Penn.—The Jervis Corporation, Hicksville, Long Island, has signed an agreement for the purchase of the business and assets of Harman-Kardon, Inc., a wholly owned subsidiary of The Jerrold Corporation, Philadelphia. The agreement, involving an undisclosed amount of cash, was announced jointly today by Sidney Harman, President of Jervis Corporation, and Robert H. Beisswenger, President of Jerrold.

**DUNCAN NEW HEAD OF
G.E. TUBE DIVISION**

Owensboro, Ky.—Randolph M. Duncan, Marketing Manager for General Electric's Tube Department, has announced the appointment of John E. McElfresh to Manager-Distributor Sales, effective immediately.

McElfresh will replace Paul W. Van Orden, who recently was appointed Marketing Manager for GE's Tape Products.

As the Tube Department's Distributor sales manager, he will be responsible for the sale of entertainment receiving tubes, industrial and military receiving tubes, cathode ray tubes, entertainment semi-conductors and other products to the Department's replacement market.



**O'BRIEN PROMOTED TO
GENERAL MANAGER OF
ZENITH PARTS**

Chicago, Ill.—Charles C. O'Brien has been promoted to the new post of general manager of Zenith Sales Corporation's Parts and Service departments. Announcement was made by L. C. Truesdell, Zenith Sales Corporation president.

"O'Brien will be in complete charge of operations and the continuing development of these two very important segments of our business," Truesdell said. He, together with Brian Marohnic, national service manager, and Melvin Brandeis, parts sales manager, "will be a team that is responsible for maintaining our parts and service activities at a level with our sales goals," he stated.

O'Brien has had a broad background with Zenith. He joined the parent company, Zenith Radio Corporation, in 1956 as a district sales representative in radio and television sets. In June of 1959, he was promoted to manager of marketing for hearing aids and related products with the company's hearing aid division. He also directed the development of hearing aid dealer sales programs. In April 1964, he was named market development manager of radio products for Zenith Sales Corporation.

**MILO SAN DIEGO WINS
CDE SALES AWARD**

San Diego, California—Milo Electronics of San Diego was the recent recipient of the Cornell Dubilier distributor sales award for outstanding sales

A sales award plaque was presented to Georgette Young, V.P. and industrial sales manager of Milo by James Kaplan of CDE's western regional sales office.

**ERA Trade Divisions
In Historic Merger**

Los Angeles, Calif.—Members of the Audio and Distributor Trade Divisions of the Southern California Chapter of ERA recently approved a merger agreement for the two (formerly) separate groups. The merger of these divisions—the first nationally—is believed to be the forerunner of similar combinations which will be occurring in the other 23 ERA chapters nationally.

The gap between distributor and audio representatives interests has been narrowing over the last several years according to division spokesmen. Representatives belonging to these trade groups serve Hi-Fidelity dealers, electronic parts distributors and commercial sound accounts. Dealers and distributors will benefit from the new concentrated efforts.

Dick Weiss of the Ellard E. Strassner Co., formerly Audio Chairman, and David Muir of the David Muir Company, formerly Distributor Chairman, will co-chair the combined group through 1967.

**CHANNEL MASTER
ANNOUNCES ALL-NEW
RARE EARTH PHOSPHOR
COLOR PICTURE TUBES**

Ellenville, N.Y.—All new, rare earth phosphor Color CRT's, designated Opti-Chrome tubes, are now being produced by the Channel Master Corporation in its recently-opened picture tube plant.

In announcing the Opti-Chrome line, Harry Resnick, Channel Master President, pointed out that the output of the new color is aimed at satisfying all the rapidly growing demand for OEM-quality color replacement tubes in out-of-warranty sets. Opti-Chrome tubes are now available in 19", 21" and 25" types.

The Channel Master color tube plant now producing Opti-Chrome tubes went into operation in mid-1966 with complete facilities for handling new glass, phosphor blending, and all stages of precision manufacturing and testing.

(Continued on Next Page)

FIGART'S SELECTS

JERROLD

BEST BUYS IN ALL CHANNEL ANTENNAS

✓ **VU-831** List \$17.95
14 element 300 ohm including splitter

✓ **PXB-48** List \$26.50
15 element 300/75 ohm less splitter

✓ **PXB-65** List \$46.50
36 element 300/75 ohm less splitter

Area tested for finest performance!

FIGARTS RADIO SUPPLY

6320 Commodore Sloat Dr.
Los Angeles, Calif. 936-6218



WO-91B

5" OSCILLOSCOPE

\$269.00*

Complete with WG-300B Direct/Low Cap. probe and cable, ground cable, Alligator Clip, Clip Insulator, Green-Graph Screen, Instruction Book

USE OUR "TENICKEL" EQUIPMENT PROGRAM!

Call Today!

LOS ANGELES	723-6661
SAN FERNANDO VALLEY	781-6501
PASADENA/BURBANK	246-8373
SAN GABRIEL VALLEY	443-6907
WHITTIER/ALHAMBRA	728-7295
LONG BEACH/DOWNEY	639-6950
INGLEWOOD/REDONDO	675-4401
ORANGE COUNTY (714)	521-6700
SAN BERNARDINO (714)	889-1518

RCA VICTOR DIST. CORP.



6051 Telegraph Rd.
RA 3-6661

TRADE/TALK

(Continued)

PHILCO ANNOUNCES NEW PARTS & SERVICE MERCHANDISING PROGRAM

Philadelphia, Pa.—Philco-Ford Corporation has organized a Parts & Service Merchandising and Planning Department within its Sales and Distribution consumer parts service.

Sal Ricci, formerly National Manager, service marketing, has been named to manage the new activity, according to R. E. Nugent, general manager of

Mr. Nugent said the new Merchandising and Planning Department will be responsible for planning, promoting and advertising Philco-Ford service programs, and for increasing volume sales of Philco electron tubes, accessories and universal parts now distributed from 264 locations throughout the country.

"We are ready now," Mr. Nugent said, "to forge into a cohesive, overall concept, two first-rate customer service programs and a number of unique service and parts distribution activities. The new department will actively merchandise the dealer and customer benefits of a nationwide network of Philco Qualified Service Centers and a replacement parts availability second to none.

CURTIS MATHES OFFERS FIRST 8-YEAR WARRANTY AGREEMENT ON COLOR TV PICTURE TUBE

Dallas, Texas—The Curtis Mathes Manufacturing Company of Dallas now offers an eight-year adjustment warranty on the picture tubes in its color TV sets to retail purchasers—the first in the industry.

Each color set shipped to dealers will have an eight-year adjustment warranty attached. The dealer will sell this agreement to the retail purchaser for \$12.00, which means that the owner will receive protection at a cost of \$1.50 per year. During the first year a tube that fails would be replaced free under the standard warranty. During each succeeding year, under the agreement, the picture tube will be replaced on a sliding schedule of cost — \$25 during the second year, \$50 the third year and so on up to \$175 during the eighth year.

In all cases the customer must exchange the old tube for the new tube. The warranty is not transferable from the original purchaser and is not valid if the tube in question has been damaged through abuse.

BOOKLET BUILDS TRUST AND UNDERSTANDING OF TV SERVICE

Broadview, Ill.—Most TV servicemen's customers don't understand the costs involved in a service charge and or the resulting benefits from each service call.

A booklet, now available from Amphenol or its distributors explains the background of the TV service charge for the purpose of increasing customer respect for the TV-repair craft. It also offers advice for the customer such as, how to minimize repair costs and how to efficiently work with servicemen.

The booklet lists the costs that must be absorbed by a service charge. These include: warranty parts, specialized testing equipment, inventory, travel time and vehicles, office help, rent supplies and various taxes. Additionally, the booklet specifically describes the equipment and technical competence that is only available from an expert serviceman such as: precision testing devices, tools and basic education including periodic electronic courses, seminar and lectures to keep the serviceman abreast of the rapid advances in state of the art.

Probably the most interesting part of the booklet, from the customer's standpoint, is a section offering specific points of TV service advice. For instance, when telephoning the serviceman, the TV owner is advised to specifically describe the set's problem and give the make, model and age of the set. This way, the customer saves the serviceman time and, as a result, the serviceman then can sometimes save the customer money because service calls are based on time input.

Copies of the booklet, titled "What 'Watch Watcher' Service Means To You," may be obtained at no charge by contacting any electronics distributor selling the Amphenol line or by writing Amphenol Distributor Division, 2875 S. 25th Ave., Broadview, Ill.

Powerful TV Network Ad Campaign Slated For "Eveready" Batteries

New York, N.Y.—"Eveready" batteries will launch a powerful television advertising campaign via 23 prime time network shows during the spring and summer, it is announced by Union Carbide's Consumer Products Division.

Beginning May 12th, the coast-to-coast TV campaign will cover all three major networks and include popular nighttime comedy, variety, drama and news shows.

(Continued on Page 22)

Credit Explosion Can Hurt Small Business

By Ralph Butz

"The bad debt item is too large for a business of your type," remarked the banker after examining a financial statement presented by Osgood, who previously had asked the bank to increase his line of credit.

"It isn't much higher than the average for my line of business," Osgood replied. "The bad debt item of \$5,000 represents only two per cent on sales of \$250,000. I still show a pretax profit of \$12,500, about five per cent of sales."

"You show a gross profit of \$50,000," the banker continued, "about 20 per cent on sales. From that you deduct expenses of \$37,500, in which the bad debt item is included. It is true that bad debts represent two per cent of sales, but that two per cent grows into 40 per cent of your pretax profit."

"After all," Osgood complained, "most of our business is done on credit these days. If I refuse credit terms a competitor will get the business."

"Perhaps," commented the banker, "it would be better to let a competitor have the questionable credit customers. He won't be taking too many risks if he intends to remain in business."

According to reports issued by the Internal Revenue Service, more than 13,000 business failures in 12 months had liabilities in excess of \$1.330 million. The greatest number of failures was among smaller companies. Bad debt losses were an important factor in a large number of those failures.

Statistics prepared by IRS seem to prove that the smaller concerns often use haphazard methods to control accounts receivable and to check credit ratings of customers with reliable sources.

Tabulation of federal tax returns from large companies, firms reporting sales of \$500 million or more, indicated that credit losses sustained by these firms averaged about one-tenth of one percent on sales. This, in turn, represented slightly more than one percent of pretax profits. Going down the list,

IRS found that smaller firms reported bad debt losses as high as 46 percent of pretax profits.

The tremendous increase in trade credit during recent years, aptly described as a credit explosion, has become a problem for small firms without facilities or capabilities to sandle growing trade credit without increasing credit losses to such an extent that profits are eliminated.

Until recently economists have paid attention to the importance of trade credit in the overall financial picture, but they are now assembling data that shows how trade credit tends to increase during periods when consumer credit is declining. This anomaly was apparent during the 1954 recession when sales volume declined \$15 billion while trade credit increased by \$4 billion.

Why can large companies hold trade credit losses to a very small percentage of sales while smaller firms report losses that slice away a large portion of profits?

A large accounting firm, whose clients include both large and small companies, reports that the large firm usually has a well-organized credit department, not connected with the sales department, and supervised by a credit manager who avails himself of all the credit tools—credit agencies, banks and special investigators. Slow-pay accounts receive constant attention. The credit manager usually has enough information to know when to deny or restrict credit in time to prevent serious losses.

Credit management in a small business may be assumed by the owner or manager, but the time he can devote to this phase of the business may be very limited. He depends on his own judgement without bothering to keep his credit information files up to date. Too often his judgement is biased in favor of taking a borderline risk because he thinks he knows all the details of the customer's business and his financial background. In some cases he may extend credit for personal reasons

instead of handling the case on its merits.

Receivables are neglected. Because of personal relations he may hesitate to use proper collection procedures to avoid offending a customer of long standing. As a result, he may be financing, through trade credit, a customer who no longer is able to pay.

The tremendous proliferation of trade credit is the culmination of doing business "on the cuff." But who pays the bill for all this trade credit? Obviously, not the large concern that charges only one-tenth of one percent of sales to credit losses.

But what about the small company that surrenders a large portion of its pretax profit by using trade credit to meet competition? Apparently this is the firm that assumes a heavy burden to hold the customers that are unprofitable and unworthy of credit.

The fantastic growth of trade credit that business extends to business, an increase of more than \$100 billion in 20 years, was shown in figures released by the Federal Reserve. Not only do buyers ask for more and more credit, they also insist on longer time in which to pay their bills. "It isn't the terms we quote," remarked one executive, "it's the terms the buyer decides he'll take."

The owner of one small business admitted that credit business is becoming a burden. "We average \$200,000 in receivables on the books," he said, "and we have to increase our bank loans to maintain adequate working capital. We should be able to collect interest from buyers who benefit from extended credit terms. Instead, we have to charge interest on bank loans to our expenses. It reduces profits while sales are increasing."

By and large, the small businessman is undercapitalized to finance his own business and that of his customers through trade credit. That is one of the reasons why pressure grows to the point of insolvency for too many small firms.

TRADE/TALK

(Continued)

VIKING NAMES

LON CANTOR

DIRECTOR OF MARKETING

Lon Cantor has joined Viking Industries, Inc., Hoboken, New Jersey, as Director of Marketing Services, it was announced by Robert Baum, Marketing Vice President.

In making the announcement, Robert Baum, Viking Vice President said, "We needed a man of Lon Cantor's strength and experience. He is expected to play an important role in our continued growth."

Viking, a major factor in the fields of CATV, MATV, ETV, WRE and Cable, has gone from \$6 million in 1963 to an estimated \$16 million in sales for 1966.

In the newly created post, Mr. Cantor will be responsible for Viking's entire Marketing effort. He plans to institute intensive sales and technical training programs, plus new marketing approaches. His responsibilities will also include advertising, public relations, direct mail, trade shows and sales promotion.

Mr. Cantor was formerly Director of Advertising and Public Relations for Jerrold Electronics, and Advertising Manager of Blonder-Tongue. A trained electronic technician, he has had extensive experience in merchandising electronic products.

LOS ANGELES TOP U.S. MARKET FOR COLOR

Los Angeles, California—The latest figures from the Advertising Research Bureau indicates that the Los Angeles area is the top color market in the United States. According to the Bureau, over 28 per cent of the homes in the L.A. market have color sets as compared to the national average of 17 per cent. The actual number set by ARB for this area is 974,000 color sets.

The next highest penetration is 26 per cent of the homes and that is in San Diego with Fresno, Las Vegas Nevada and Marion Indiana also holding this percentage.

Excise Tax Looms As Major Set-back To Sales

Los Angeles, California—Most observers agree that the latest announcement by the White House concerning a special excise tax on television, in order to finance educational TV broadcasting, will be a major set-back to sales. Although Congress is not expected to levy the tax this year, many national associations are gearing for an all out attack on the problem. Leading the fight may be the Electronic Industries Association (EIA) who are expected to counter the proposed tax with a new method of raising revenue to finance this government program.

CLASSIFIED ADVERTISING

FOR SALE

6 neon signs (red and green) @ \$10.00 ea.
2 Transformers @ \$10.00 ea.
Zenith, Motorola, Sony, Voice of Music, Sylvania, Electrohome of Canada
4'x6' double face sign (Zenith) TV \$90.00
8'x8' lighted motorola radio and phono display fixture like new — \$50.00
40 ft. exceptional work counters, 3 ply rubber covered, strip outlets — make offer
25 ft. work bench, same construction, with overhead I beam and traveling instrument carriage — make offer
10 ft. in diameter, steel frame, 8 sided revolving tube shelves. 260' lin. ft. of shelving. Access to tubes from sales counter and work shop. Storage inside unit. — \$125.00.

Everything may be seen at Morgan Television Service, 1322 E. Chapman Ave., Fullerton, California, Tel. 871-2724.

FOR SALE

Sams PHOTOFACTS sets 1 thru 656 complete and in good condition. Most like new. Also Sam's Transistor Manuals 1 thru 75 like new. Photofacts in used but usable file cabinets. Reasonable. Make offer. Al Poage, 927 Colorado Ave., Palo Alto, Calif. Phone 321-2965.

HEALTH PLAN OFFERED

SAVE more than 40% on your Hospitalization Plan. Call J. Wartels—Insurance Counselor to Electric League.

JACK M. WARTELS

CR 8-0543 TR 8-0161

USE OUR WANT ADS

HUNDREDS OF WORKING USED LATE MODEL THIN LINE—PORTABLES

Low shipping costs anywhere

TV brokers WE 1-6622

4920 W. Pico, L.A. 19, California

CHANNEL MASTER

DISTRIBUTED IN CALIFORNIA BY:

ANDREWS ELECTRONICS

1500 W. Burbank Blvd.
TH 5-3536

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

HURLEY ELECTRONICS

2101 N. Fairview, Santa Ana, 638-7220
IN

Inglewood: 679-2276
Ontario: YU 6-6538
San Bernardino: TU 5-0721
Long Beach: HE 6-8268
Oxnard: HU 3-0133
Oceanside: SA 2-7694

KIESUB CORP.

311 W. Pacific Coast Hwy.
Long Beach 591-1335 & SP 5-1428
IN

Anaheim: KI 7-3527 & 865-0688
Bakersfield: FA 7-5535
Oxnard: HU 3-9541
San Bernardino: TU 5-6807
Van Nuys: ST 1-3930

MILLER'S RADIO & TV SUPPLY

530 East 8th Street (94606)
Oakland, 834-9185
IN

Santa Rosa, 542-5423
2076 Armory Drive (95401)
Walnut Creek, 934-3000
1263 Arroyo Way (94596)
San Rafael, 453-1130
134 Jacoby Street (94901)
Hayward, 537-5833
21726 Meekland Avenue (94541)
San Jose, 295-6818
522 So. Bascom Ave. (95128)

NORCAL ELECTRONICS

1115 "R" Street
Sacramento, 442-9041

WESTERN RADIO & TELEVISION SUPPLY CO.

1415 India St., San Diego
BE 9-0361

This **Remington** PREMIER PORTABLE TYPEWRITER

FREE



**WHEN YOU BUY THIS RCA WR-64B
COLOR BAR/DOT/CROSSHATCH
GENERATOR...THE ESSENTIAL
COLOR TV TEST INSTRUMENT**

Here's a deal you can't afford to miss! A FREE Remington portable typewriter—yours when you purchase the essential color-TV test instrument—the RCA WR-64B!

Just imagine how handy your new typewriter will be—in the shop or at home. You'll use it almost as much as you use the RCA WR-64B—standard of the color TV servicing industry.

Here's how to get your FREE Remington Typewriter. Mail in the warranty card plus the gold label from the shipping carton of your new RCA color bar generator to RCA Test Equipment Headquarters, Bldg. 17-2, Harrison, N.J. We will ship your new Remington portable typewriter to you direct, freight prepaid. But remember—this offer covers only equipment purchased between February 1, 1967 and May 15th, 1967. To allow for postal delay, we will honor cards postmarked up to May 31st.

CALETRON

San Francisco: 33 Gough Street, MA 1-3400
Fresno: 2930 Butler Avenue, 268-8411
No. Sacramento: 320 Commerce Circle, 922-5885



The standard of the Color-TV Servicing Industry. Generates all necessary test patterns—color bars, crosshatch, dots plus sound-carrier. **Only \$189.50***

Plan NOW to take advantage of this BIG offer—a FREE Remington portable typewriter with your purchase of an RCA WR-64B color bar/dot/crosshatch generator.

*Optional Distributor resale price. All prices subject to change without notice.

RCA VICTOR DISTRIBUTING CORP.

Los Angeles: 6051 Telegraph Road

LOS ANGELES	723-6661	LONG BEACH/DOWNEY	639-6950
SAN FERNANDO VALLEY	781-6501	INGLEWOOD/REDONDO	675-4401
PASADENA/BURBANK	246-8373	ORANGE COUNTY (714)	521-6700
SAN GABRIEL VALLEY	443-6907	SAN BERNARDINO (714)	889-1518
WHITTIER/ALHAMBRA	728-7295		

Channel Master's all-new color tubes.

It's a tough operation but the color lives!

Clean from America's most modern color tube plant...for your growing replacement tube market...come Opti-Chrome rare-earth phosphor color tubes. New-all-through from glass to gun!

Making a color replacement tube is far more critical than making one in black-and-white.

No consumer product in the world calls for a more scientifically exacting combination of chemistry, optics, mechanics, and electronics. Even indoor climate control (and yes, a dust-speck) can make a big difference in a tube's life or performance.

So we start in a brand-new automated plant, devoted exclusively to color tubes (the most modern in the country). And we work in a clean, dust-free atmosphere...under rigidly controlled humidity and temperature conditions...with components that are new-all-through.

We use only brand-new glass, brand-new screens, brand-new shadow masks, brand-new guns, and only rare earth phosphor. And we use them all with surgical precision and know-how.

Along the way, we watch every tube like a hawk from start to finish. And boy are we tough! The tube must pass 41 separate inspections by man and machine before it can be sealed in its carton.

But the final result is Opti-Chrome: an optically perfect rare-earth replacement tube that glows with optimum brilliance and will last for a long, long time. A replacement tube designed to be worthy of your customer's big color-set investment. One built to make that set work like new and to show the picture in its true colors.

Opti-Chrome: the rare-earth color replacement tube that means business.

CHANNEL MASTER

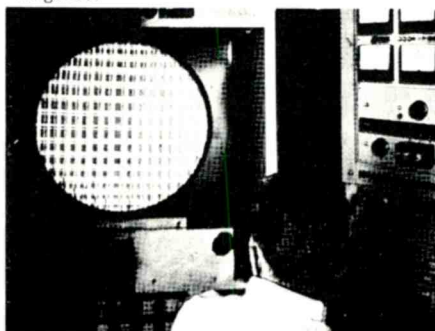
Color Tube Division, Ellenville, N.Y.

And remember: for the economy minded, Channel Master offers a complete line of highest quality sulfide color replacement tubes.

Every size and shape of color tube can be produced simultaneously in our spotlessly clean plant...to serve your replacement market needs.



Final check-out. To make certain it matches the performance potential of modern color TV sets, every color tube is individually checked for convergence.



When finally sealed in its carton, the Opti-Chrome tube has passed 41 separate inspections with flying colors. There is no finer replacement tube anywhere.

