

MODERN

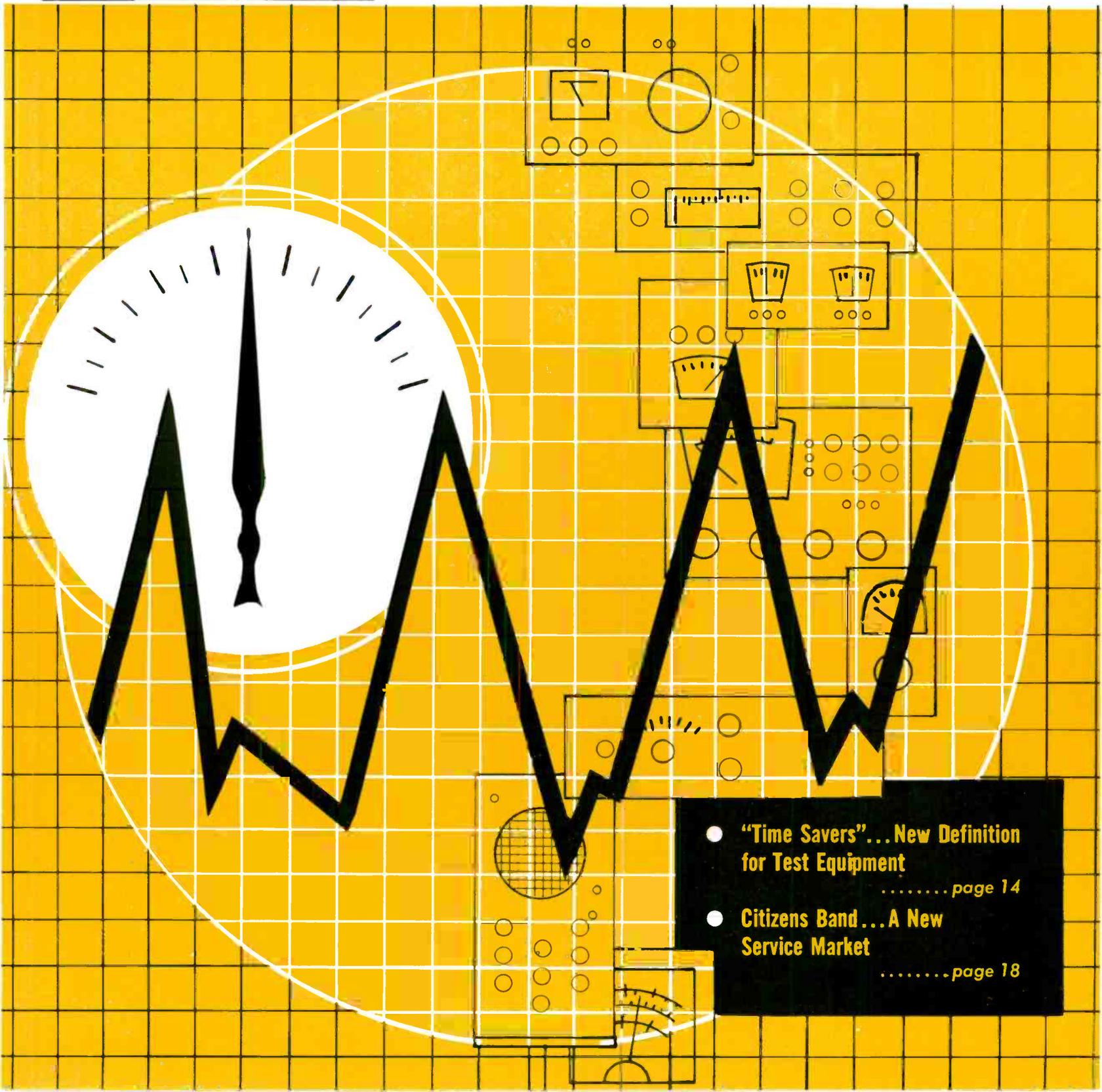


electronic service dealer

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

VOL. 1, NO. 3

JULY, 1961



- "Time Savers"... New Definition for Test Equipment page 14
- Citizens Band... A New Service Market page 18



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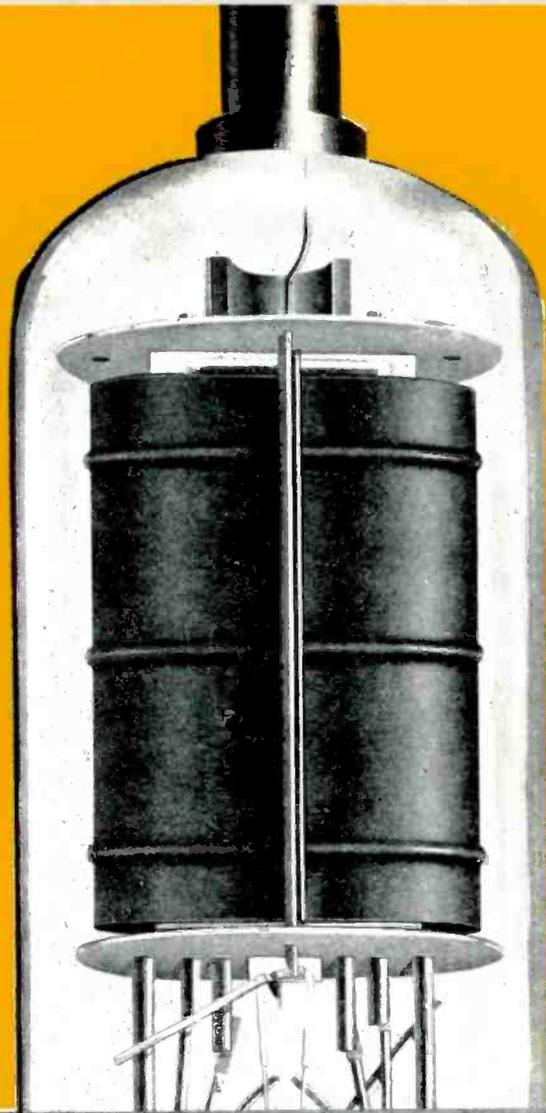
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MODERN

electronic service dealer

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Official Publication

CALIFORNIA STATE

ELECTRONICS ASSOCIATION, INC.

1029 E. Belmont, Fresno 1

AD 3-4628 — DU 2-8331

Fresno Los Angeles



Modern Electronic Service Dealer is Published Monthly
at 618 So. Western Avenue, Los Angeles 5, Calif.
DU 9-3230 by Associated Publications.

JULY, 1961

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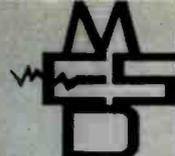
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MODERN

**electronic
service dealer**

EDITORIALLY SPEAKING



DON MARTIN

ALL INDUSTRY CONFERENCE AIRES DEALER PROBLEMS

As I mentioned in the last issue, I attended the All-Industry meeting at the May Parts Show in Chicago and came away with some interesting ideas on the problems of the service dealer within the manufacturer-distributor-dealer pattern.

One of the most stimulating things about this conference was a forthright address by Frank J. Moch, executive director of the National Alliance of Television & Electronic Service Association (NATESA).

Commenting on the chaos which exists in many parts of our industry, Mr. Moch urged that the entire industry re-appraise its practices and methods. He laid out a nine-point program advocating liaison among all phases in the industry; a speakers bureau of specialists to address other segments of the industry; a re-appraisal of service policies set by manufacturers and distributors, such as total warranty length, labor warranties and advertising of labor rates; re-appraisal of wholesale selling practices; consumer education on service aspects and pricing; realistic policies by set distributors on in-warranty replacement parts; mutual non-encroachment by different phases of the industry; mutual cooperation between broadcasters and servicers; and, most important to us, recognition of the important contributions of independent service dealers to the welfare of all phases of the industry, and the rendering of all necessary assistance to service dealers to enable them to stabilize their affairs according to their own plans—including specifically licensing.

This is a pretty far-reaching and ambitious program, but to my mind, most of it is entirely praiseworthy and should be put into action if at all possible.

We firmly believe that the present disturbed and economically unsound condition existing among service dealers is largely the result of widespread violation of common-sense principles by other phases of the industry.

For one thing, we see a definite trend toward over-expansion by set and component manufacturers, on the basis that they must grow and expand at a rapid rate. This has resulted in an unnecessary degree of competition which has killed off many companies.

We could understand this vicious competition if it led to lower consumer prices and resulted in more buying by the public. Instead, it has led to the rise of discount houses through which manufacturers get rid of their surplus production at a reduced price which threatens the existence of the legitimate service dealer.

And yet we must report, to our sorrow, that many tube and component producers are closing their eyes to the damage being done to their traditional customers, the independent service dealers, and are aiding the cut-price outlets in what is certainly unfair competition.

Parts distributors in many cases have taken to selling at retail—but at wholesale prices. This robs their legitimate customers, the service dealers, of much tube and component business and surely comes under the heading of unfair competition.

All in all, conditions have become so bad that the possibility of government intervention and investigation is very near. This may result in some desirable changes, but the industry can hardly hope to void a great deal of unfavorable publicity, which it can ill afford.

None of the independent service dealers with whom we have spoken wants to see this, nor do they want to engage in any collusion to set prices or restrict trade. There is enough business in this expanding and vigorous industry for every service dealer to have his just share and make a good living.

But some kind of cooperation must be set up among the various segments of the industry to make this a reality rather than something to be desired. Service dealers must be willing to cooperate with other elements of the industry, but in turn every service dealer must insist on an end to practices which lead to cut-throat competition.

The All-Industry conference at the Parts Show was a valuable first step toward a mutual airing of grievances. The next step is to get together to work for a correcting of the evils which beset our industry. That is an aim toward which he should all be working.

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The POWERTRON antenna is an all channel yagi antenna with a built-in high gain RF amplifier in one integral unit. It comes equipped with a power supply that lowers 117 V. AC to a safe power supply which is fed up the lead-in to the antenna. It is 5 to 9 times more powerful than any other antenna made.

With POWERTRON you can get your customers many channels they couldn't even see before. You can also run up to 10 TV sets with a POWERTRON and all of them will have a better picture than they can obtain with their present antenna.

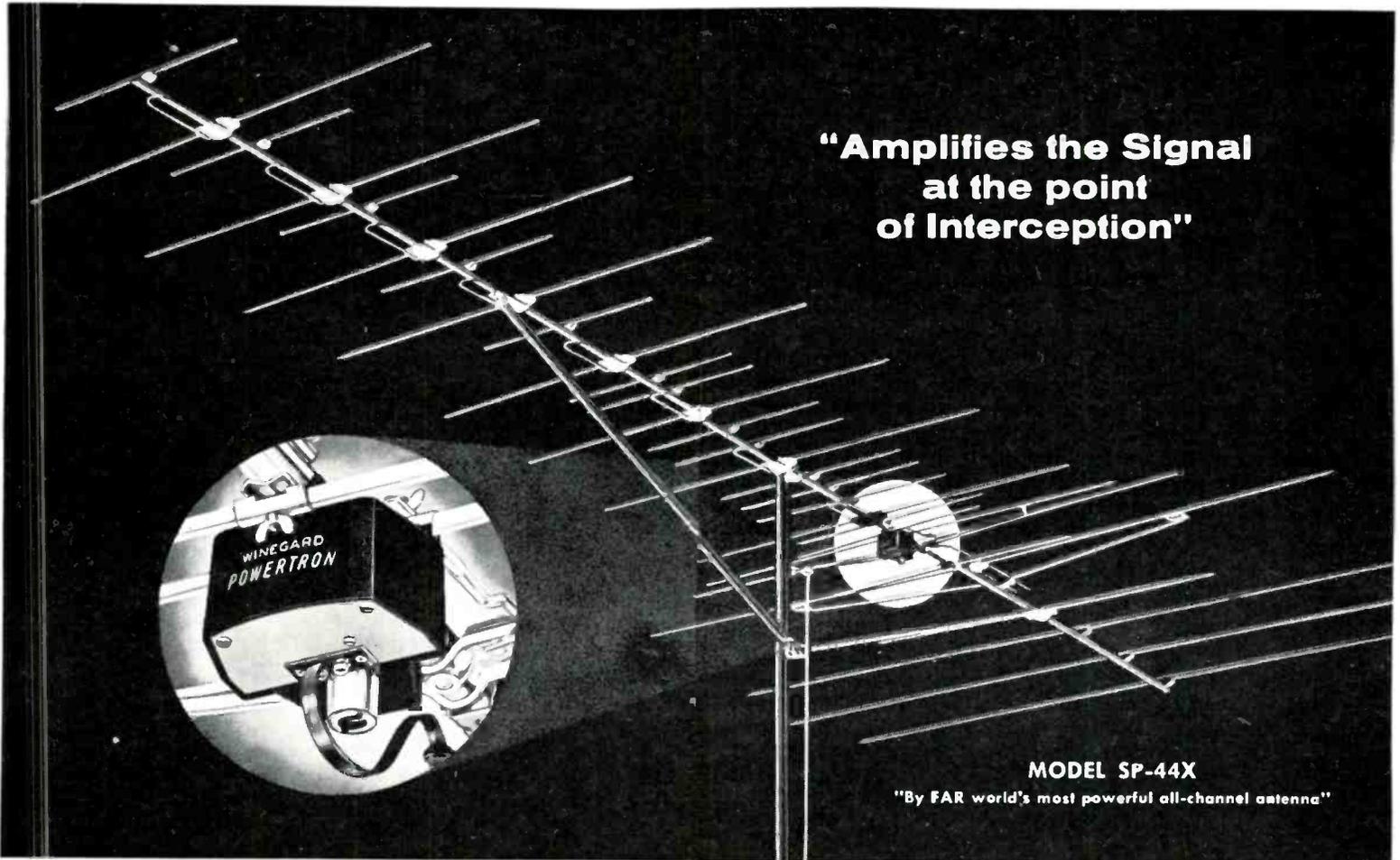
You can make your installations 30 to 40% lower in height with a POWERTRON without affecting reception, in most cases.

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In short, this antenna is amazing. But don't take our word for it. Try a POWERTRON and see for yourself. Take a field strength meter reading with your present antenna and then take a POWERTRON reading. When you see the meter jump 5 to 10 times . . . and see the sharp, contrasty reception you get, you'll be convinced . . . and so will your customers.

Also available are two new precision amplifiers and accessories that are ideal for Hotels, large Motels, Apartment Buildings and Cable Systems.



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. . . will greatly improve every channel. Weak, faded pictures become crisp and clear. "Good" channels will be even better. In many areas you'll watch channels you couldn't possibly see before. Because Powertrons are powerful enough to drive up to 10 TV sets, you can have plug-in outlets in every room . . . and in many locations you can install a Powertron lower than other antennas.



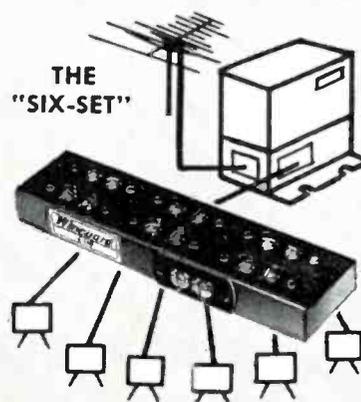
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30-Elements



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RI 8-1271

NYSTROM BROTHERS CO.

2426 Fourth Ave., San Diego, Calif.
BE 4-7231

LETTERS TO THE EDITOR:

Mr. James Wakefield
California Electronics Association
1029 Belmont Avenue
Fresno, California

Dear Jim:

In the May issue of Quinn's Magazine, Page 30, appeared a very damaging article which I am sure was a mis-quote and incorrect statement. You and I both know that APA did not withdraw its support of AB 265—even if we did withdraw from the bill itself. Our voluntary withdrawal from AB 265 was so as not to jeopardize your chances for getting it through because of the great opposition to the appliance end.

We have continued to support your efforts and all chapters and leaders of APA have been advised accordingly.

Since the Quinn's article, several CSEA people have "read" APA down by saying we let them down and I believe the story should be made very clear and Quinn's straightened out. I certainly hope both of our associations grow together and not fight each other by mis-quoted statements.

I haven't spoken to Martin in three months and was surprised to see that he had quoted me.

Sincerely,
Gerson D. Ribnick
Managing Director

Editor's Note: Mr. Ribnick is right, APA did not withdraw its support of AB 265. We did not intentionally misquote him and if we have caused any concern between the two Associations we sincerely apologize. These two groups have worked hand in hand for many months in the fight for licensing and full credit must be given to Mr. Ribnick and APA for the outstanding work they have accomplished.

Dear Mr. Quinn:

A recent copy of your fine magazine has just come to my desk.

While I may not, wholeheartedly agree with some of the editorial contents, may I take this opportunity to compliment you and your staff on the excellent character, format and contents of your publication.

It is true that several years ago we chose to follow the course of distribution into Industrial accounts rather than try to do a half job with both the Industrial

and Service Dealer, but since I have come to know thousands of Service men over the past 37 years and count them among my friends, our interest lies in their welfare.

Please accept our best wishes for your continued success.

June 12, 1961

Yours very truly
V. N. Zachariah

Editor's Note: We wish to thank Mr. Zachariah for these fine words and hope that he will continue to read our publication and to offer any suggestions, at any time, that will help to improve its contents in the years to come.

Dear Mr. Quinn:

I am sorry that you were unable to join us Thursday and Friday for NEMA's first Western Conference, but I suppose that other more pressing matters interfered.

However, in the hopes that you will be interested in some of the talks that were given during the two days, I am enclosing complete information.

With best wishes, I am

Cordially yours,
Russell Gingles, Public
Relations Director, National
Electrical Manufacturers

Editor's Note: We're sorry we couldn't join you, too, Mr. Gingles. Maybe next time, when the press of immediate problems and deadlines isn't so great. Thanks for the information, which will be reported in our next issue.

Sir:

We have just received the second edition of your magazine.

It is our feeling that FINALLY a publication is being produced that will help the general industry in an area where in the past there has been an absence of the particular type of articles which will be extremely helpful. That area being the business management, public relations, book and record keeping systems, and inventory control.

In the past, the majority of the publications related to our industry have pertained primarily to servicing and repairing techniques. A great number of businesses have failed, as the records will show, because of the inability of individuals in recognizing the importance of business management and book-keeping. Many good technicians have lost numbers of dollars and a great deal of time in attempting to establish a business and ultimately finding them-

selves bankrupt because of this lack of business management.

Keep the articles coming.

Sincerely,

P. L. Soto, Service Manager
Lucky TV
La Puente, Calif.

Editor's Note: Thanks so much, Mr. Soto. We agree that too many service dealers fail to consider business management methods as an important part of their operation. We intend to stress proper management techniques in every one of our future issues, in the hope that we may help some dealer solve a tough problem or two. If you have some tips or ideas, we'd like to see them.

Modern Electronic Service Dealer
4041 Marlon Ave.
Los Angeles 8, Calif.

Re: Your Article "The bloodshot eye"

I read your article with great interest. I have installed dozens of rebuilt CRT's only to see them dim and blurry a year later.

In my opinion the main trouble is the re-use of the old screen by rebuilders. Therefore, I destroy *every* screen of the duds I turn in, this is a safety factor in storing too. I have recommended the following procedure to many service men. If all would follow my trick, the quality of rebuilt CRT's would vastly improve by forcing the rebuilders to re-screen (and wash) the CRT's then age them etc., etc.

Lay the CRT face down and cover the gun (and tube) with a heavy rug or burlap sack, the latter having a half inch hole. The hole is placed over the keyway of the plastic base. With a small screwdriver and a small hammer gently tap a hole through the plastic and then through the glass stem. The intruding air will blow out the center of the phosphor screen, and there is no more danger of implosion in handling the dud. For those who think this procedure (it takes only a few seconds) is unusual: Similar methods are used in any rebuilding plant—how else could they put in a new gun or weld—on a new glass-stem?

My procedure should be propagated nationwide. If the rebuilder refuses to accept the dud, then this is the best proff in the world that he wanted to re-use the old contaminated, dim and gas-releasing-in-the-future screen . . .! Some rebuilders even write on their price-list: "Returned glass-envelopes must be under High-Vacuum."

Yours truly,
Pierre L. Tissot
Tissot TV



• business flashes •

Small manufacturers are "in the most vulnerable position with respect to the impact of increased electronic imports," the Electronic Industries Association's Small Business Committee said in its annual report to the EIA Board of Directors.

Reporting for the committee, C. J. Harrison of Rixon Electronics, Inc., the chairman, emphasized that the electronics industry "includes thousands of small manufacturers producing 'bits and pieces' for assembly in many and varied complex electronics equipments."

"The electronic industry, by its very nature, is a prime target of foreign competition," Mr. Harrison said.

Annual reports of the association's Electronic Imports Committee and Tube and Semiconductor Division also reflected industry concern over imports.

The report of the imports committee, meeting today, called attention to a 22 per cent climb last year, over 1959, in imports of radios and radio parts from Japan "whose modern, but low-wage electronic industries have achieved greater penetration of U.S. markets than all other major foreign producers combined."

The committee chairman, Robert C. Sprague, chairman of the board of the Sprague Electric Co., reported that final 1960 imports figures, recently available from the Department of Commerce, "showed nearly 90 per cent of all Japanese electronic imports into this country to be concentrated in the radio and radio parts category."

The 1960 Japanese electronic imports total was valued at nearly \$79.5 million—more than 53 per cent of all electronic imports—and \$54.5 million of this was in transistor radios, Mr. Sprague said.

"A lower rate of radio and parts imports, compared with the 1960 monthly average, was noted for the first two months of 1961, but February shipments from Japan rose over January to lend substance to industry expectations that end-of-1961 figures will show another rise in Japan's business in this category," Mr. Sprague said. "Increases also are expected in other categories of Japanese electronic shipments, particularly in television receivers."

The report called attention to widely held fears that Japanese portable radio imports may be "but the beginning" of Japanese penetration of other U.S. electronics markets with "cost advantages inherent in wages about one-fifth U.S. rates."

The Tube and Semiconductor Division

Continued Next Page

CSEA ANNUAL MEETING SHOWS POWER OF UNITY

Early last month the California State Electronics Association held its annual meeting in Fresno with well over 100 officers and delegates taking part in the two-day work program.

PUBLIC AFFAIRS GROUP ACTIVE IN LEGISLATION

In addition to campaigning vigorously for the passage of AB 265, the Licensing Bill for servicemen, the CSEA Public Affairs Committee is keeping a close eye on two other measures before the State Assembly, according to committee chairman Keith Kirstein.

Reporting to the CSEA Convention in Fresno last month, Kirstein said that his committee is giving consideration to Assembly Constitutional Amendment 73, submitted by Assemblyman Don Allen of Los Angeles. The amendment deals with pay TV, and has a strong bearing on the future of television servicemen throughout the state.

Assembly Bill 2172 is also of concern to servicemen, says Kirstein. This bill, sponsored by Assemblyman Hawkins, relates to Journeymen on-the-job training.

CSEA to Back Apprenticeship Program

Although it has not yet met on a state-wide basis, a Joint Apprenticeship Council has been set up by the CSEA and will hold its initial meeting this summer. Executive Director James F. Wakefield reported at the CSEA convention in Fresno last month.

Plans call for swift activation of a complete program to be offered to the school systems for the state of California through local chapters. August 1 has been set as a deadline for the activation of the program.

This was not the usual type of social activity that marks many of today's so-called "Conventions." Here was a group of dedicated men who were interested in only one thing . . . getting the job done. You couldn't help but be impressed by the business like way in which the Board of Directors gathered on Saturday and proceeded through an agenda that started at 9:00 a.m. and concluded, for some committees, as late as 2:00 a.m. the next morning.

What could take so much time and be so important to cause this lengthy program? There were many things. First, and of greatest importance, was the report by Keith Kirstein on the progress of the Licensing Bill. On page 10 you will find his report but for the record, I spent two days in Sacramento myself, the last week of the legislature, and know that everything humanly possible was done to bring this bill into law and except for one or two men it would have been passed.

The people who attended the meeting in Fresno deserve a great deal of credit for when the plea went out for additional funds to push this bill through every man made that extra effort that proved the power of unity with overwhelming success.

The two day program also included special reports from such important committees as Membership, Apprenticeship, etc. In the months to come I hope to report on each of these programs under separate articles so that everyone will be able to know just what is being done by the Association in its effort to make the Television Service Dealer Industry one of the greatest in the nation.

BUSINESS FLASHES CONTINUED*

report, presented at its meeting by the chairman, William J. Peltz, vice-president of the Lansdale Division of the Philco. Corp., noted last year's decline from 1959 in factory sales (see table below) of electron tubes and the "substantial increase" in semi-conductor sales. The report then added:

"At the same time, Japanese exports of electron tubes to the United States showed that 16,572,000 units valued at \$4,598,000 were shipped during 1960 as against 7,911,000 units valued at \$2,088,000 in 1959.

"The Japanese also reported shipment of 3,415,000 transistors valued at \$1,758,000 in 1960 compared with 2,393,000 units valued at \$1,581,000 during 1959. Shipments of other semiconductor devices from Japan amounted to 776,000 units valued at \$88,000 in 1960 compared with 597,000 units valued at \$92,000 in 1959.

"This is only a minor portion of expanded electron tube and semiconductor imports into this country as the above figures do not include components in radios, television receivers and other end equipments. Radio receivers alone from Japan rose from 6,052,000 units in 1950 to 7,871,000 during 1960."

FACTORY SALES OF TUBES AND SEMICONDUCTORS
(In Millions)

	1959		1960		Jan-Feb 1961	(Units) 1960
	Units	Dollars	Units	Dollars		
Receiving Tubes	433.0	\$ 369.0	393.0	\$ 332.0	52,146	64,101
TV Picture Tubes	9.5	184.0	9.0	181.0	1,437	1,536
Transmitting and Special Purpose Tubes	6.9	222.0	6.5	233.0	—	—
Total Tubes		\$ 775.0		\$ 746.0	53,583	65,637
Transistors	82.0	\$ 222.0	128.0	\$ 301.0	25,454	19,134
Diodes & Rectifiers		166.0		224.0	28,142	29,335
Total Semiconductors		\$ 388.0		\$ 525.0	53,596	48,469
Total Tubes and Semiconductors		\$1,163.0		\$1,271.0		

Factory sales of television picture tubes and receiving tubes dropped back in April from the year's monthly high in March, the Electronic Industries Association's Marketing Data Department reported today.

The latest compilation showed 722,110 picture tubes valued at \$14,293,375 sold at the factory during April, compared with 936,098 at \$18,725,111 sold during the previous month. A total of 28,687,000 receiving tubes worth \$24,392,000 were sold in April, against 36,635,000 units worth \$30,719,000 in March.

The number of picture tubes sold during the four-month period remained higher than the total during 1960, along with the value of the units. However, cumulative receiving tube sales dropped in number and total value below those of the same period last year. The totals are shown below:

FINAL REPORT ON LICENSING BILL No. 265

by Keith Kirstein

Public Affairs Committee Chairman

The licensing bill backed by CSEA has come to a grinding halt. The bill was caught between some political rivalry and suffered the fate of being at the right place at the wrong time. The bill, as it now stands, is in the Senate Business and Professions Committee and scheduled for Interim hearing this summer.

A final review of what has happened from the very beginning. CSEA, through their local Associations and the State Committee, proposed a licensing bill to be presented to the 1960-61 Legislature. At the same time a bill was being heard in an Interim Committee which included our industry and was very similar to our own bill. It was felt by the CSEA Board that we would be much wiser to go along with APA and promote this bill which turned out to be AB-265. By joint action between APA and CSEA, Assemblyman Bill Grant from Long Beach was asked to author the bill. Harry Tarnoff was selected as Legislative Advocate and we progressed from there. Before the bill was submitted we received 47 co-authors from the Assembly. During the next five months all types of opposition were met and solved. There were a total of six amendments made to the bill as recommended by different departments within the State of California; such as Finance, Business and Professions, Legislative Auditors, Legislative Counsel, etc. The only change that affected the bill was one made in the Governmental and Efficiency Committee hearing, and this was to leave out the certification of technicians. It was felt by the Committee that it would be better to start with just the licensing of shops and at a later date bring in the technicians. The only known opposition to the bill that continued was the California Retail Association and many Better Business Bureaus. This, we will discuss at a later date. At this time I don't feel that they had too much to do with the final action on our bill. The bill was heard in the Governmental Efficiency and Economy Committee and came out of this Committee by a unanimous vote for "do pass". The bill was then sent to the Finance Committee and was stalemated there because the State Budget had not passed. The reason it was held up in the Budget Committee was because an appropriation was necessary to get the bill started. Even though this appropriation would be paid back by the licensing fees, it still had to be approved by the Finance Committee. Through a great deal of effort we were able to get it out of the Finance Committee and on the floor before the budget was released. This was done by securing a letter from the Governor. The bill was brought out on the floor of the Assembly and was voted on and passed by the amazing vote of 58 to 6, one of the largest positive votes for any licensing bill that has ever been passed, and the only licensing bill to have been passed by the Assembly this year. With this type of vote in the Assembly we felt as if we had things going our way. The bill was then sent to the Business and Professions Committee for their approval and then was supposed to go to the Finance Committee and back on the Senate floor with plenty of time to get it through this year. It was in the Business and Professions Committee that we hit a snag. The story is still quite clear exactly how we fit into the battle that was raging between the Senate and the Assembly the latter part of the session, but we do know that we were involved in it. We know we had the necessary majority votes on the Committee prior to the time they met, but at the hearing one man in particular, was very outspoken

(Continued Next Page)

**FINAL REPORT
BILL NO. 265**

(Continued from Page 10)

and moved that the bill be sent to the Interim Committee for more study.

Where do we go from here? The backers of this bill, by backers I mean most of the members of the Assembly, the Legislative Advocate, and many other people that we have on our side, feel there are a couple of things we can do. First, the most costly and the hardest to do would be to have a referendum. Secondly, the one that I recommend, and this was the thought of many Assemblymen and Senators I contacted, was that we go all out in having the Governor put this on the agenda for the Budget Session next March. It is felt that with the support we had in the Assembly, the real need for this type of legislation, and the *working over* of a couple of people before this time, this could possibly be the most inexpensive and the fastest way. However, it would take a supreme effort on our part to get the Governor to put it on his Special Session agenda. The fact that the Governor needs something that affects every voting person and all children in the State of California, this would give him an issue in which he could gain in popularity with the people. The third way is to go through the Interim Committee again and wait two years. This time the Interim Study would be made in the Senate. Therefore, if we could get it out of there we are almost certain of passage. I know that we have made enough noise and a good enough impression at the State Capitol that it would be foolish to drop it. I feel that the supreme effort we have just made should not go for naught. I feel that we were, and are, on the verge of making our industry a profession rather than the lowly rated occupation it is now. I am also positive that the need for protecting the public from unscrupulous service people is a must.

Keith Kirstein, Chairman
Public Affairs Committee



ROBERT WHITMORE

Annual Meeting . . . Past and Future Discussed

Many things were discussed at our annual meeting which for many of us was quite a long weekend. However, I feel sure some things were resolved, and food for thought was given on others. We need to all get behind the move for Association activities in order that we may grow and prosper.

Our magazine, I think is looking better with every issue. Certainly Mr. Martin is due a vote of thanks for the job he has done so far, hoping always for better and bigger dividends to come. I ask each and every one to help in any way he can in getting more advertising for our publication. It is through this media, more than in any other way, that I think we can tell our story to the many who are not among our ranks.

I wish to take this opportunity to thank last year's Board of Directors for the cooperation given me. At the same time I extend the hand of welcome to the newly elected directors, and thank them for the confidence placed in me for the forthcoming year. I feel sure that through our discussions we come away from our meetings with an enlightened approach which I hope will be beneficial to us all.

Much ground must be covered during this next year. To do the job however, we will need the suggestions and ideas of each of our members, and from those who are not members as well. We invite your criticisms and complaints, for without them we have no way of knowing what the membership wants. Too often, it seems the complaints are many, the constructive criticism lacking. We of the board cannot possibly know what every individual is thinking and can only do what seems best to us. We shall surely make mistakes. We hope they will be few, but ask your indulgence, as we too are only human.

It is my hope that our committees can become more active in the year ahead for it is here much of our work is done. One committee in particular I want to see really get going is the Sales Tax Committee. This is one of the most important of our association I think. Another is our Planning Committee. I am not trying to take anything away from any of the others, as they are all important, but these two I think are of tremendous concern, to the future of our association.

CSEA CHAPTER NEWS

Burbank-Glendale
Second Thursday of Each Month
Genio's Restaurant
1420 W. Olive, Burbank
Pres.: Everett Pershing
Sec.: Ralph Singleton

News Editor: Ralph Johonnot

Our guest speaker for last month's meeting was Mr. Robert Hahn, Service Manager for Philco Los Angeles who introduced Mr. Bob Gage, manager of the Parts Dept., and Mr. Tom Wolfe, area salesman. Mr. Hahn gave a very interesting technical discussion on Video amplifiers and remote controls servicing.

During the evening the members discussed our State Licensing Bill, a report on the state convention in Fresno and the very successful TV publicity we received from Tom Franklin on Channel 5.

Next month our guest speaker will be Mr. Wally Rubin from Mercury Test Equipment Co., who will speak on Test Equipment and its use.

Chapter 13-San Diego
Dark Next Month
Pres.: Gene O'Brien
Sec.: G. S. Lowell
News Editor: Alex George

On June 6th we held our annual election of directors for next year and they included: Clifford T. Coons, P. E. Fort, Howard Ellis, G. S. Lowell, Walt Meekins, Gene O'Brien and Earl Robbins. The new Board then elected their officers for the coming year and they included: Gene O'Brien as President; Howard Ellis, Vice President; and G. S. Lowell as Secretary-Treasurer.

Our guest speaker for the evening was Mr. Wm. A. Stone, Regional Manager of Simplified Tax Records, Inc., who presented a tax preparation, record keeping and business management system for the small businessman.

Our meeting for next month is dark but Chapter 13 and Chapter 18 will have a booth at the San Diego County Fair at Del Mar, June 30 through July 9. The purpose of the booth is to acquaint the public with our association.



The Question:

**WHAT HAVE YOU FOUND TO BE YOUR
BEST FORM OF ADVERTISING**

Pres Sweetland
Radio & Appliances
5055 Eagle Rock Blvd.
Los Angeles 4, Calif.

I've tried everything and find that newspaper advertising in our local papers does the best job for me. Our ads stress the fact that we service everything we sell—usually within 24 hours. The metropolitan newspapers haven't been very productive, and they are costly besides. But the local papers are widely read by our area and they bring in a lot of new business.

Direct mail hasn't been too good. We once sent out 4000 circulars for a Motorola Stereo contest which offered a lot of excellent prizes. Only four people responded, and three of them hadn't read the circular closely enough and thought all they had to do was come in and get their prizes. None of the four bought anything.

But local ads, emphasizing that merchandise is no better than the dealer you buy from and stressing our excellent service, has proven to be a real business-getter.

Edwin J. Fowler
Avalon Radio
4717 So. Avalon Blvd.
Los Angeles 11, Calif.

I haven't done much advertising the past year, largely because there are no really good local newspapers in my area.

But I make it a point to stop in at garages and service stations in my area and leave my cards and, in some cases, posters. I have made friends of many garage owners and service station men, and they refer a lot of business to me, especially on car radios.

The most important kind of advertising, I think, is word of mouth advertising, and I go all out to get it. I have been at this location 35 years and make it a point to know my neighbors. I used to have some success advertising in a Spanish-English dictionary and directory. Lots of Spanish-speaking people would call me whenever they needed service. But that business dropped off after a while, so I discontinued my ads.

George D. Sneed
Sneed's Radio, Elect. & TV Service
5712 So. Central Ave.
Los Angeles 11, Calif.

I have been very well satisfied with the results of the word-of-mouth advertising I get in my business area. I don't do any newspaper advertising, but I make it a point to check on previous customers, call them up from time to time to ask if everything's all right and how their equipment is holding up.

They appreciate my interest and recommend me to their friends. In addition, whenever anybody new moves into the neighborhood and asks around about where he can find a good serviceman, I almost always get the recommendation and wind up with his business. I've been on the job here for 31 years. Most folks around here know me, and I try to be a good neighbor.

About the only advertising I ever do is in the form of signs or posters in my window on special deals, on a seasonal basis. Father's Day specials, for example.

Of course, I run a one-man shop, and have more than enough business to keep me going. If I wanted to expand and take on more help, I would probably go into some kind of advertising program. But I prefer it this way.

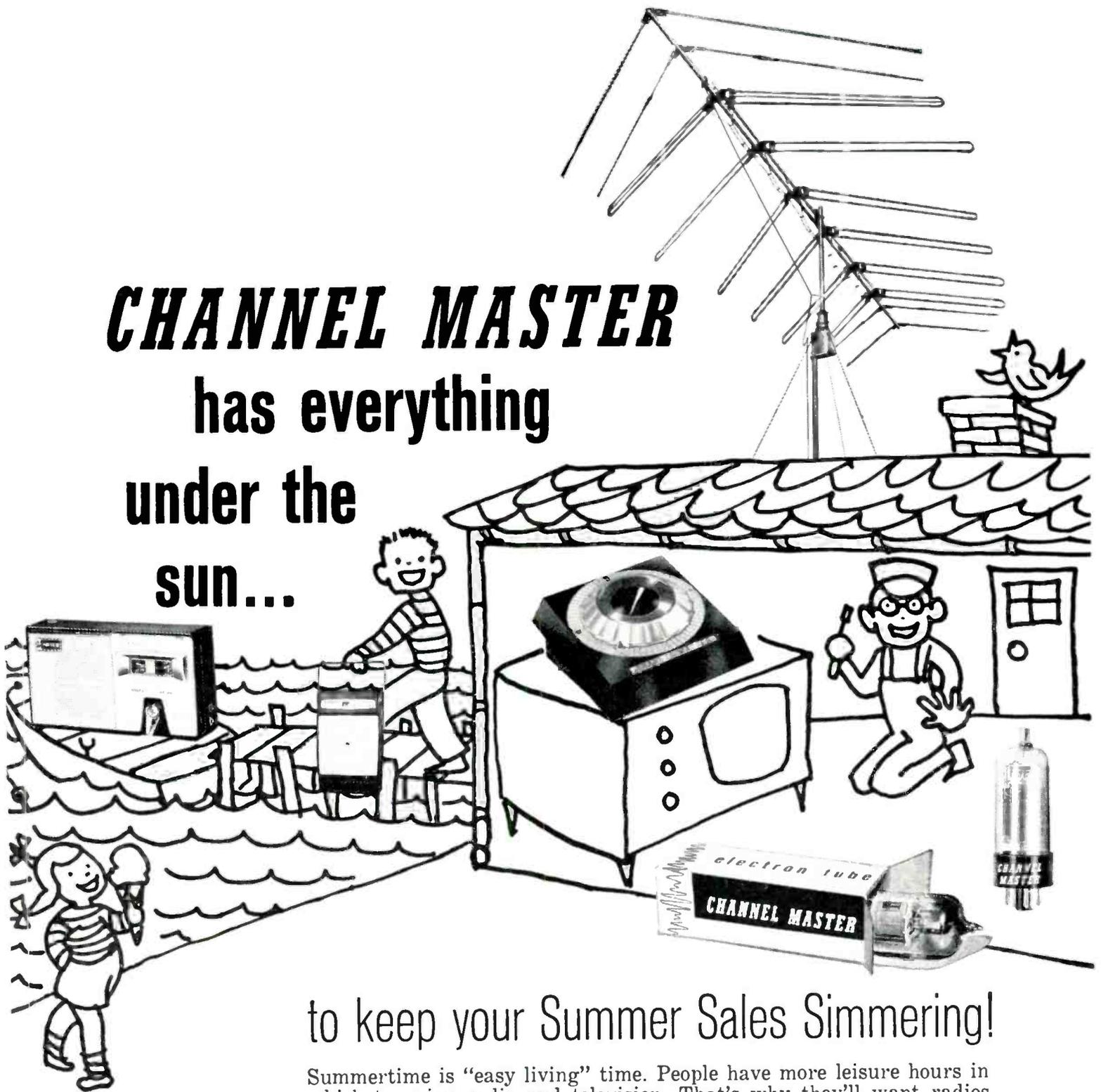
A. A. Henkin
Hollywood Radio & TV Service
7742 Santa Monica Blvd.
Los Angeles 46, Calif.

In answer to your inquiry, I have been consistently advertising in the Yellow Pages of the telephone book for over 25 years, and have found that this has been the principal source of most of our new business.

Also, a small newspaper display ad (one inch), run twice a week, which features a special service has produced good results. This type of advertising must be used consistently, since its impact is cumulative.

Other than that, we use in my shop what I consider to be the most effective type of advertising: competent work at a fair price, and a guarantee that really means something.

CHANNEL MASTER has everything under the sun...



to keep your Summer Sales Simmering!

Summertime is "easy living" time. People have more leisure hours in which to enjoy radio and television. That's why they'll want radios and TV sets that are in top operating condition...and Channel Master has everything you need to do the job better.

Replace winter-worn antennas with one of the powerful Super T-W's. Convert old-fashioned manual rotators to fully automatic operation with the new Channel Master Automatic Rotator Control Consoles. Perk up TV set performance by replacing weak or worn out tubes. Show your customers how their leisure hours can be more enjoyable when they own Channel Master portable radios.

There aren't any summer sales doldrums when you sell the Channel Master line because Channel Master has everything you need to keep summer sales simmering.

DISTRIBUTED BY

KIESUB CORP.
640 W. 16th St.
Long Beach—HE 6-9697
In
Oxnard—HU 3-9541
Van Nuys—ST 1-3930
San Bernardino—TU 8-6807
Bakersfield—FA 7-5535

RADIO PARTS COMPANY
2060 India Street
San Diego, Calif.
BE 9-6112
In
Calexico—EL 7-3148

MILLER'S RADIO & TV SUPPLY
530 East 8th St.
Oakland—TE 4-9185
In
Santa Rosa—LI 2-5423
Walnut Creek—YE 4-3000
San Francisco—KL 1-1223
San Jose—CY 5-6818

WESTERN ELECTRONIC SUPPLY
502 North Abby
Fresno, Calif.

ASSOCIATED RADIO DIST.
1583 Howard St.
San Francisco—HE 1-0212
In
San Mateo—FI 5-3575
Palo Alto—DA 3-3173
Vallejo—MI 3-4531

NORCAL ELECTRONICS
1115 R. St.
Sacramento, Calif.
GI 3-4668

A most interesting article in Fortune magazine recently stated that, "The public has a tendency to bypass those segments of the service industry whose productivity is not in keeping with the increase in national productivity."

In essence, what they were saying was that any person involved in service work, be it tv, refrigeration, or what have you, would have to turn out a greater volume of work if they were to remain in business and if they were to discourage the do-it-yourselfer.

If we trace the history of tv servicing back just ten short years, we would find that most of the fellows in the business had in their shops such pieces of test equipment as scopes, signal generators, sweep generators, marker adders and other expensive items of equipment. While it is certainly true that test equipment is essential to do the job properly and accurately, it is also true that cumbersome and slow test equipment can make the job cost more than you could ever hope to collect for it.

That is why, over the past several years, test equipment manufacturers who were aware of the problem began to build items that were termed "Time Savers" rather than test equipment. These pieces of equipment were designed to enable the service technician to pinpoint trouble in tv and radio receivers in the minimum amount of time.

But there were certain qualifications laid down which these Time Savers had to meet before they could be considered useful to the technician.

For example, all service technicians will agree that the simplest and most efficient way to service is by substitutes. Here you substitute a component you know is good for one you suspect of being bad. You actually use the tv set you are working on as a piece of equipment.

Because of the tremendous acceptance by the service technician of this type of approach, there has sprung up a whole new series of Time Savers known as Substitution pieces. Included among these are RC Substitution, Electrolytic Substitution, Rectifier Substitution, Power Resistor Substitution, Fuse Resistor Substitution and, among the most popular, units that substitute for sections of the sweep circuits themselves.

These substitution pieces have been

"TIME SAVERS" . . . NEW DEFINITION FOR TEST EQUIPMENT

By Ed Flaxman
Vice-President, Sales
Sencore, Inc.

instrumental in saving virtually thousands of man hours of labor for technicians and have enabled these astute men to turn this time into dollar profits.

Another aspect of importance to the technician has to do with tube testing. Here again, many manufacturers supplied cumbersome testers that were ponderous in size and difficult to set up. These testers were probably designed for the lab rather than for the serviceman on the go.

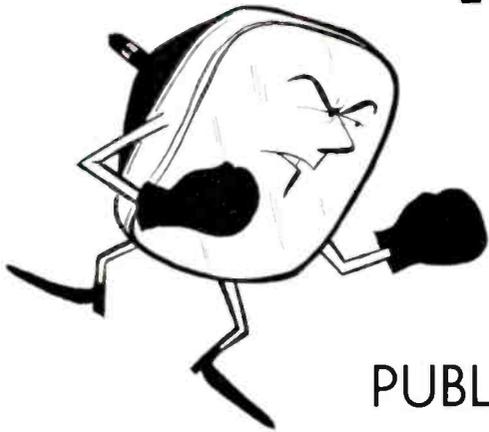
Here again, the Time Saver manufacturers saw the acute need and came up with small, rugged and accurate testers that are easy to operate and quick to find troubles in tubes. No longer does the technician have to rely on slipshod and time-consuming tube testing; available to him are low cost, easy to handle testers that are thoroughly reliable.

What do all these time saving devices mean to you? Just this:—that you can now do what used to take two hours in about half an hour. It means that you can make more calls per day, find your problems more quickly and not be confronted with having to lug huge pieces of test equipment into the customer's house just to convince him you know what you are doing.

Every service dealer should know the time saving pieces of equipment available for every job he has to tackle, all the way from small series string filament checkers to complete transistor circuit analyzers.

Remember, not only are these units low cost and extremely accurate, but they enable you to demand and receive the greatest amount of dollar return on the most precious commodity you have to sell: your time.

WE CHALLENGE



ALL INDEPENDENT
REPLACEMENT PICTURE
TUBE MANUFACTURERS TO
PUBLICLY MATCH THESE STATEMENTS

- 1. Calvideo Electronics Inc.** is the largest picture tube manufacturer, supplying the replacement field, in the world. In its 50,000 sq. ft. (soon to be expanded) plant, Calvideo employs the most modern, automated equipment to manufacture entertainment and industrial cathode ray tubes.
- 2.** Calvideo Electronics Inc. states that each and every tube leaving its plant contains **100% NEW PHOSPHOR SCREENS, ALUMINIZATION, CONDUCTIVE COATING, AND QUALITY** (fine arid operature) **ELECTRON GUNS**. The only re-use portion is the envelope which is carefully inspected to meet the standards of the new envelope.

PUBLIC NOTICE!!

It is unfortunate that dealers, distributors and consumers are unaware of the difference in picture tubes. Many assume that they are purchasing tubes with all new parts except for the glass envelope . . . BUT THEY ARE NOT! They are paying close to Calvideo prices and many cases higher for almost a totally used piece of merchandise.

CALVIDEO IS PLEASED TO SEE AN AGENCY OF THE FEDERAL GOVERNMENT BECOMING VERY ACTIVE IN THE PICTURE TUBE INDUSTRY IN AN EFFORT TO PROTECT ALL SEGMENTS OF THE INDUSTRY AND THE CONSUMING PUBLIC FROM FRAUDULENT MISREPRESENTATION.

QUALITY + ECONOMY = PROFIT



TELEVISION
PICTURE TUBES

TIPS ON TAX AND INSURANCE PROBLEMS

by M. H. Daskal, C.P.A.

A lot of people have no idea of what will happen when they die—and this includes the estate tax implications of life insurance.

Let us clear up a number of misunderstandings. The following statements are **WRONG**.

1. When you die—you have no taxes to pay—'cause you're dead!
2. Life insurance proceeds are subject to federal taxes—so why worry?
3. Nobody has to pay estate taxes—unless you leave at least 7 jillion dollars.
4. If you insure your own life—you must be the legal owner of the insurance policy.
5. Whatever, the fancy tax angle is—I can't afford to carry it through.

The following statements are **RIGHT**:

1. You don't pay taxes after you are dead—your **ESTATE** may have to pay!
2. Life insurance proceeds are included as part of your estate—and subject to estate tax — if you **OWNED** the policy when you died—regardless of who was the beneficiary.
3. The Federal estate tax begins at either \$60,000 or \$120,000 in your estate (or is levied on 50% of the estate)—depending on your will and numerous complicated factors. Life insurance **IS** counted as part of this total.
4. Within reason—anyone including your wife—can be the legal owner of insurance policies on your life. This is true even if your wife is (or is not) the beneficiary.
5. If the following ideas cost you

over \$25-\$50 to execute — your estate is big enough to afford it.

Let us take the case of a 40 year old salesman, in splendid health, married, three kids — who wraps his Jaguar around a tree. He never worried about an estate tax problem, because when they inventory the estate they find the following:

\$11.47 in a joint checking account, \$300.00 in unpaid bills, a \$25,000.00 house with a \$26,000.00 mortgage, a wife, 3 kids, some personal property—and what used to be a Jaguar XK-150 roadster!

They also find that he took out a \$100,000 term insurance policy with double indemnity, about two years earlier. Guess what? The wife does **NOT** get \$200,000—because there are estate taxes to pay (and our ex-salesman never read these comments).

Policy Ownership

Since the 1954 tax law was passed, we have a simple way to eliminate any danger of estate tax on your life insurance. If the husband does not **OWN** the policies when he dies—by making a complete and valid assignment of the insurance contracts to the wife (or some other girl)—the proceeds are not ordinarily included in the husband's estate. This is true even if the husband continues to pay the premiums!

Here are my suggestions. Go to your insurance agent and ask his advice first. If he does not know what you are talking about—get a new insurance agent. I found from my own personal experience that the legal department of the **HOME** office of any good insurance company will draft the type of assignment form you need—and counsel you

Editor's Note:

This article is a reprint from the *Electronic Representer* of March, 1961. Our thanks to Jack Wartels of A.E.D. and Bill Weber for permission to reprint it in *MESD*.

—without charge. So will your insurance agent.

There are two dangers to consider, when making the transfer of ownership. First, if you keep what is laughingly called a "5% reversionary interest" in the ownership of the policy the deal is off. Translation—when you sign away ownership you must do it completely—you have no rights under the policy—except to die! The proper assignment form will cover this point. (The 5% interest that is—not dying).

Second, if the policy has a large cash value, you may have a **GIFT** tax problem at the time you transfer the policy. In this case see your C.P.A. (plug).

Understand that this entire plan is worthless if you are considering:

(a) divorce, (b) leaving home or (c) killing your wife.

Now after executing this simple plan to eliminate or decrease taxes — fate steps in! ! ! Your **WIFE** wraps the Jaguar around a tree! And just like her to do it!

In this case the policy of course does not pay off (you are still around)—even though your most precious possession is gone forever—the Jaguar! You do have an estate tax complication to consider. The replacement value of the policy (owned by your wife is included as part of your wife's estate. This is defined as the cost of purchasing a similar policy on the husband's life—at the time of the wife's death. There is no easy way to avoid this danger— just be sure to die first!

Finally, you may find that an analysis of your potential estate brings up other tax and legal problems. At this point the team you need should consist of your insurance agent, a good lawyer and a good C.P.A. The money you spend will be well worth it.



The fundamentals behind the modern trend toward home high fidelity and stereo systems are discussed and demonstrated by a lecture team from Shure Brothers, Inc., Evanston, before The Electrical Women's Roundtable at a recent meeting in Chicago. Women executives from manufacturing, merchandising and media organizations in the electrical appliance field received a briefing from Ray Ward, distributor sales manager, and Doris Wilterding, sales assistant, from the high fidelity component and microphone manufacturing firm.



Mr. Dick Wessenberg, Kiesub Electronics, and friends are shown here enjoying themselves during his recent visit to Japan. The occasion is the results of a recent sales campaign in Southern California on behalf of Channel Master.

... Pix We Pick



New "Gift-Paks" designed to add dollar volume and profit margin to portable radio sales has just been introduced by Motorola. Showing the new Gift-Paks is Mr. W. E. Laswell, National Radio and Stereo Sales Manager. The new line offers in two packages enough to serve five different models and occasions.



VERSATILE WINDOW OR COUNTER DISPLAY created by Raytheon Company's Distributor Products Division for its 10,000 Bonded radio-TV service dealers, can be stacked by unique wire attachments in a variety of formations. Here, Charles Viglas of Audiosonics, Inc., Arlington, Mass., assembles the display units as a pyramid window display.

CITIZENS BAND ... A NEW SERVICE MARKET

By L. Porter Henaman
Sales Manager
Seco Electronics Inc.

Every enterprising service dealer likes to think that he is receptive to new ways to increase his sales revenues and profits. Yet one of the best new markets, servicing Citizens Band equipment, is being overlooked by many service dealers who consider themselves smart businessmen in other respects. The fact is that Citizens Band equipment is now in the stage of market development at which consumers need and are seeking service aid. They are finding that qualified Citizens Band service dealers are still scarce.

In a world of overcrowded markets, it is refreshing to have a new market which needs more dealers. The electronic service dealers who are getting into Citizens Band testing and servicing now will have a real advantage over their slower brethren who prefer to sit back and wait until Citizens Band is "big".

The FCC is already issuing over 100,000 Citizens Band licenses per year. Sales of Citizens Band receivers and accessories are estimated to be approaching the \$50 million per year mark. There is an obvious need for qualified service dealers to install new equipment, to re-install do-it-yourself setups, and to test and service equipment in use.

The average shop will need to add only a few basic, inexpensive pieces of specialized equipment in order to expand its business to include sales, installation and service of Citizens Band units. These pieces are:

1. RF power termination and power measuring instrument; and amplitude modulation meter.
(For example, the Seco Model 510 transmitter tester).
2. Antenna system metering instrument for determining proper impedance and power match.
(For example, the Seco Model 520 antenna tester.)
3. Crystal controlled signal generator combined with a crystal activity tester.
(Such as the Seco Model 500 Cryst-align-Meter.)

The dealer who takes the equipment he has and adds whatever he needs to make a complete set of test equipment for servicing Citizens Band equipment is making sensible use of his time, facilities and training to tap this new market and reach new customers.

Service and installation charges may produce more revenue and profit for the dealer than he imagines. Base station in-

stallation charges may run \$20 to \$25. Mobile unit installations may run \$10 to \$15. Additional charges may be in order for special equipment or unusual installations.

Dealers will find that some Citizen Band customers want extra flexibility in their installations, specifying a number of locations, each of which means another sale for the installing dealer.

While some work can be done by an unlicensed technician, it is desirable to obtain a license if you do not have one. The more Citizens Band work you do, the more calls you will get involving transmitter-oscillator service or adjustment. It will pay you to have a license, not only for the business you obtain yourself, but for the business that will be referred to you by unlicensed dealers who cannot service the transmitter-oscillator circuit. (FCC rules require a license to make any repair or adjustment that will alter the operating frequency or exceed the maximum power output rating of a Citizens Band unit.)

Users of Citizens Band equipment are found in many occupations and many recreational activities. A dealer going into Citizens Band work will immediately spot the potential in real estate sales people, resort owners, retail merchants with delivery service, hunters, newspaper reporters, fishermen, doctors, yachtsmen, and a variety of salesmen who need to

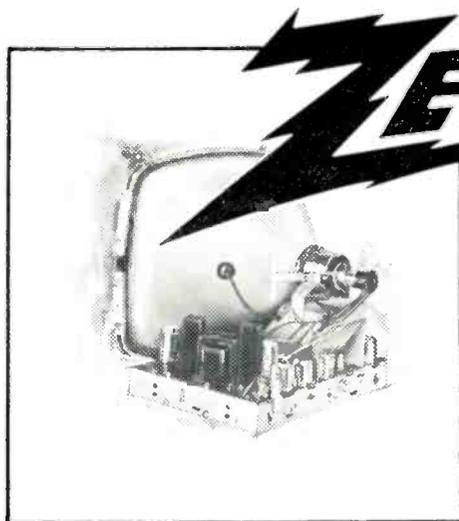
check with home or office from locations where telephone service is not available or convenient. But beyond this, there are scores of uses being thought of and acted on daily—and new users for each use. FCC issues several hundred new licenses every day.

Dealers in many lines often bewail missed opportunities with comments such as, "If only I could have got in on the ground floor with that deal, I'd have had it made." The Citizens Band ground floor still has some room.

There is an old saying that a wink is as good as a nod to a blind horse. For those who are not blind, it may be a different story. Whether you picture Citizens Band as an important new opportunity to develop your business or as a troublesome "extra" will largely determine whether you do something now to cash in on the growing Citizens Band market or whether you let opportunity pass you by and grumble later on about it.

Remember that Citizens Band is creating a market full of new customers who may obtain a license without any test or examination. In fact, for some low power units (output limited to 100 milliwatts and antenna length limited to 60 inches) no license at all is required. This new crop of electronically upsophisticated customer is going to be served by someone. Why not you?

SUES, YOUNG & BROWN, INC. APPOINTS NEW . . .



PARTS

SUB-DISTRIBUTORS

For the convenience of Zenith service dealers, you can now buy genuine parts and tubes from the following electronic distributors:

ANDREWS ELECTRONICS
1500 West Burbank Boulevard
Burbank, California

HURLEY ELECTRONICS
501 East Date Street
Oxnard

HURLEY ELECTRONICS
1429 South Sycamore
Santa Ana, California

ELECTRONIC SUPPLY CORPORATION
2483 - 3rd Street
Riverside, California

GROSSMAN & REYNOLDS
1900 West Valley Boulevard
Alhambra, California

HURLEY ELECTRONICS
1501 Magnolia
Long Beach, California

The Trend of Service Test Equipment

by

William Grossman
Vice President
Engineering
B & K Mfg. Co.

The development of simplified testing techniques for the service technician has been the guiding principal of the progressive equipment manufacturer for the past several years. Modern day service problems compounded by the Do-It-Yourself operators, the introduction of color television and other related factors, have created conditions that, in many cases, cannot be solved by the serviceman himself. The duty and prime responsibility of the test instrument producer is to place the solution of these many problems back into the hands of the technician. Do-It-Yourself operations, for instance, in drug and department stores have steadily increased in popularity over the past few years. Consumers use of these facilities have noticeably reduced the number and frequency of so-called easy service calls. While the Do-It-Yourself users cannot possibly cure all defects in an inoperative television receiver, the widening usage of this means has, in many cases, left the service technician with the more difficult-to-service sets.

The effect here has been to force the technician to devote more time, per defective receiver. This decrease in output naturally increases cost and reduces profits.

Thus it becomes of vital importance to the serviceman that today's test instrument must be more comprehensive to allow him to regain the time formerly lost on the "dogs", and by doing so increase his bench output and his income. This, however, is only part of the story. The manufacturer of these instruments must engineer and produce them within easy financial reach of the technician initially, and must insure that his constant and correct usage of them will allow self-liquidation of their cost. In this category fall portable, quick-check tube testers, picture tube rejuvenator testers, and signal-injection analysts which allow the serviceman to isolate and pinpoint trouble areas.

We are on the doorstep of an entire new area of entertainment servicing—color television. While the problems that appear with Do-It-Yourself operators are not apparent here, there has been a general hesitancy on the part of the service technician to aggressively plunge headlong in this direction. This has been caused by several reasons. First, techniques of procedure have not been simplified; second, the initial cost of equip-

ment has been high; and third, color receivers have not been sold in mass quantities. While this may be true at the moment, the forward-looking manufacturer of test equipment has prepared his color program well in advance of this new market. There are available for the serviceman today, instruments within moderate purchase price, that will allow him to tackle color problems with the same confidence and skill that he has used on black-and-white television receivers—instruments which are realistically priced, and from which he can recover his investment in the shortest possible time.

Even in the field of traditional test equipment for the serviceman, such as volt-ohm-milliammeters, and vacuum tube voltmeters, there have been great changes in design. Once again, these are developments to save the service technician's time, effort, and to increase his productive hours. Single-scale, direct readings, substantially reduce the possibility of error and lessen the time involved for such readings. One of the more recent innovations in VOM's has been the incorporation of burn-out proof characteristics of the meter movement. This greatly reduces maintenance costs on an instrument that is so fundamental to the service industry.

Another direction that has been taken by the manufacturer with the service technician directly in mind is the development of test equipment that is virtually obsolescence proof. Particularly in the field of receiving tubes, where the American tube manufacturer has been dynamic in engineering new and radical types, there had been a tendency for these types to obsolete even current tube testers. A well-established practice of equipment producers is toward built-in features that limit obsolescence, or the manufacture of adaptors and panels that upgrade previous models. This type of philosophy by the manufacturer is not particularly limited to tube-testers, of course, but exists with other types of instruments.

This, then, is a segment of the present and future trends of test equipment produced for the service technician. Future trends in the service industry are recognized and evaluated in advance of their existence, and it will continue to be the responsibility of the manufacturer to keep the service technician abreast of the time.

TUBE QUALITY BY DESIGN



YOUR CUSTOMERS' CONFIDENCE BEGINS HERE

From a tube design conference like this at RCA comes a stream of innovations that continually improve the quality of RCA receiving tubes you install... which in turn helps build your customers' confidence.

A typical design conference includes design and development engineers, applications engineers, production supervisors, quality-control specialists, chemists and physicists. It takes many skills to make a basic tube improvement.

This group may be discussing a more effective pattern of anti-leakage slots in tube micas; or a sturdier cage structure to minimize microphonics; or a new metal alloy to improve heat dissipation; or new shielding and basing arrangements to minimize shorts and leakage; or a new heater wire coating to improve heater performance and assure longer life.

Whatever the problem, it's attacked with a single goal in mind: to provide you with a tube you can depend on. *Another reason why every RCA tube you install is an investment in customer confidence.* Give yourself the extra advantage of RCA tube dependability. Check with your Authorized RCA Distributor this week. *Electron Tube Division, Harrison, N. J.*

DISTRIBUTED BY

ANDREWS ELECTRONICS

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DUNLAP RADIO & TV SUPPLY CO.

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Does It Pay To Own Your Own Building?

An article that tries to blueprint the when,
why and how to owning your own building

The chicken-and-egg riddle is no tougher than the problem of whether it pays the electronic service shop owner to build his own building or lease someone else's property. The solution must be found by each individual shop owner, for factors such as his local rental situation, business volume, financial resources, future prospects and others must be considered. No ready formula exists.

But there are many experience reports upon which we can check in arriving at a solution. The following information is based on a close study of a large number of such experiences.

In the majority of cases where shop owners have built and financed their own buildings the arrangement has worked out profitably. In all of these, the economic and financial problems have been secondary to the use of good judgement and foresight in picking the location so that its future business was assured.

When seeking a solution to the problem in one's own business there are some definite investigations to be undertaken before tackling the big one of financing.

A thorough and detailed investigation of the area is absolutely necessary. The best possible financing we can probably handle will call for a ten year amortization of the loan. That means that we will have to be assured the location we select will be a good one from a business standpoint for at least ten years. To build otherwise is asking for financial troubles galore.

Our own type of business is, of course, not dependent entirely on the prosperity of the immediate area, but we should always take into account a situation where the building may have to be rented and its possible use to a tenant in some other line must be taken into consideration.

A lengthy series of talks with real estate men, a banker and others who make it their business to keep close account of the pulse of the community is essential.

And we must remember that the plans we are making, financial-wise, call for a certain average monthly volume of business. So we had better make an extended study to assure ourselves that this needed volume will be the minimum rather than the maximum possibility.

The financial side is, of course, of great importance. It is impossible to set a formula for every situation but we can adopt procedure and planning which will simplify the problem.

Let us assume that we are at present paying a \$250 monthly rental for our business quarters. Over a ten year period this will involve a total expenditure of \$30,000. In some areas we can put up an attractive single unit building for that figure today. In most it may be a little more. Building costs appear to have reached a peak, however, and we may look for declines in the future.

If we have \$10,000 available we need but \$20,000 to finance this building. With interest rates now going up, the floor may be around six per cent, and if we can obtain six per cent financing our interest cost the first month will be \$100 and decrease to \$91 the twelfth month. Amortization of principal on a \$20,000 loan over a ten year period would call for \$166 per month payment on principal. If this is done our total interest payments for the first year would be just over \$1,000.

To this payment of \$166 on principal and slightly under \$100 on interest we must add taxes, insurance, small continuing repairs and other costs of ownership not present under rental or lease, which will make our monthly outlay in the neighborhood of \$300 a month as compared to the \$250 we are now paying in rent. This means a business housing cost increase of \$50 a month over present rental. Decreasing interest costs over the ten year period will be offset by building repair in most instances.

The obvious factor over the long range picture is that in ten years we will have free and clear ownership of

the structure whereas under lease or rental we would have nothing.

This long range goal has made many small business men lose sight of their financial problems during the paying off period and many a small business has gone under simply because of lack of foresight.

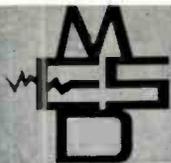
Another course of procedure, particularly for the small shop operation, is to build a "two-store" unit so that rental from the extra space can help carry the financial load.

Using our previous example we can figure that an investment of \$50,000 would be needed for a two-store unit where \$30,000 would handle the one-store building. If we are able to handle the one-third down payment on this cost we will require a \$16,500 initial investment and leave a \$33,500 balance to be financed. Write-off of principal on this amount over the same ten year period would require \$279 a month payments. The first month interest payment on this would be about \$167 a month on the same interest arrangement.

This increased monthly cost is far offset by a return of, say, \$200 a month which we can expect from rental of the second unit. It takes little figuring to see that where the shop owner can handle such an arrangement it will be much more financially sound and easier for him to amortise than his own single store unit.

We must never lose sight of the very important factor that all of this depends upon the second unit being rented and staying rented every month throughout the amortization of the loan principal.

Therefore we must give closest study to the rental possibilities of this space. Best procedure is to secure a good tenant before the building construction has ever started. That tenant should be chosen with the utmost care and the lease secured from this individual should be the best possible our lawyer can obtain.



MODERN

**electronic
service dealer**

Distributor Rep Notes

News . . . Of A.E.D.

by Jack Wartels

PETS SHOW 1962: The big news reported to AED'S dinner meeting on May 10, held at Rodger Young, was the story of **WHAT'S AHEAD FOR PACIFIC ELECTRONIC TRADE SHOW NEXT YEAR.** Gene Rothman, who has been elected President of the PETS SHOW BOARD, reported the following: Vic Zachariah has been named First Vice President; Cap Kierulff, Second Vice President; and Norb Dean, Secretary-Treasurer . . . Rothman further revealed PETS will be the climax of a solid week of Electronic Events commencing Sunday, February 4, 1962 and concluding on Sunday, February 11 . . . Western Electronics Week will open on Sunday, Feb. 4 at Palm Springs, where the Representatives (ERA) will hold its Palm Springs Conferences—through Tuesday, February 6 . . . Plans call for moving the next event back to L.A. Wednesday and Thursday, February 7 and 8, when the nationally famous NEDA seminar brings to this area prominent lecturers and personalities renowned in the Electronics industry . . . Then on Friday, Saturday and Sunday, February 9, 10, 11, highlight of the Week is the PETS SHOW, slated for Shrine Convention Hall. There is a big program to work out and President Rothman asked all AED members to contribute some time to the all-important tasks ahead.

"PROFIT SHARING AND EMPLOYEE BENEFIT PLANS" was the subject under discussion at the May AED meeting. Guests included H. M. Berlfein, chairman of tax committee of California Society of C.P.A.'s; Stewart Sieroty of Union Bank's Trust Department; and Aris Anagnos, Business Continuation Consultant. Some of the tax advantages and pitfalls to watch were pointed up by the guests who participated in an open forum discussion on this important subject.

NEXT A.E.D. DINNER MEETING will be held at Rodger Young Auditorium on Wednesday, July 12, 6:15 P.M. Program to be announced shortly. Please mark your calendars now.

CBS ELECTRONICS SHIFTS EMPHASIS

PLAN STRONG AD PROGRAM FOR ELFSTROM

LOS ANGELES, CALIF.—An intensified advertising program is under way to highlight within the appliance parts industry the quality of the products and services of the Elfstrom Corporation, according to Ray Lavalette, Elfstrom sales manager.

A quarter-century old firm, Elfstrom was recently acquired by Pacific Moulded Products Company of Los Angeles, manufacturers of a wide variety of technical products. Elfstrom will operate as one of three merchandising divisions of the parent company.

"The appliance parts industry is rapidly growing in stature as well as sales volume," says John Paley, account executive of the Lennen & Newell advertising agency, which is handling the advertising activity for PMP.

He pointed out that Elfstrom, like the other two divisions, is a potential leader in its field based upon products line, plant facilities, production methods and aggressive top management.

Trade and consumer advertising, direct mail, public relations, and point-of-sale display will be used to promote the growth potential of Elfstrom appliance parts.

DANVERS, MASS.—CBS Electronics will concentrate its future efforts in the fields of semiconductors, microelectronics, sophisticated electron tubes, and other electronic products and discontinue its receiving tube operations at Danvers and Newburyport, Mass., according to Clarence H. Hopper, President of the firm.

Receiving tube customers were serviced by CBS Electronics through June 30, 1961.

"It is our intention," Hopper stated, "to take full advantage of the prospects in the areas in which we will concentrate. We believe that the technological requirements of the space age clearly indicate that our particular talents and skills should be directed to products other than receiving tubes."

CBS Electronics' headquarters will be centered at its new Lowell, Mass., semiconductor plant. This facility, one of the most modern and efficient of its kind in the world, was designed by Minoru Yamasaki and Associates. Earlier this month it received the Factory Magazine Award as one of the top ten manufacturing plants completed in 1960. The award jury cited this plant as "a model of flexibility, a graceful, workable, living structure to meet the highly specialized semiconductor challenge."

The Raytheon Company, which will purchase a portion of the CBS entertainment type receiving tube inventory, plans to offer sales and service of these products to CBS customers.



Guests attending the Sencore Time Saving clinic were greeted by (left to right) Mr. Edward Flaxman, V.P. in charge of Sales for Sencore; E. W. Armstrong, Sales Promotion Manager, and Mr. Jack Moulthrop, President of Radio-Television Supply. This service clinic was attended by over 100 top service dealers throughout Southern California who heard and saw the Sencore story.

Maytag Moves N. Calif. Office

LOS ANGELES, CALIF.—The Maytag West Coast Co., headquartered here, has moved its northern office from Oakland to San Leandro, it was announced by J. W. Jensen, treasurer.

The San Leandro facility at 1740 Timothy Drive, including space for warehousing, service shop, service training and office, plus a large area for off-street parking, has been constructed for Maytag West Coast on a lease arrangement.

The Maytag West Coast Co. serves Maytag dealers in most of California and Western Nevada.

Radio Products to Hold B & K Dealer Seminar July 11

LOS ANGELES, CALIF.—Radio Products Sales Corp. will host a Dealer Seminar on Test Equipment at 7:00 p.m., July 11th, in their showroom.

This Seminar will introduce the very latest in B & K Test Equipment for 1962 and is expected to attract dealers from all over Southern California.

According to Charles Sexton of Radio Products, this will be one of the most outstanding shows ever presented here on the West Coast. B. & K. will have special representatives from the factory on hand to demonstrate the new equipment as well as Mr. Sydney Jurin the local Southern California Representative for the firm.

Refreshments will be served and every dealer is invited to attend.

JOE MILLER PROMOTED TO REGIONAL SALES MANAGER

LOS ANGELES, CALIF.—Gil Sherman, Vice president of Calvideo Electronics Inc. announced the promotion of Joe Miller from District Sales Manager, Rocky Mountain Area, to Regional Sales Manager of the entire Southwest with complete charge of directing all activities of Calvideo and Dumont abd Picture tubes, receiving tubes, industrial and special purpose tubes as well as semi-conductors.

This promotion resulted from the exceptional ability demonstrated by Mr. Miller since joining the Calvideo organization coupled with the companies 1961 expansion program calling for increases of factory area, production and product diversification.

Sylvania Appoints Roger A. Swanson

WOBURN, MASS.—The appointment of Roger A. Swanson as Pacific Regional sales manager for the Semiconductor Division of Sylvania Electric Products Inc. has been announced by Ernest H. Ulm, division general marketing manager. Mr. Swanson has been transistor product sales manager since May, 1960.

In his new position, Mr. Swanson will have his headquarters at Sylvania's sales office at Los Angeles, California. He succeeds William R. Weir who was recently named national sales manager for the division.

Mr. Swanson joined Sylvania in 1956 as a sales engineer for semiconductors and microwave devices at Woburn. The following year he was transferred to Teterboro, N. J., as a sales engineer for the division. In 1959, he returned to Woburn as product sales manager—microwave diodes.

Before joining Sylvania, Mr. Swanson served in engineering capacities with Westinghouse Electric Corp., at Springfield, Mass., and at E. I. duPont de Nemours & Co., at Niagara Falls, N. Y.

A native of Winchester, Mass., Mr. Swanson is a graduate of Harvard University where he received a Bachelor of Science degree in Electrical Engineering and a Master's degree in Business Administration from the Harvard Graduate School of Business Administration. During theorean War, he was an officer in the United States Navy.

He is a member of the American Management Association, the Institute of Radio Engineers, and the Woburn Rotary Club.

DIST.-REPS HOLD GOLF PARTY



1. A sport shirt was the prize for "2nd Nearest The Pin on Hole #15"—awarded here by Jack Berman to Ellard Strassner, of the Ellard E. Strassner Company.
2. "Low Gross" Award was won by Ed Bidwell, of Radio Products Sales. Ed had to leave early, so the prize was happily collected by Tom Lynch.
3. First prize in the "Blind Bogey" event went to Mark Markman (r), of the R. Mark Markman Company, who had just purchased a new golf bag the day before.
4. Real star of the day was Charlie Hansen, of the Charles Hansen Company. First he received this handsome trophy for "Low Net" from Fred Ritchie, of Valley Electronics . . .
5. . . then he turned right around and won the "High Gross" prize—a copy of the book "How to Play Better Golf Through Self-Hypnosis!"
6. Receiving a pair of new Golf Shoes for "Closest to the Pin on #15" is Jack Berman (l) of the Jack Berman Company. His first shot landed 10'1" from the hole.

TELEPHONE SALES TIPS THE ELEMENTS OF GOOD SALESMANSHIP

Jack Schwartz, Author,
"How to Get More Business by Telephone"

The salesman has much in common with other professions. Like a lawyer, he must be able to express his ideas clearly and convincingly.

Like a minister, he must be sincere, honest and firm in his beliefs.

Like a teacher, he must be able to explain the points of his product clearly.

Like a parent, he should be a master in psychology in dealing with people.

Like a librarian, he understands and fits his product to public taste.

Like a statesman, he must both shape and follow the will of the people.



NEW PRODUCTS



FROM SENCORE

... the Sencore Transi-Master, Model TR-110. This unit completely tests all transistors and transistor circuits. It tests transistors both in-circuit and out of circuit. Both design and maintenance engineers will find the TR-110 a valuable test instrument not only for trouble shooting but design work as well.

With the TR-110 you can:

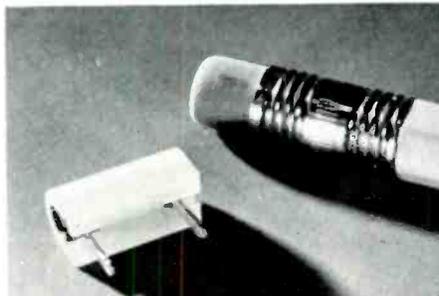
1. Test all transistors in-circuit with a new unique AC Gain check.
2. Test all transistors out of circuit with the AC Gain check or with a more accurate DC current gain and leakage check.
3. Read current gain (beta) direct for experimental, engineering work or for matching transistors.
4. Check diodes simply and accurately with a forward to backward ratio check.
5. Signal traces from speaker to antenna with a special low impedance generator.
6. Check batteries under operating conditions. (Special clip fits between batteries for current check.)
7. Monitor current drawn by the entire transistor circuit by an individual stage plan with an 0 to 50 MA circuit scale.
8. Automatically determine NPN or PNP.

The Transi-Master is housed in an attractive steel cabinet, complete with carrying handle, mirror in cover for viewing underside of printed board and special transi-probe for making in-circuit checks. Set up booklet also lists Japanese equivalents.

FROM NORTRONICS

... the new Model T-60-T2 Bias Oscillator Transformer is designed especially for transistor circuits in magnetic tape recording applications. The new design features a ferro-cube E-core for high-O, maximum efficiency, and distortion-free waveform. Frequency range is 40 to 100 kc., and the tapped secondary will deliver from 25 to 150 volts to the erase and record heads. The

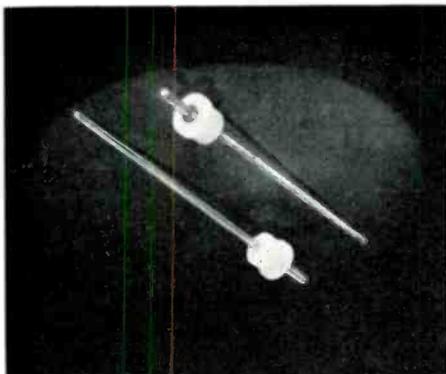
T60-T2 catalog sheet, which will be sent upon request, includes technical information and transistor circuits for the oscillator, recording amplifiers, and a playback preamplifier.



NEW TEST JACK

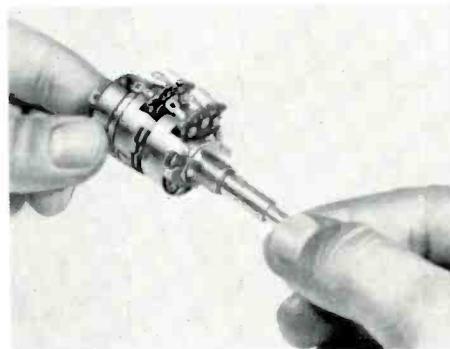
... A new printed circuit test jack for right angle mounting has been announced by Raytheon Company's Industrial Components Division. Particularly adapted for use in computers and other equipment utilizing closely spaced circuit boards, the jacks permit circuit testing without removing adjoining boards and without the need for right angle test prod adapters.

All materials meet military specifications. The new jacks feature Raytheon's exclusive damage-proof beryllium copper spring pin contact and a nylon body available in natural and eight colors per MS16108. The contact and brass terminals have double gold plating over silver plate for positive electrical contact and, in the case of the terminals, for quick-dip soldering.



FROM SEAELECTRO

... a soldering operation is completely eliminated through the use of the Sealectro Press-Fit Type FT-M-9 miniature feedthrough terminal with pigtail lead. The unit has a standard pin plug on the opposite end from the pigtail lead. The pigtail lead is 1 1/2" long but may be specified in other lengths upon special order. The lead allows bending to other terminations for point-to-point wiring. It is especially adaptable to printed wiring boards and is popular in computer assemblies.

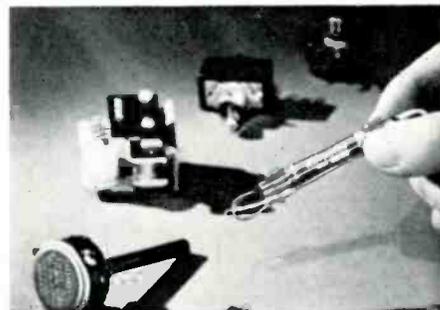


CLAROSTAT INTRODUCES

... a new TV control replacement called the Uni-Tite. The new Uni-Tite controls supplement the Clarostat RTV line of exact replacement controls by providing additional dual concentric assemblies with a minimum of basic component parts.

The Clarostat Uni-Tite is an advanced design assembly whereby units may be made up in the field in a minimum of time. The completed assembly is permanently locked together automatically using no tools. The Uni-Tite concept allows assembly of over 200 different replacement controls for TV, radio and car radio, from an assortment of 35 rear units, 30 front units, 3 switches, and a selection of shafts.

Actual assembly procedure is as follows: panel and rear unit shafts are snapped and locked automatically into the respective controls; the units are slipped together, turned approximately 15°, automatically locking for a permanent assembly. If the replacement calls for a switch, it is added in accordance with the usual Clarostat Ad-A-Switch assembly. The entire assembly process takes less than 5 seconds without switch.



RAYSISTORS

... Two new Raysistor devices, one a relay and one a potentiometer, have been announced by Raytheon Company to supplement its growing line of electro-optical devices. The new CK-1111 and CK-1112, bring to six the number of

(NEW PRODUCTS Continued Next Page)

NEW PRODUCTS

(Continued)

Raysistor devices now available as shelf items through franchised industrial distributors.

Raysistors are electro-optical devices consisting of a light source and photocell assembled in a Monel casing. Without moving parts, the devices provide noise-free control of AC or DC signals over a wide range by varying the input to the light source, thus changing the photocell resistance that controls the signals.

Raytheon's Raysistor family is designed to replace relays, switches and potentiometers in low-noise commutation switching and controlling circuits used by manufacturing of computing and accounting machines, industrial controls, electrical and mechanical measuring and controlling instruments, telephone and telegraph apparatus, and radio and television receiving, transmitting, signaling and detention equipment.

The CK-1111 is designed primarily as a relay and chopper where high voltage ratings and high impedances are required. The unit can be used with 300 volts DC or peak AC with an "on" resistance of typically 13 kilohms.

The CK-1112 is designed for continuous control in potentiometer-type applications, operating in a full "on" condition with 10 volts at 20 milliamps input.



FROM COLEMAN

... a new assortment of popular tuner-shaft replacements for the service shop.

This kit, mounted on a handy wall selector, services hundreds of tuners used in every major TV line, included with each kit is a cross-referenced replacement guide covering the entire Colman line of Replacement Tuner Shafts and Antenna Coils.



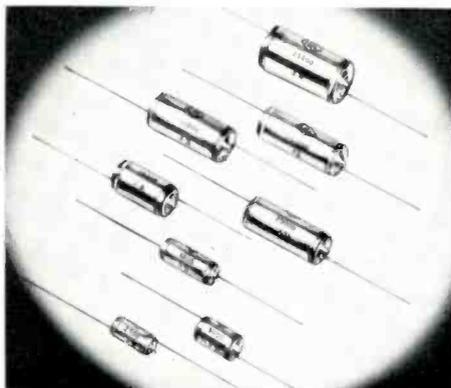
FROM SECO

... a new antenna tester designed to take the complexity out of antenna testing. Designated model 520, the new Seco antenna tester has simple direct reading scales that give all answers in numerical values. The new tester enables the amateur to achieve professional results with ease.

The new Seco model 520 antenna tester is made for use on 50 ohm coaxial transmission line applications. It has a precision-built dual cylinder type air coupler, which will give accurate measurements up into the 150 MC range.

Primarily intended for direct reading of forward power and reflected power (load power is basically forward power at good antenna efficiency), the Seco antenna tester can also be used as an in-line RF power meter. Three ranges (0-10 watts; 0-100 watts; 0-1000 watts) are provided with appropriate switching. The dial scale is calibrated from .5 watts to 10 watts full scale.

The antenna system efficiency scale is graduated in per cent and also marked with a red-green GOOD-POOR scale. A standing wave ratio scale from 1:1 to 8:1 is provided for the user who prefers this accepted scale. Thus a quick check reading of antenna system efficiency is obtainable in several ways. The calibrator scale is marked off in MC for best results on power measurements. No correction charts are required. Accuracy is ± 5 per cent at full scale. The indicating meter is 80 microamperes full scale.



FROM CENTRALAB

... a new line of sealed polystyrene

capacitors said to be especially well suited for long life applications. According to Walter E. Peek, Vice President, Marketing, these new polystyrene units have a leakage resistance in excess of 500,000 megohms/microfarad. He indicated that they will outperform paper, mica and Mylar capacitors in terms of life span, reliability, and drift, and have a higher Q than any other capacitor type, within a temperature range of -10° to $+70^{\circ}$ C.

125 DCVW and 500 DCVW units covering capacitors from 20 mmf to .025 mfd can be supplied. Also available are 25 VDCW units, from 5000 mmf to 0.1 mfd. These capacitors are supplied in 2.5%, 5.0%, 10% or 20% tolerances. "These units should find widespread acceptance in many areas where high reliability is important, since life expectancy of 25 years is not unusual for these units. In addition, their cost is low in relation to foil capacitors, ranging from \$35.00 to \$100.00 per 1000 depending upon quantity and specification," Mr. Peek stated.



FROM STERI-AURAL SOUND

... comes the first unit that when attached to any AM-FM Radio, Television, High Fidelity or Regular Player, Electric Organ, or even a Car Radio gives such presense of performance, that it is difficult to believe that you are any place but right in the recording booth. This unit can be attached to any present instrument and produce a stereo sound. It utilizes two speakers like any Stereophonic System. However one speaker may be the speaker of the present equipment and with the installation of another inexpensive speaker produce the desired effect without disturbing the amplifier. Steri-aural is manufactured by Gibbs Electronic Engineering Company.

MODERN ELECTRONIC SERVICE DEALER



Channel Master Announces Awards For Proficiency

Channel Master Corp., Ellenville, New York, announces the award of "Certificate of Proficiency" in Transistor Radio Servicing to all dealers successfully completing its course in the subject, in the Channel Master Service Clinic.

The Diploma, plastic-laminated for permanency and set off by a distinctive mahogany trim, is available for hand-some display in either window or store. Interested dealers may secure further details about the Clinic and on how the Diploma may be obtained, by writing to the nearest Channel Master distributor.

Initiated by Channel Master last June, and conducted (at no cost to dealers) as a series of traveling seminars run in conjunction with individual Channel Master distributors, the servicing course continues to attract dealers throughout the country by thousands.

According to Channel Master, the success of the Clinic may be attributed to the growing awareness of the huge repair-business potential inherent in the booming transistor radio industry. "After all, the Service Clinic Certificate signifies expert knowledge and training in a comparatively new field," says a company spokesman. "Not every dealer can fix a transistor radio, and many dealers are astute enough to realize that having a Certificate puts them in a strong position to cash in by establishing them as Transistor Radio Servicing Headquarters in their area. The Certificate tells his prospects that he, the dealer, can fix *any* transistor radio, regardless of make."



NEW! CITIZEN'S BAND TRANSMITTER TESTER

SECO MODEL 510—CHECKS PERCENTAGE OF MODULATION AND R. F. POWER OUTPUT!

Boost range and performance! Fast, accurate trouble shooting!

Ideal for alignment and tuneup of Citizens' Band and other low power transmitters up to 160 MC. Portable, fast and easy to use . . . large 3" meter calibrated for direct reading of both positive and negative modulation peaks (also connect scope, or headphones for further modulation checks); 0-5 watts RF output: 0-400 ma. RF output. High impedance input for use with Handy Talkies. Excellent for field or laboratory testing, installation checks, routine maintenance—selector switch removes the 50 Ohm load from meter for small RF signal tune-up! Measure losses in transmission lines . . . test coaxial insertion devices such as connectors, switches, relays, filters, tuning stubs and patch cords. Complete with necessary cables and adapters—Attenuator cable available as an accessory for remote RF metering up to 15 feet. "T" pad attenuator available to adapt Model 510 for use with transmitters rated up to 50 watts.

Model 510 . . . Transmitter Tester . . . \$46.95 Net

HANDY ACCESSORIES FOR YOUR MODEL 510

ATTENU-LOAD—Ten db "T" pad attenuator for reducing power levels by ratio of 10 to 1 . . . fully shielded 50 ohm termination for coaxial cable applications!

Model 511A Attenu-Load . . . \$21.50 Net

REMOTE CABLE—Attenuator cable with all necessary connectors for remote RF metering up to 15 feet. Fits the Seco Model 500 and Model 510.

Model 501A . . . \$4.95 Net

ANOTHER POPULAR SECO CITIZENS' RADIO TEST SET



Cuts servicing and installation time—compact, portable, use it anywhere! Checks fundamental crystal types at fundamental frequency—5th and 7th overtone types at fundamental frequency—3rd overtone types in 25-30 mc range in special overtone circuit. RF power indicator for direct or remote metering—15 ft. remote cable furnished with unit. Modulated RF crystal-controlled signal generator . . . modulation checker . . . beat frequency demodulator . . . plate milliammeter for RF tuning . . . audio frequency signal generator! Fully transistorized.

Model 500 . . . \$29.95 Net

New Seco bulletin "Selling and Installing Citizens Band Equipment" tells how you can make money in this mushrooming market. Write us for your free copy.

SAVE TIME...MAKE MONEY...WITH SECO TEST EQUIPMENT



ONLY GRID CIRCUIT TUBE TESTER WITH FULL TV TUBE COVERAGE! Test for Grid Emission, Leakage, Shorts and Gas in one operation—indicates results instantly. Two exclusive new tests: 1. Cathode Continuity Check; and 2. Complete Inter-Element Short Test, with shorts identified to pin numbers. Wired and factory tested in sturdy metal case (GCT-9S) or portable carrying case (GCT-9W)—with easy to read tube set-up data and "Piggy-Back" caddy adapter.

Model GCT-9S . . . \$32.95 Net
Model GCT-9W . . . \$34.95 Net



MOST COMPLETE TESTER AVAILABLE! Model 107—Finest, fastest tester at a popular price—won't be obsolete!—offers every important test you need! Dynamic Mutual Conductance Test on pre-wired chassis. Cathode Emission Test by free point selector system. Nationally accepted Grid Circuit Test patented by Seco—up to 11 simultaneous checks for leakage, shorts and grid emission. In carrying case with handy chart for tube set-up data.

Model 107—Wired and Tested . . . \$139.50 Net



Dynamic check on transistors "in" or "out" of circuit!

Fast and easy to use! Dynamic check for "opens", shorts or gain—permits matching of similar transistor types. Wide range. No set-up necessary. MODEL 100 . . . \$19.95



Fast, low-cost tester—complete TV tube coverage! Checks all modern TV tubes and heater type radio tubes. With Seco Grip Circuit Test, Cathode Emission Test. In carrying case. MODEL 78 . . . \$69.50 NET

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NEW LITERATURE AND SPECIFICATIONS AVAILABLE ON ALL SECO TEST EQUIPMENT.



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news briefs

COMMERCIAL PRODUCTS DISTRIBUTOR PROGRAM LAUNCHED BY IR

"To keep pace with the rapidly expanding electronics market, distributors today must be capable of handling sales from all corners of industry," according to Walter L. Schott, International Rectifier Corporation Distributor Manager. "For this reason, we have launched a Commercial Products Distributor Program that is a first in the industry . . . aimed at distributors who seek and are willing to go after a much greater share of this expanding market by entering into commercial and industrial replacement component business, as well as service dealer segments of the market."

Schott stated that the total electronic replacement parts business for 1961 has been forecast at \$1.1 billion. A 100 million dollar distribution market exists for semiconductor devices, and a \$10 million distributor market exists for the commercial-industrial replacement type devices manufactured by International Rectifier. According to Schott, IR's new distributor program and new merchandising methods are pointed toward encouraging the distributor to assure himself a larger share of this market by depending on IR as their basic source of supply for specific semiconductors.

International Rectifier is now appointing Authorized IR Commercial Products Distributors throughout the U.S. To these distributors, IR will make available a portion of its broad line of semiconductors, including radio and TV rectifiers and diodes, as well as commercial and industrial replacement diodes, rectifiers and related devices, with a minimum investment required on the part of the distributor. Schott stated that, although the program is still in its infancy, close to 200 distributors have already been signed up as Authorized IR Commercial Products Distributors.

Schott outlined a complete 6 point program aimed at backing up his new CP Distributors, including:

1) Availability of the industry's widest line of replacement diodes, rectifiers and photocells, along with prompt attention to orders, drawing from volume stock-in-depth;

2) A continuing program of developing new products, competitively priced,

for both commercial and industrial users;

3) An integrated merchandising program that extends from point-of-purchase displays and attractive packaging through promotional literature, direct mail, and space advertising in trade publications . . . at no cost to the distributors;

4) Protection—since IR products will be sold only through "Authorized" distributors;

5) Inventory adjustment privilege;

6) A clearly stated policy, to eliminate later misunderstandings.

All of the above will be made available at no cost to the distributor, Schott added. He stated that he planned to complete his appointments of Commercial Product Distributors by the end of July, 1961, after which only authorized CP Distributors may handle IR components.



A new self-service, self-inventorying display rack that makes available the full line of International Rectifier semiconductors is one of the highlights of the new International Rectifier Commercial Products Distributor Program now being introduced to distributors throughout the U.S. The attractive merchandising unit stocks, store and sells all diodes and rectifiers, photocells and solar cells required to supply service dealers and electronic technicians. As part of IR's new Commercial Products Distributor Program aimed at assuring distributors a larger share of the expanding electronics market, the new display will be shipped to all IRCP Distributors with their initial order of International Rectifier products.

HEATH-KIT JR.'S TO BE SOLD BY DEALERS ONLY

LOS ANGELES, CALIF.—According to an announcement by CapKit International, Inc., the Heath-Kit Jr. line, manufactured by Daystrom Products Corp., will be sold only through dealers in the future.

This new line of kits, according to the manufacturer, will give dealers a line that they can receive a 66% return on their investment and on a "dealer protected basis."

The Heath-Kit Jrs. require no soldering and are American-made electronic hobby and educational kits that will not be sold by mail. They retail from \$2.95 to \$29.95 with full dealer mark-ups.

In addition to this new policy the Daystrom-Heath Consumer Products are also being offered for dealer resale only and include factory wired Citizen's Band & Marine Equipment.

Full information can be obtained from CapKit International, 1015 So. Figureoa, Los Angeles 15, Calif.

Trade Tip TUBE CADDY INSURANCE!

Tube caddies are a wonderful attraction for thieves especially when they are so easy to obtain from unlocked service trucks. Do you know how many and the different types of tubes that you carry in the caddy? Most service men do not know this information and would have a hard time trying to remember if the occasion should arise where it would be necessary to replace this all important item. If your equipment and parts that you carry in your car or truck is insured, (it should be) type a duplicate inventory of all tubes and equipment that is carried for this purpose. Send one copy to your insurance agent for his files and send one to yourself. The one that you send to yourself should be left sealed and filed away. In this manner there will be no argument with your insurance company as to what was stolen, if it should ever happen.

HOWARD SINGER
Public Information Director

CURRENT LITERATURE AVAILABLE

STANCOR PUBLISHES NEW 32 PAGE CATALOG

A new 32-page catalog of Stancor replacement transformers has just been published by Stancor Electronics, Inc.

This new catalog lists detailed electrical and physical specifications on 870 transformers for a wide range of radio and television, industrial and communication applications. It includes an output transformer chart indicating the proper output transformer to be used with a wide range of standard and high fidelity output tubes. In addition, numerous impedance and frequency response curves are included.

This new catalog Number S-106 is available from any Stancor distributor or by writing directly to Stancor Electronics, Inc., 3501 Addison Street, Chicago 18, Illinois.

RELIABILITY NOMOGRAPH OFFERED BY RATHEON

NEEDHAM, MASS. — Semiconductor users can now quickly compute the acceptance number for any given sampling plan with a reliability nomograph developed by Robert E. Pratt, reliability engineering manager for Raytheon Company's Semiconductor Division.

With the nomograph, a customer can predict the success rate from life test data at a 90-percent confidence level. He can also compute a sampling plan for his conventional risks.

Printed on sturdy card stock, the nomograph contains scales and tables with complete instructions on how they work, and a glossary of terms.

A free reliability nomograph may be obtained from Warren Schoonmaker, Raytheon Company, Semiconductor Division, 215 First Avenue, Needham, Mass.

EIA FOLDER TO LIST ELECTRONICS INDUSTRY CAREER OPPORTUNITIES

CHICAGO, ILL.—Preparation of a brochure to guide high school students on career opportunities in the electronics industry is projected by the Electronic Industries Association's Educational Coordinating Committee.

In his annual report to the committee, Ben Edelman, committee chairman and assistant general manager of government-industry relations for the Western Electric Co., called attention to the need for career guidance in electronics in view of prospective technical manpower shortages in the industry. Plans for publica-

tion and distribution of the brochure are being developed by the committee.

In reviewing other committee projects, Edelman also noted that:

Demands from industry and education have made necessary reprinting of the EIA Educational Television Guidebook published under committee sponsorship a few months ago.

A Language Laboratory Guidebook is being prepared at the request of the U.S. Office of Education as an aid to teachers and school administrators in installing, operating, and maintaining electronic language-laboratory equipment.

Edelman pointed out that the committee has established four task forces in connection with its responsibility to the EIA Board of Directors for conducting studies and submitting recommendations on all educational matters affecting the electronics industry. The task forces are Technical Manpower Requirements, under the chairmanship of Luke Noggle, Westinghouse Electric Corp.; Curriculum Development, G. F. Maedel, RCA Institutes, Inc.; Methodology and Educational Equipment, Robert G. Frick, General Electric Co.; and Public Relations, Stanley Thea, Ruder & Finn, Inc.



NEW, ENLARGED EDITION OF CBS TECHNICIANS' HANDBOOK AVAILABLE

A newly revised, expanded edition of the popular CBS Technician's Handbook, featuring up-to-the-minute technical data on tubes and semiconductors, has just been issued. Designed for use by service dealers and electronic technicians, the new edition contains 550 pages devoted to receiving, industrial, hi-fi, special purpose, and foreign tubes, and includes a complete reference chart on picture tubes. There is also an enlarged section on transistors and diodes, and a handy transistor cross reference chart.

The attractive comb binding permits the compact, 5 x 9 inch handbook to lie

flat when open. A quick-reference index and clean-cut styling which is easy to read are features of this new edition. The book is designed to withstand rough, on-the-job treatment.

Although 15% larger in content than former editions, the Technician's Handbook is still available for \$1.95 from distributors of CBS tubes and semiconductors, or from CBS Electronics Publications, 100 Endicott Street, Danvers, Mass.

INDUSTRIAL ELECTRONICS CATALOG PUBLISHED

Industrial Electronics is the new catalog just published by Engineering Supply Company, a corporate division of Texas Instruments, Inc.

The catalog, prepared by Electronic Publishing Company, Inc., Chicago, Ill., consists of some 230 pages. The products of 100 manufacturers are listed and the book is indexed by manufacturer and product. In addition to electronic equipment and components, accessories, tools, hardware, cabinets and racks are included. New products and an industrial tube cross reference, are featured.

Miscellaneous information including location of branches, suggestions for ordering, guarantees and delivery service, are given in the front of the book.

ESCO, suppliers of electronic equipment for industry and research, serves the Dallas area from 6000 Denton Drive, Dallas, Texas, and the Tulsa, Oklahoma, area from 1124 East Fourth Street, Tulsa.

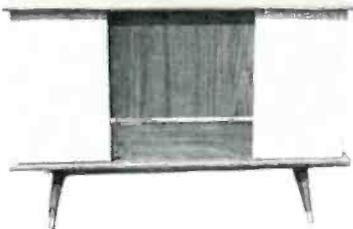
BRITENER SELECTOR GUIDE FROM PERMA-POWER

Perma-Power Company is announcing the availability of its Britener Selector Guide and Supplement. The Guide and Supplement include a listing of every TV picture tube in general use, along with recommendations for Briteners that are compatible with the individual tubes.

According to Richard S. Goldstein, Perma-Power's Chief Engineer, this matter of compatibility has become one of great importance. On older style picture tubes, using the wrong Britener would merely result in no improvement. However, on many of the newest picture tubes, the use of an inappropriate Britener can severely damage the tube heater.

The Britener Selector Guide permits the service technician to immediately choose a Britener that is sure to brighten the tube without risk of damage.

PICO Electronic PARTS



WALNUT TV OR HI-FI CABINET

Solid 3/4" Wood Completely Finished
Will Assemble in Minutes!

Maximilian Original—Designed
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RE 1-2177

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NE 9-6248

EAST LOS ANGELES
5916 Whittier Blvd.
PA 1-2907

Dealer Net
TV Cabinets \$39.95
HI-FI \$49.95

Trade Tip

A unique new counter dispenser for flashlight batteries is now available to dealers from Union Carbide Consumer Products Company. Made of clear polystyrene and ideal for any counter location, the "Eveready" "Roll-Back" Flashlight Battery Dispenser No. F-4500 is a self-vending unit with patented dispensing action designed to attract customer attention and build extra sales.

The easy-to-load unit is three and one-half inches wide, thirteen inches deep and thirteen and one-half inches high. It holds forty-eight "Eveready" No. 950 flashlight batteries. The "Roll-Back" is available to dealers through "Eveready" flashlight battery distributors.



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Thru self-service tube testers in markets,
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**FOR SALE—Radio-TV-Record Sales &
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\$30,000. Same ownership 14 years. 2
bdm, home adjoins store. Both may be
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REWARD

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19T14 Motorola Portable—Cherrywood—
Serial No. 814385—New
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New

RCA 17" Portable 171A082—Gray and
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RCA Ivory Remote—191AER204—Serial
No. 5308008—New

RCA Portable—192A098M—Blue—Serial
S616019—New
19P7-2 Motorola Portable—Serial No.
12338—New

RCA 17" Square Portable—Black and
Gold—Used

1—Radio—Motorola Plug-in and Battery
—Green and White—Model No. M5P21
—Serial No. 14630

If you should be contacted by anyone
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TO PLACE AN AD:

BY PHONE: In Los Angeles call
AXminster 2-0287. (This is the
number of the Classified Dept.
only) ask for NANCY BROOKS.
IN PERSON: Come to 4041
Marlon Ave. in the Crenshaw
Shopping Center, next to Bar-
ker's. (This Address is for the
Classified Dept. only.)

BY MAIL: Send your ad to
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Ave., Los Angeles 8, Calif.

RATES

95c PER LINE, one time.
MINIMUM: 5 lines.
CONTRACTS: Apply for rates at
AXminster 2-0287.
BOX NO.: Add 50c service
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less 10% each, 4th and there-
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HEADLINES, ETC.: Large head-
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WRITE YOUR OWN WANT AD

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SPECIAL INTRODUCTORY OFFER FROM KIESUB

NEW G-E STOCK SAVER KIT CONTAINS 14 CAPACITOR TYPES THAT MEET 90% OF YOUR TUBULAR REPLACEMENT NEEDS

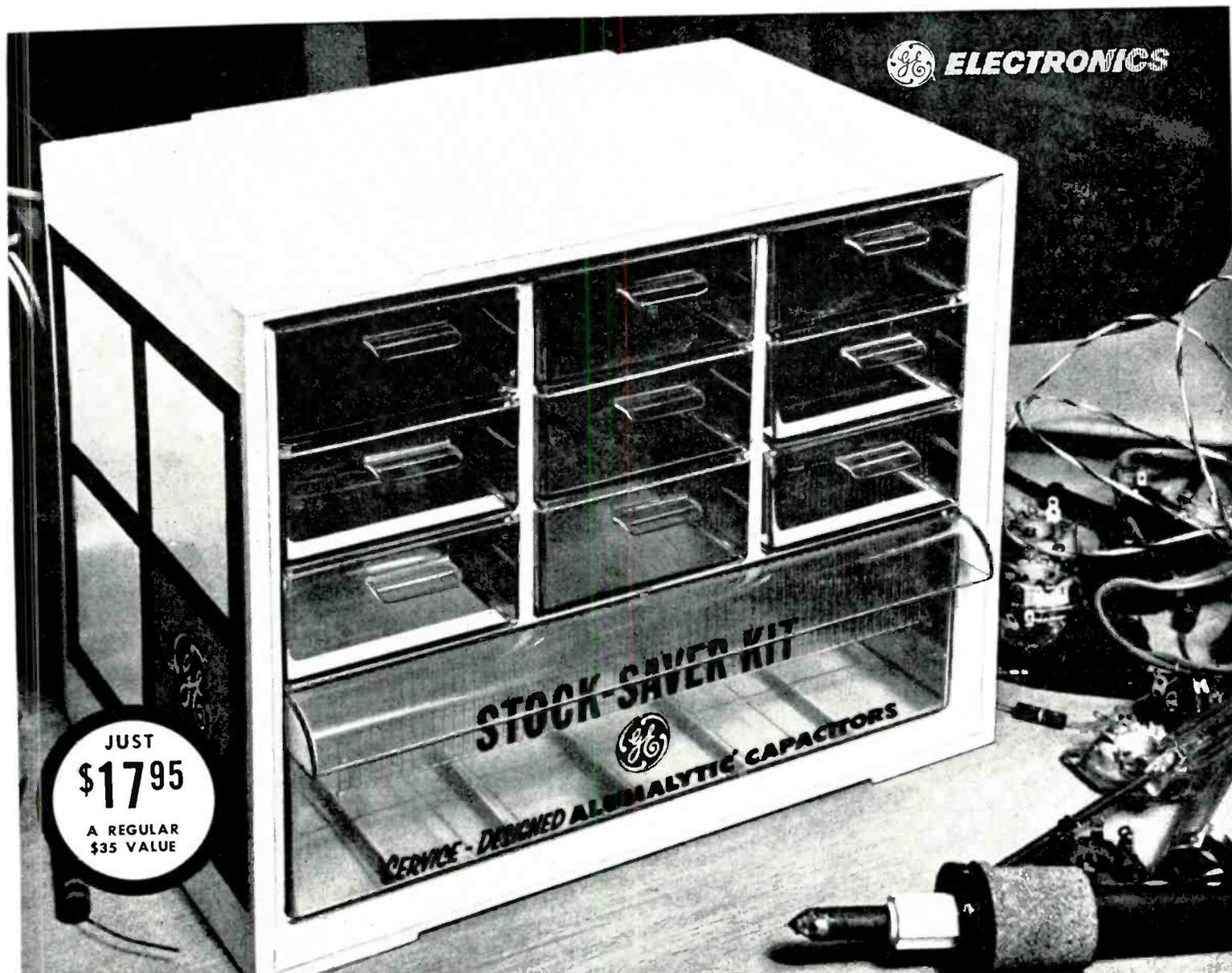
The capacitors with this handy kit are part of General Electric's new line of "Service-Designed" capacitors—each engineered and clearly marked for range of capacitance and voltage requirements. No more guessing or substituting for exact replacements. Save time and cost of single-unit ordering and pickup. With your Stock Saver Kit you can carry a minimum inventory and turn it into profits faster. The complete "Service-Designed" line—especially designed for replacement sales—contains tubulars, twist-prong and miniature electrolytic and paper Mylar* types. Reduce from 1,200 to 295 the types needed to make all aluminum electrolytic capacitor replacements. Get your G-E Stock Saver Kit, plus the most complete catalog and replacement guide ever published, from any of the KIESUB branches listed below.

All Kiesub Stores feature a complete line of General Electric Receiving Tubes to meet all of your needs.

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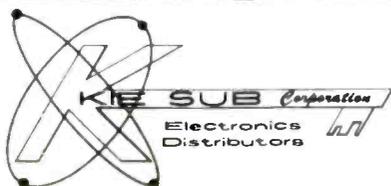
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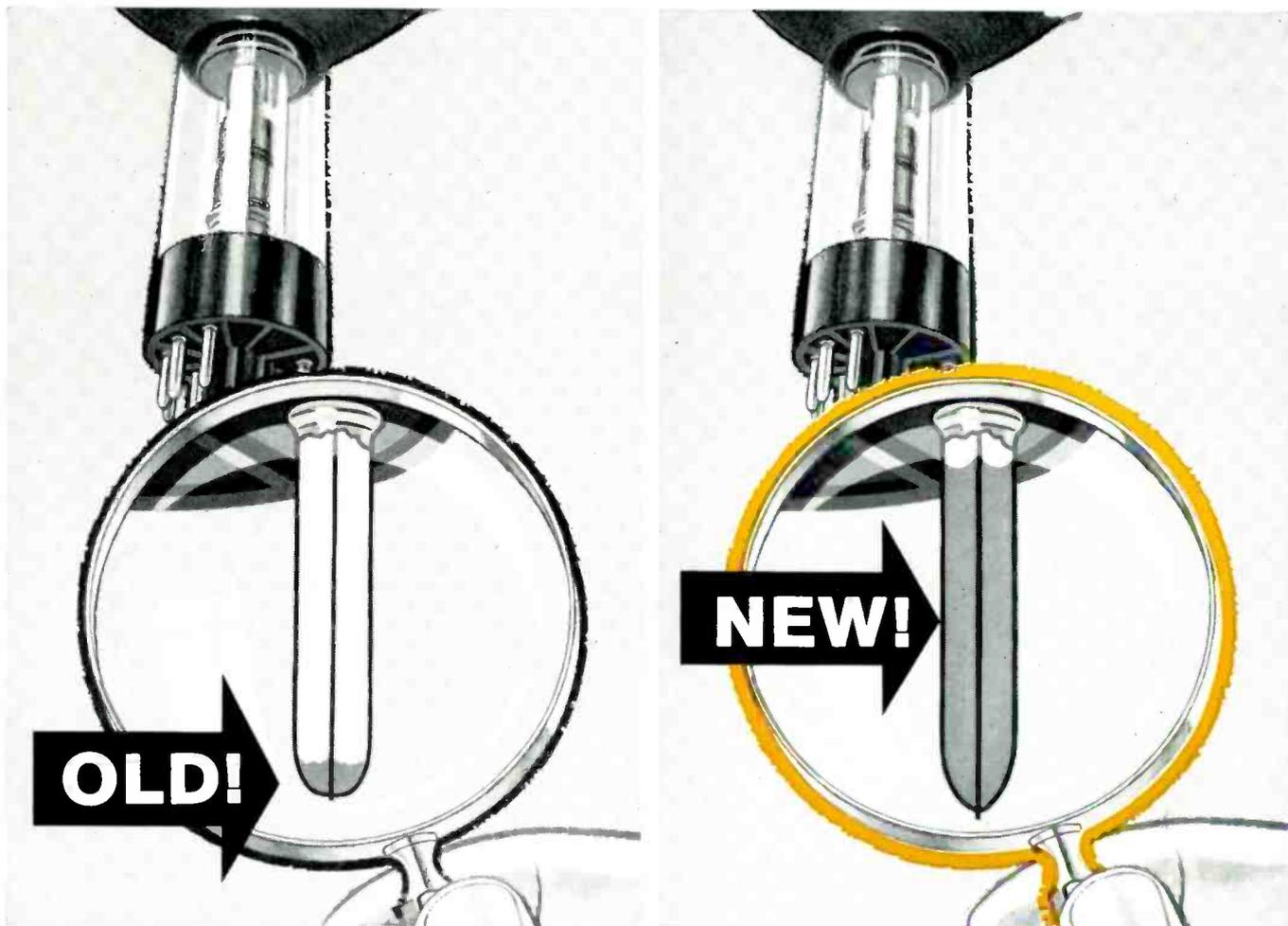
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New Sylvania Technique eliminates erratic pin soldering

Picture tube callbacks due to "open-pin connections" dramatically reduced

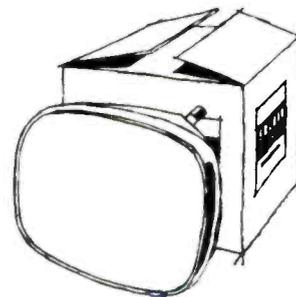


The "old" conventional pin soldering method relied upon contact between pin and wire only at their tips.

New Sylvania pin soldering technique extends solder far up into the pins—provides maximum contact with the wire—assures low electrical resistance and high mechanical strength.

What does the new Sylvania pin soldering technique mean to you? It means the solution of a long-standing, industry-wide pin soldering problem. Callbacks will be reduced—crimping and resoldering will be a thing of the past.

Thousands of service technicians have proven for themselves—in millions of service calls—that Sylvania SILVER SCREEN 85 TV PICTURE TUBES are the surest way to build a better business. You should, too. Electronic Tubes Division, Sylvania Electric Products Inc., 1740 Broadway, New York 19, N. Y.



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