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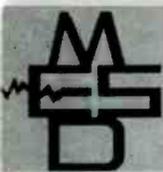
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DON MARTIN

SHADES OF SHERLOCK HOLMES AS FTC OPENS FULL SCALE TUBE INVESTIGATION

For over two years, the Federal Trade Commission has had under investigation the picture tube manufacturing industry. During this time, very little seemed to be happening but all of a sudden, a few weeks ago, a full team of FTC men swarmed in on Southern California distributors. These distributors, some of them pure industrial, were asked to produce all of their records, invoices, etc. of CRT purchases going back several years. It seems that the FTC can not understand how and why picture tube prices have dropped over 35% in the last two years in spite of a sales decrease, for the industry, and rising production costs.

The investigation has caused complete confusion in Southern California with on again and off again tube deals, irate distributors and worried manufacturers. The guy in the middle, the distributor, seems to be getting the squeeze again. Before this so-called price war began, a few years ago, the picture tube was his chief source of sales profits, while today it has become his "price loss leader". It wasn't meant that way . . . but that's what happened.

The dealer, on the other hand, was given a golden opportunity to make hay with a little more profit but he, in turn, dropped his price and the consumer, who was by now use to \$75 picture tube replacement charges was very happy to have these cut to \$35. It's going to be difficult for the dealer to go back to that \$75 price tag if the tube prices should regain their 1960 level.

It seems strange to me that we are all in business to make a profit and when the squeeze for more sales comes down the line it is usually solved by price reductions. In my book anyone can reduce prices . . . it takes a salesman to sell quality and brand names.

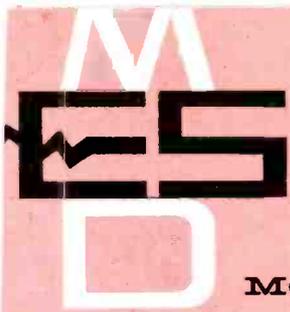
Last month one of Southern California's oldest and largest re-builders closed its doors. Pioneer Electronics had started as a small back yard business and had evolved into a multi-million dollar business, employing over 200 people and a public company. No one felt that they would be out of business today . . . especially those distributors who are holding the Pioneer warranties. Only one one thing caused this firm to call it quits . . . the pressure of price in a competitive market.

The re-builder is an important part of the picture tube business and does a job at a certain price level. They can not compete with brand name merchandise on an equal basis because of facilities, volume and finances but, on the other hand, do provide products for certain types of dealers. There are dealers that would not install anything but a first line major brand picture tube and makes a point of merchandising this fact. There are many others who want to offer two prices to a customer and then there are dealers who are selling price only and must take the consequences.

It must be remembered that this country was founded on the basis of small business and its strength is the opportunity of making that small business as large as possible. We don't pretend to know the answer to the present investigation and will reserve our position for the courts to decide. It does seem possible that after the smoke rises we may all have a clearer picture of our industry. Stable pricing has not been one of the electronic industries best points. Receiving tube prices do nothing but invite trouble for the manufacturer, the distributor and the dealer. Transistor pricing is almost impossible to figure out and it doesn't seem to be improving.

Of course, the electronic industry is mighty young and many of these problems will be worked out over the years but maybe the current nation wide FTC investigation will open some eyes and pricing will give way to a "normal profit".

With the dust hardly settled on the recent anti-trust action, against some of the largest manufacturers in the country, it is difficult to understand how it might be allowed to happen again in our industry.



MODERN

electronic service dealer

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

APRIL, 1962

FEATURE ARTICLES

14 How To Think Promotionally by F. J. Nataly,

This is an article that points out all of the elements of a fine promotional program that can be found in your own shop. A thought provoking article that may stimulate some real "promotional thinking."

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LETTERS TO THE EDITOR:

Mr. Don Martin
Modern Electronic Service Dealer
618 South Western Ave.
Los Angeles 5, California

Dear Mr. Martin:

We have been receiving your fine publication for some time now and want to let you know how much we enjoy it. There are many good technical magazines but none that help service shops deal with business, ethical and public relations problems.

As secretary of the Clark County (Nevada) Electronics Association I would like to know if it would be possible for you to send your magazine to the following officers of our Association?

Larry Forbach, Quality TV, 1615½ Fremont, Las Vegas, Nevada.

Bob McCoy, Oran Gragson Furn. & App., 1300 E. Charleston Blvd., Las Vegas, Nevada.

Bill Preece, Master TV, 1204 Stewart, Las Vegas, Nevada.

Dennis Bowmer, Boulder Appliance, 1268 Wyoming, Boulder City, Nevada.

Sincerely yours,
Phillip T. Hubel

MR. HUBEL, we will be very happy to add to our mailing list the four dealers you mention in your letter. You may be interested to know that we are planning on expanding our publication into the Washington, Oregon, Nevada, Utah, Colorado and Arizona areas within the very near future. We feel that these markets are extremely valuable and, if I may, will call on you for some dealer information in your area that we can carry in MESD. Thanks for your kind words and let us know if we can ever be of further help.

February 19, 1962

Mr. Don Martin
Editor
Modern Electronic Service Dealer

Dear Mr. Martin:

I'm enclosing a picture that ran on the second front page of The Sacramento Union of Feb. 2 and Keith Kerstein, CSEA executive secretary, informs me he has sent you clips.

But, perhaps of interest to your readers is some background that wouldn't be in the news story.

The day before the TV set was given the Senior Citizen Center here by Sacramento Chapter, CSEA, the chapter retained me to handle their PR, promotion and advertising. I told them to be alert for such appeals as the one that resulted in the gift—and as you can see they were. They jumped on it first thing and of course they didn't let the PR potential go unexploited. They

worked in close harmony with me to make it succeed.

This was just a beginning, and the group will have a consistent program of public relations, publicity and promotion. The lesson, I would think, would be a valuable one for your other chapters. I hope you can make use of the photo and information.

Yours very truly,
ASSOCIATED CONSULTANTS
Bert Clinkston

WE WERE SO IMPRESSED with the idea that it has been written as an article in this issue of MESD. Thanks for the information.

March 13, 1962

Modern Electronic Service Dealer
618 S. Western Ave.
Los Angeles 5, Calif.
Gentlemen:

I'm passing along this information in hopes it will save somebody else from taking the same loss we did. We rented a Delmonico T.V., Model PTV-19, serial #40732 to a Robert E. & Esther Carroll. These are their correct names as far as local authorities can determine. Rent was paid with a stolen, forged, payroll check.

Needless to say, the change from the check, \$60.00, the T.V. and the Carrolls all disappeared at the same time.

These people had on a previous occasion rented a T.V. from us so we weren't expecting any trouble.

Sincerely yours,
Gordon C. Prentice,
Owner

SURE HOPE THIS DOES SOME GOOD, MR. PRENTICE . . . If any other dealer has had a similar problem lately please let us know and we will publish the information. If there is enough of the material it might be possible to set this up into a regular monthly feature. We will judge the situation by future comments but thanks again for the information and I hope it helps some other dealer.

March 14, 1962

Mr. Donald J. Martin
Publisher
Modern Electronic Service Dealer
618 South Western Avenue
Los Angeles 5, California
Dear Don:

While looking through your recent issue it occurred to me that an excellent mailing piece for your CSEA members would be a copy of your code of ethics. You might even consider a blow-up of this page for use in dealer windows.

Please give my best regards to Keith the next time you see him.

Best regards,
F. J. Nataly, Manager
Distributor Advertising and
Sales Promotion

THANKS FRED for the interesting note. It seems like a real good idea to

me and I will certainly pass it on to Keith as well as to individual chapters. Merchandising our assets is certainly one good way to improve the dealer image to the consumer. A code of ethics in a mailer or blow up could do a lot of good.

March 5, 1962.

Mr. Don Martin,
Associated Publications,
618 So. Western Ave.,
Los Angeles 5, Calif.

Dear Don,

Here's some chapter news for your CSEA publication. The enclosed circular will give you part of the information. The 4 RTA Chapters involved, who have been having joint meetings once a month, so the attendance will warrant obtaining a good program, are: So. Bay, Los Ceritos, Long Beach, San Antonio.

The meeting was advertised as open to all TV technicians and dealers in the area. We had an attendance of 160 men, and you could hear a pin drop for 2½ hours while Mr. Hooten gave his illustrated lecture.

Mr. Hooten was introduced by Mr. Larry Atchinson, Service Manager for Sues, Young and Brown, the L.A. Zenith set distributor.

For some reason, these four RTA Chapters have failed to give you data on their meetings, but, believe me, they have had some wonderful and informative meetings this past year. Each month a different chapter is responsible for the program.

Since your magazine goes to all dealers, it would certainly help the growth of CSEA if these meetings were reported to you. I haven't the answer as to how, but I would be glad to work with you on the reporting, if you like.

Very truly yours,
ROBERT K. BURSLEY.

Thanks, Bob . . . I have written up this meeting in another part of this issue. Whenever you have something, we will be happy to use it.

*Do You Want To Go
To The Seattle*

**WORLD'S
FAIR?**

See Your
**HURLEY ELECTRONICS
SALESMAN
TODAY!**



* dates

* zone reports

* chapter news

CSEA LOS ANGELES CHAPTER TO FEATURE COLOR COURSE

According to an announcement by Mr. Hugh Wilkins, during the recent Zone F Council meeting, the Los Angeles Chapter of CSEA will sponsor a 12-week color course to begin around the middle of April.

Mr. Wilkins stated that Mr. Stan Auerbach has agreed to put on this program that will be designed to emphasize the practical side of color servicing along with a little theory. He plans to get those attending into the sets themselves rather than just lectures. The 12-week program will consist of 2½ hour meetings and the cost will be around \$1 per lesson. The exact time of beginning as well as the place will be announced in a special bulletin.

Zone F Elects Wilkins Chairman

The zone F Council of the California State Electronics Association elected Mr. Hugh Wilkins as its chairman for the next year at their recent meeting in Los Angeles. With 10 chapters being represented at the meeting the new chairman will take over at the next regular monthly meeting of the group.

Elected to the position of vice-chairman was Mr. Everett Pershing for the second consecutive year. Mr. Harry Midkiff was elected Secretary and Mr. Harry Kiyomura was named as treasurer of the Zone.

Directors will be voted on at the next regular meeting but a report of the nominating committee recommended Ralph Johonott, Ron Keeley, Emmett Mefford, Bob Whitmore, Don Reed and Norm Shannon. Further nominations will be opened to the floor.

TWO NEW ASSOCIATIONS CHARTERED BY CSEA

Two more chapters joined the growing ranks of CEA in recent weeks, according to Keith Kirstein, Executive Secretary of CSEA.

Antelope Valley CSEA (includes Lancaster and Palmdale) named Mr. Phil Wood, Custom Electronics, 38226 N. 6th St., Palmdale, as their president and in Santa Barbara, Mr. Rosco Low, of Low's Radio and TV, 535 Chapala, will head that new group as President.

These two new chapters certainly have our heartwarm welcome and best wishes for the years to come. CSEA is certainly proud of them and happy to have them with us.

Annual CSEA Meeting Set For June 9-10 In Fresno

*Unusual Program Approach To
Highlight Statewide Conference
States Kieth Kirstein*

The Annual Meeting this year is to be held in Fresno in the Town and Country Lodge June 9 and 10. In the past we have had the Board of Directors and Board of Delegates meetings and banquet at the Annual Meeting. Also, we have had speakers, sometimes manufacturer's booths and attempted to have technical and product information to pass on to those in attendance. Most local associations have many such meetings throughout the year. This year your committee feels that due to the need for increased communications between association and problems developing in local associations, we should have a different format for the Annual Meeting. We will still have the meetings of the two Boards and the banquet. It is proposed that the emphasis be put on assisting your local association. It is planned that three workshops be presented: one on association meetings what the programs should be), the second one on advertising, and the third will be your Apprenticeship. A workshop is a type of an organized "bull session" in which experiences and information are passed on to others and questions can be asked to clear up certain points. The State Office is aware that there are many associations throughout the state that have real fine programs, and it is the intent of this meeting to share this knowledge so that your representative can come back from this meeting with new ideas on how to improve your local association. There will be a resource person in each of the group to assist in conducting these informative sessions.

In the first two workshops, each association will have a representative who will bring to this "roundtable" discussion, a complete explanation of their outstanding programs and their results, to share with others. Your State Office is often sent advertising material that is being conducted on a local level. How it is organized, what it costs and how effective it is, we are not sure, but feel that in some cases it must be effective for there is continued usage. Those associations who have tried and experienced

certain problems in these fields will be able to pass on to other associations suggestions of the things to do and not to do when planning such a program. There will be more information on this sent out in the very near future, but, for instance, it is felt that at this meeting considerable information can be received from associations who have been doing outstanding jobs, such as San Diego on on their advertising particularly, most recently on television; Pasadena and their monthly programs; Sacramento and their hiring of an advertising specialist, and many other activities that are being conducted by local associations.

The third phase of the Annual Meeting Workshop will be a mock Apprenticeship Committee, which will actually go through the formation of a local JAC in which there will be federal, state and employee's representatives there to assist us in making sure that local associations throughout the state will be well informed on just what the JAC is. It is felt that actually going through the motions and actually setting up a sample local JAC by all those in attendance at the meeting, they will be better prepared to go back to their local association with all the facts about apprenticeship.

The most important item will be for you to make sure that you have representation at this two-day session in which most of the time will be spent in helping your representative to gain knowledge that will benefit your association. Your Delegate is required to be there and because of the amount of information to be disseminated, it is felt that at least two people from each association should be in attendance. With the 7 new associations that are now in, I am sure that both old and new will benefit by the exchange of ideas and experiences. This meeting will be designed to strengthen your local association, so **START PLANNING NOW!**

A cordial invitation is extended to all those members of CSEA who do not belong to any association, so that you can be prepared in the event an association is formed in your area.

JOINT PROGRAM BRINGS OUT OVER 150 DEALERS TO HEAR COLOR TALK

Over 150 dealers throughout the Long Beach area turned out at a joint meeting of the South Bay, Los Cerritos, Long Beach and San Antonia chapters of RTA to hear Mr. Harry Hooten of Zenith give a 2½ hour illustrated lecture on color servicing.

Mr. Hooten was introduced by Mr. Larry Atchinson, Service Manager for Sues, Young & Brown, Inc., the Zenith Distributors in Southern California.

These four chapters present joint meetings every month so that the attendance will warrant the obtaining of a good program. Each chapter takes a turn in producing the program and the system has worked out very well over the past year.

This system has worked out very well for these four chapter and it might be a good idea for other chapters to consider a similar co-operative program.

B & K Seminars Draw Record Crowds

Early last month a series of dealer seminars were presented by B and K, on modern TV Servicing including color and transistor, throughout the Southern California area with record attendance being reported by the distributors.

The seminars were jointly sponsored by Wholesale Electronic Supply in Santa Barbara; Radio Product Sales, Inc., Los Angeles; Hurley Electronics, Santa Ana; Radio Parts Co., San Diego; Southwest Wholesale Radio in Phoenix and Inland Electronics in Tucson.

Featured during these meetings were the latest unique and valuable tips on new time-saving short-cuts explained by factory experts. Also demonstrated were the B and K Television Analyst and Transistor Radio Analyst.

Brand Replacement Survey Now Underway

Over 25,000 servicemen have been asked to indicate their brand preferences in replacement components.

Brand Name Surveys, an independent research organization acting on behalf of a group of manufacturers, mailed questionnaires to the servicemen in late February and early March. This is the ninth consecutive year in which the survey has been made.

According to a spokesman for Brand Name Survey, the information gained in the survey assists manufacturers by telling them how their products and service might be improved.

PASADENA CSEA HOLDS INSTALLATION BANQUET FOR NEW PREXY DAVE WYMAN

The Pasadena Chapter of CSEA recently held their annual installation banquet in honor of their new president Mr. David Wyman of San Marino TV.

The annual event was held at the Huntington Sheraton Hotel and was preceded by cocktails in the Mirror room and dinner in the Wentworth room.

Master of Ceremonies for the evening was CSEA president Robert Whitmore who introduced the guest speaker Mr. Jack Berman and his wonderful presentation of the "Bedside Manner". A special added attraction for the evening was the well known Las Vegas team of Louie and Keely—portrayed by Bob Dumas of Grossman and Reynolds and Don Davitt of Hi Fi Service—doing "That Old Black Magic".

The other officers installed were: Mr. Robert Kealey, Kealey TV, 1st vice president; Mr. Mustafa Siam, Silwani & Co., 2nd vice president; Mr. William Lawlen, Television Central, Secretary and Mr. Phester Sheppard, Sheppcraft Electronics, Treasurer.



THE FORMAL INSTALLATION of the new president David Wyman of San Marino TV was performed by CSEA President Bob Whitmore. The event took place at the Huntington-Sheraton Hotel in Pasadena.



LOUIE AND KEALEY of TV and Las Vegas fame were the hits of the evening. Portrayed by Bob Dumas of Grossman and Reynolds and Don Davitt of Hi Fi Service, "that old black magic" took on a new meaning for those attending.



DINNER AND DANCING completed the evening for the Pasadena CSEA Chapter members and their wives. Widely acclaimed as the most outstanding installation dinner of all time it is going to be hard to top next year.

Statewide Apprenticeship Program Moves Towards Approval

The sub-committee of the State Joint Apprenticeship Committee (State JAC) has been meeting regularly and has developed a set of sample standards to be presented to the statewide JAC on April 2 in Fresno at the Town and Country Lodge. If the State JAC approves of the standards set up by the sub-committee on April 2, CSEA's statewide Apprenticeship Program will be a reality. The State Committee is made up of 5 em-

ployees, 5 employers, 1 Federal man, 1 State man, and local school officials. After this date information will be sent to various associations on how to proceed with each chapter's program.

At the annual CSEA meeting in June, the complete program will be outlined in order to clarify any questions in the minds of any local chapters that may not have answered by that time.

THIS IS THE SAME picture that appeared
in the Sacramento Newspapers
following the presentation
of a gift TV by the
Sacramento CSEA Chapter.



Sacramento Group Aids Senior Citizen's Center

One of the most outstanding examples of what can be done through a good public relations program came to light recently when the Sacramento Chapter of CSEA presented a free television to the Senior Citizens Center in Sacramento.

The actual presentation was caused by a series of events that began when the chapter engaged the public relations firm of Associate Consultants. This firm took over its duties on February 1st with a statement by its Managing Director Bert Clinkston to "be alert for an opportunity of gaining recognition."

The words hardly left his mouth when the next day an item appeared in the Sacramento Union's "Good Morning" columns telling how personnel from the center were trying without luck to pick up a television set for the place.

Almost at the same time different members of the Sacramento Chapter #1 spotted this item and the wheels began to turn. With the aid of Mr. Clinkston immediate action was taken by the group and the TV made available to the center. This action resulted in a two column picture of the Senior Citizens enjoying their new set and full credits to CSEA Sacramento Chapter No. 1. The story that accompanied the picture was as follows:

**TV for Senior Citizens
Picks Up Some Static**

Things broke fast Wednesday in the case of a donated television set for Sacramento's new Senior Citizens Center. First an item appeared in The Sacramento Union's "Good Morning" column by Kirt MacBride, telling how personnel from the center were trying—without luck—to pick up a television set for the place. Next, the item was spotted at nearly the same time by several members of Sacramento Chapter, California State Electronics Association, trade organization of a number of local television-radio dealers and repairmen.

To help the elders out, Vern Berlog, partner of Woodlake Village TV and an association director, conferred with another director, Darrell Petzwal of Petzwal's TV, and Berlog agreed on behalf of their group to donate the set, a floor model on casters. Petzwal agreed to supply a set of ear phones and jacks to give the hard of hearing easier listening, and an antenna, if needed.

HIGHER AUTHORITY

Over at the center they said this would be fine.

Then Ralph Martin, Berlog's partner, delivered the TV set. But it seems a little red tape stood in the way. Staff employees on duty felt that authorities had to give it the official "OK" and they were not immediately available.

Martin left the center with the set still in his truck, but he plans to make another try at giving it away this afternoon. Harry Renfree, in charge of the center for the city, said Wednesday night there will be no obstacle today.

"We'll take anything like that we can get," said Renfree. "It shows people's hearts are in the right place."

Good public relations can not be over looked if we are to build a strong healthy service industry that demands the respect of every community. The case of the Sacramento chapter is not one that stands by itself because almost every chapter of CSEA has some form of program that is similar. The difference is that this completely unselfish action resulted in consumer publicity that will, in the long run, build the strong unity and organization we are all working to produce.

The public certainly learns of all the dirty linen that is exposed by the 1% of our industry so why not let them hear some of the good. They will never know unless something is done to make these things better known. Take advantage of situations that will place our industry and CSEA in the limelight.

JFD

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MERCED

234 West 17th Street

MODESTO

419 10th Street

PITTSBURG

581 West 10th Street

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2089 N. Broadway

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355 M Street

(P.O. Box 1732)

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25327 South Normandie

WHOLESALE ELECTRONIC SUPPLY CO.

VENTURA

265 So. Laurel Street

SANTA BARBARA

209 W. Canon Perdido

WRESCO INC.

SAN FRANCISCO

1116 Folsom Street

SAN CARLOS

1348 El Camino Real

LET'S GET THE RECORD STRAIGHT

A JFD competitor is currently circulating the "unbiased" antenna amplifier comparison chart shown on the right. This enlightening analysis (not surprisingly) claims the competitor's amplifier superior in every respect.

However, my competitor overlooked (?) one important detail.

HE CONVENIENTLY OMITTED THE JFD TRANSIS-TENNA AMPLIFIER.

I am not surprised, but I am disappointed at my competitor's oversight.

Just for the record, only the JFD transistorized amplifier has the unique and desirable feature of mounting directly on the dipole terminals at the point of lowest noise level. It is available as a built-in part of 16 JFD Transis-tenna antennas. It is also used as an "add-on" amplifier that is universally adaptable to any other antenna be it inline Yagi, conical or otherwise. In my opinion, this versatility makes the Transis-tenna the best of the "add-on" amplifiers.

I had believed that the members of the antenna industry had outgrown the need for such so-called "authentic" comparison charts. At this point, however, I feel that every distributor and dealer is entitled to know the complete story. So with apologies to our competitors, we are reproducing the data from his chart with the JFD features added.

I invite your review of the now complete analysis. Judge for yourself which is truly the best "add-on" antenna amplifier in value and performance.

JFD ELECTRONICS CORPORATION

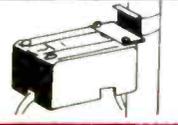
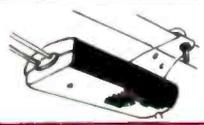
Edward Finkel

Edward Finkel,
Vice President - Sales

Open this flap for the complete
"add-on" amplifier story... ➤

HERE IS THE ANTENNA AMPLIFIER COMPARISON CHART

...WITH THE JFD SPECIFICATIONS THAT COMPETITION FORGOT (?)

	THIS IS THE ANTENNA AMPLIFIER MANUFACTURER WHO MADE THIS TEST	COMPETITOR A List \$29.95 plus Batt.	COMPETITOR B List \$44.95	COMPETITOR C List \$39.95	JFD TRANSIS-TENNA \$36.95-AC and \$34.95-DC List
ANTENNA AMPLIFIER COMPARISON CHART					
PERFORMANCE FEATURES					
1. Average gain, low band	18 db	13 db	4 db	17.2 db	18 db
2. Average gain, high band	14 db	7 db	9.5 db	13.5 db	15 db
3. Average VSWR, input	1:1.5	1:2	1:2.5	1:2	1:1.4
4. Average VSWR, output	1:1.5	1:2	1:3	1:2.5	1:1.4
5. Balanced input & output ferrite transformer	YES	NO (INPUT ONLY)	NO (INPUT ONLY)	YES	NO
6. High pass input filter	YES	NO	NO	NO	YES
7. Channels where amplifier phase shift hurts picture quality	NONE	CH. 2, 3, 4	Ch. 2, 3	CH. 2, 6	NONE
8. Uses MADT 4-lead (VHF) transistor with high gain, low noise figure	YES	NO	NO	NO	NO
9. Designed with enough power to drive up to 6 TV or FM sets	YES	NO	NO	YES	YES
10. Two section power supply filter	YES	NO	YES	NO	NO
11. Circuit stability (won't oscillate)	EXCELLENT	FAIR	POOR	GOOD	EXCELLENT
CONVENIENCE & SERVICE FEATURES					
1. AC receptacle on Power Supply for plugging in TV	YES	NO	NO	NO	NO
2. Polarity and Gain Control switch	YES	NO	NO	NO	NO
3. 3-way amplifier mounting bracket that is easily mounted anywhere from antenna boom to TV set	YES	NO	YES (NOT EASILY INSTALLED WHEN AMPLIFIER IS REMOTED FROM ANTENNA)	YES	NO
4. Rectifier, filter condenser and power transformer in power unit instead of up on antenna amplifier	YES	BATTERY TYPE POWER SUPPLY	YES	NO	YES
5. Electric Power Supply with AC isolation transformer	YES	NO	YES	YES	YES
6. No-strip terminals on both input and output of amplifier and power supply	YES	YES	OUTPUT OF AMPLIFIER ONLY	YES	NO
7. Number of set outputs on power supply	2	4	4	2	4
SELLING FEATURES					
1. List price	34.95	29.95 + BATT.	44.95	39.95	\$36.95-AC and \$34.95-DC List
2. Dealer net price	20.97	19.00 + BATT.	28.77	26.63	As low as \$22.70 for AC. As low as \$21.47 for DC.
3. Compact, set-up display carton	YES	NO	NO	NO	YES
4. Nationally advertised to your customers	YES	NO	NO	NO	YES
5. Cost per year to operate	27¢	AT LEAST \$2.00 BATT. REPLACEM.	27¢	27¢	27¢

JFD transis-tenna AMPLIFIER

Ferrite transformer is used in JFD amplifier input only. Not needed in output because the output circuit has been designed for 300 ohm balanced operation.

MADT denotes "micro-alloy diffusion transistor" production technique. JFD uses PADT denoting "post-alloy diffusion transistor" production technique. Both types are 4-lead VHF transistors with high gain, low noise figures.

JFD power supply is designed to provide more than adequate filtering under standard load. Why use two filters when one better filter will do as well? With the bonus of fewer parts that minimize servicing needs.

Why add something not really needed? Almost all AC outlets are duplex types nowadays. Besides, power supply and amplifier will always remain "on" if TV set is plugged into built-in AC receptacle. JFD "sensible" engineering provides you with "on-off" switch so amplifier can be turned off when TV is not being used.

No gain control is needed in JFD amplifier since it is designed and tuned for maximum gain on all channels at all times. Moreover, if a local signal is strong enough to require attenuation, why penalize all the other channels by turning down the gain control? Instead, JFD engineers recommend that the serviceman pad the offending channel only, leaving all the others to come in with maximum gain.

Neither is a polarity switch needed. Polarity is set at time of installation. Why offer the TV viewer a useless polarity switch? If he or one of the family should accidentally reset the switch, it means a needless callback at the serviceman's time and expense.

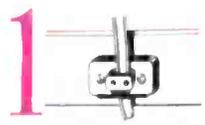
It's common sense to provide a minimum of necessary operating controls for the use of the consumer. The fewer the controls the smaller is the possibility of trouble with consumer handling of unit. This is part of JFD engineering philosophy.

Because the best place for the amplifier is at the antenna terminals. Why defeat the very purpose of an amplifier by attaching it any place but the right place? — at the point of highest signal-to-noise ratio — the antenna's take-off points. Be it single-driven, twin-driven, stacked-conical, Yagi or any other antenna design, that's where the JFD amplifier goes.

No-strip terminals are used only on output of JFD amplifier and JFD power supply. The input to JFD amplifier is effected through indestructible heavy gauge solid aluminum busbars which attach directly to antenna terminals. (One less potentially troublesome twin lead connection.)

Reprints of the above chart are available on request. JFD will be pleased to send you also its Transis-tenna brochure which shows you how to convert its many consumer benefits into profits.

...AND HERE ARE SOME MORE EXCLUSIVE **transis-tenna** AMPLIFIER FEATURES OUR COMPETITION NEGLECTED TO MENTION!



1 JFD supplies 300 ohm male and female twin lead connectors for 4-set operation or to provide four different locations where set(s) can be used.



2 JFD power supply employs on-off switch for viewer's convenience and use when set is shut off. (Also used by competitor A.)



3 JFD multi-set distribution system uses low-loss ferrite core transformer circuit... not lossy resistor design such as that of our competitor's.



4 JFD amplifier is corrosion-resistant. It is constructed of aluminum busbars, butyrate housing and an iridized steel terminal plate.

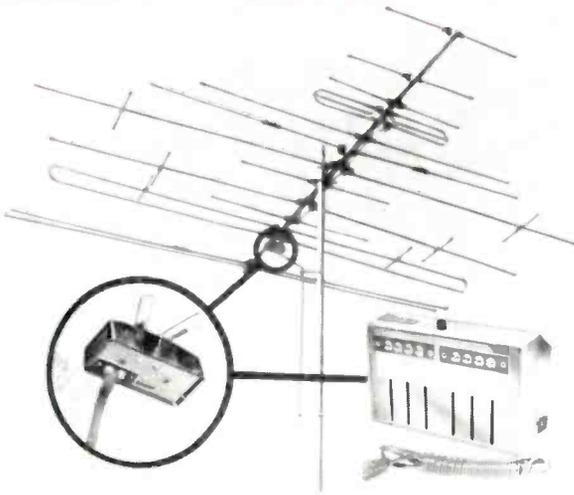


5 Only JFD offers choice of AC or DC operated amplifier (excellent for accessible attic installations).



6 Only JFD provides you with the widest selection of electronic Transis-tenna antenna-amplifier-distribution systems that helps you make every antenna sale a profitable Transis-tenna sale.

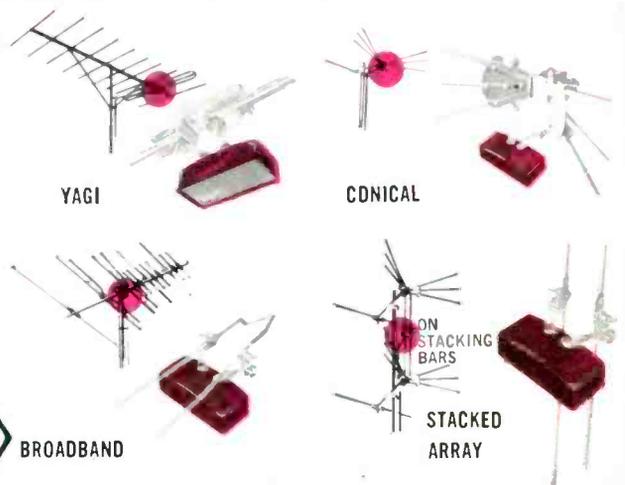
Only the **JFD** **transis-tenna** amplifier *integrates* itself into your antenna system



The Transis-tenna is the only amplifier designed to be an electrical and mechanical built-in part of the antenna.

JFD mounts its amplifier at the point of highest signal-to-noise ratio. You do not attach it to the mast, or the crossarm, or at the set—but at only one place, the right place—directly to the antenna take-off points. That is why you get no makeshift straps, clamps or brackets with the Transis-tenna. And for all-new antenna installations, JFD offers you the choice of 16 different Transis-tenna systems complete with integrated amplifier, antenna, power supply and set-coupling units. You pick the right electronic antenna package, perfectly matched to the location.

Only the **transis-tenna** amplifier converts *any* antenna type into a truly *electronic* antenna system!



The Transis-tenna amplifier mounts directly to the take-off points of any antenna in 30 seconds.

NOW . . . PROVE THE TRANSIS-TENNA'S SUPERIOR PERFORMANCE TO YOURSELF!

JFD invites your on-the-job comparison of the design and performance advantages of the Transis-tenna. See for yourself why more quality-conscious, performance-conscious, profit-conscious service-dealers are switching to the JFD Transis-tenna amplifier.

Call YOUR JFD DISTRIBUTOR TODAY FOR **transis-tenna**

JFD

THE BRAND THAT PUTS YOU IN COMMAND OF THE MARKET

JFD ELECTRONICS CORPORATION

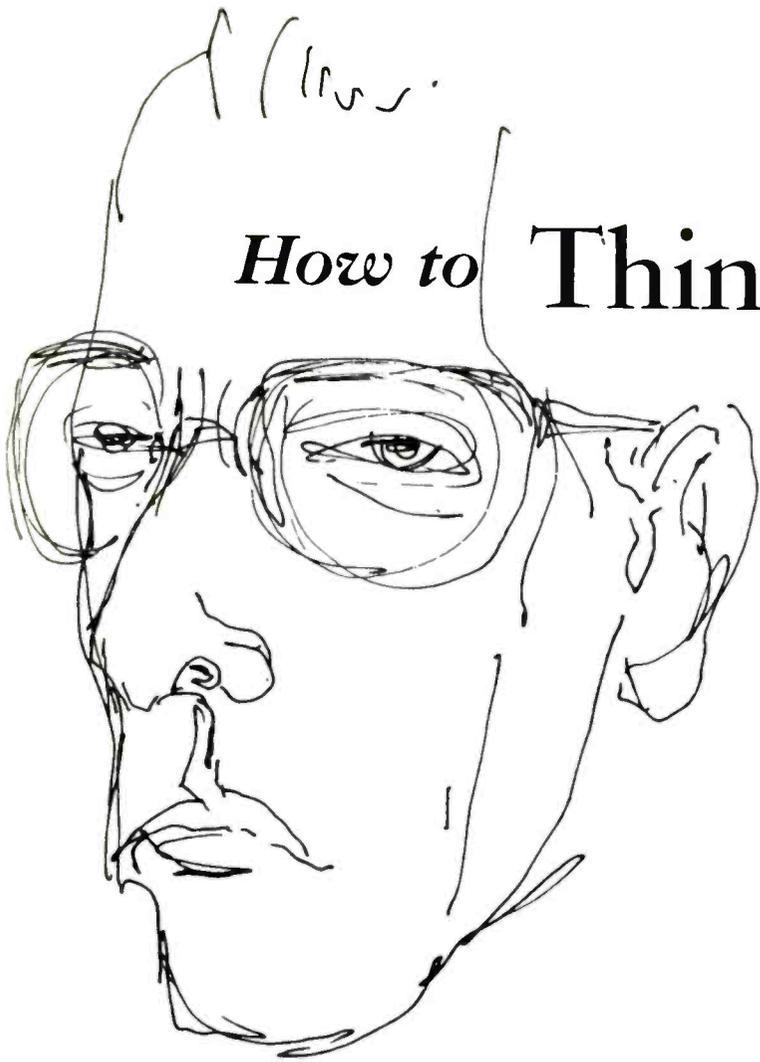
6101 Sixteenth Avenue, Brooklyn 4, N. Y.

JFD Electronics-Southern, Inc., Oxford, North Carolina

JFD International, 15 Moore Street, New York, N. Y.

JFD Canada, Ltd., 51 McCormack Street, Toronto, Ontario, Canada

How to Think Promotionally!



... and you'll find you have all the elements of a fine promotional program right in your own shop

Here are the basic elements of any selling situation: . . . *Sustain interest . . . Build desire . . . Create conviction . . . and Urge action.*

And, the real point is not what you sell or how deeply you believe in its value . . . but *how* you present your case to others.

Do you put yourself and your products before the public a little better . . . a little more attractively . . . with a little more "Schmaltz" than your competitors? Or, in two words, do you **THINK PROMOTIONALLY**?

To sell more parts and to service more sets, you must think promotionally. You must develop the habit of thinking promotionally. You must examine everything you think of, everything you see and hear from the viewpoint of promoting yourself. You must think *like a brass band!*

Let me take a few minutes to emphasize how important it is to train your mind to think habitually. Let's take a few examples of people who do this in other lines of work.

I was at lunch with a newspaperman one time when we heard in a radio newscast that a schoolhouse in Texas had blown up killing several hundred children. My friend's first thought was: "What kind of a headline will I write on that story?" This man is not particularly hard-boiled. He has kids of his own, and I dare say he is as sensitive and human as any of us. But he is in the habit of thinking everything in terms of news.

A doctor views people through the eyes of medicine . . . engineers think in engineering terms. You probably have heard them even speak of the human body as a machine.

Of course, unless you devote all your time to advertising you will never fully develop habitual thinking, but with a little conscious effort at first, you *can* pick up the knack of thinking promotionally.

For example, when a distributor representative calls on you to sell you a new line of electronic parts, try thinking of what he has to offer in a little different light than you might normally. Ask yourself, "How could I use this product to promote my business?" Is it something you could display in your window? Does it have consumer benefits that are worth advertising?

Actually, everything you see and hear can be analyzed for



by
F. J. Nataly
Mgr. Dist. Sales
Prom. & Adv.
General Electric Co.

its advertising content. And to develop the habit of analyzing things from this standpoint you have to begin by making a conscious effort.

Sometimes this conscious effort is forced upon a fellow. I know of a neighborhood meat market that had been doing fine for years. Then finally a huge supermarket, with a meat department twice the size of the neighborhood store, was built about a block away.

To stay in business, the neighborhood merchant was forced to think promotionally. First he made a promotion of barbecue specialty cuts . . . together with barbecuing tips printed in a little pamphlet. Every week he had a new idea. As I said, he *had* to have new promotional ideas. The end result was he did better than ever.

In your business, you must develop the habit of regarding a customer not just as a man with a technical problem which you can solve. You must also think of him as a potential source of business. If you don't do this now, then you'd better start.

You may decide when you finish this article that from now on you *will* think promotionally. But developing the habit takes more than that. It takes more than thinking about it just once. One way to make your mind continue thinking promotionally is to read about advertising and promotion ideas.

In case you are not familiar with it, there is a publication put out by the federal government called "Small Marketers Aids." You can get this simply by writing to the Small Business Administration, Washington 25, D.C.

A recent copy features an article called "Advertising for Profit and Prestige." And here is what this one particular article gives you:

Definition of Advertising

First, a definition of advertising in terms of the small independent business man:

"One owner of a small business recently expressed his views on advertising in this fashion: He said, 'Yes, I advertise. I place ads in a newspaper; sometimes I send out flyers, and occasionally I buy a few spots on radio—now and then on TV. My ad tells people what I've got to sell. That's all there is to it, isn't it? There is no mystery to advertising.'

"Well, advertising is an art. True there's no mystery to advertising, but there is an art to it. Yet this fact is all too frequently overlooked by small business advertisers.

Many of them, in fact, appear to spend their advertising without much reflection. Blithely unaware of the need and it with much care, they seem to feel that any slap-dash, hurriedly-conceived ad will bring in customers and profits. Advertising for sake of advertising is a dangerous and expensive delusion.

"You might protest that you have lots of customers . . . that they come in and buy . . . and so nothing much can be wrong with your ads.

"But think again. How do you know that the right kind of ads might not attract customers with larger spending ability? How do you know that the right kind of ads might not sell those higher-priced jobs? You don't."

Why do you advertise? You advertise to let people know you are in business . . . to let them know what you're selling . . . to keep your name before the customers, potential customers as well as present ones . . . and to make special offers on special occasions. In addition, you advertise sometimes because your competitor advertises.

These reasons for advertising, however, are hardly even the beginning. For these reasons must be converted into action which calls for some difficult decisions by you.

To do this, the larger companies have marketing research

organizations. These statistical departments search out figures which precisely define the markets for certain products or services. The average service dealer cannot afford to spend great sums of money or long periods of time on market research. But he must know his market . . . and I am sure that you know your market much better than I do.

Practice Promotional Thinking

Here is a way you can practice thinking promotionally. For the more you learn about your market, the more you will easily and naturally think of ways to reaching customers with advertising messages.

Here's another example of how to think promotionally. You know, of course, that every satisfied customer is a potential advertising agent for you. Human nature being what it is, that statement almost goes without saying. But how many times have you actually tried to develop a corps of satisfied customers as such? I dare say you do their service work and take pride in what you have done for them. But have you actually merchandised the fine work you have done? Have you ever, in some fashion, encouraged your customers to speak up in your favor when the proper moment comes? It's worth thinking about.

Another way to help yourself think promotionally is to examine carefully all the merchandising aids that are made available to you by manufacturers and distributors.

Although the chances are that a number of them are not suitable in your particular circumstances, I would like to point out that it is well worth while studying ten ideas to find one good one. If we in our advertising work at General Electric could hit an idea ratio like that, we'd be tickled to death. So don't miss any bets—remember, the more you think about advertising, the better chance you have of coming up with some whiz-bang ideas. There's a lot of material here. For instance, do you realize that my company alone makes available to you more than 150 different service dealer aids?

Planning A Program

Planning is important, though often difficult and time-consuming. But the reason I say it is important is that a one-shot ad or radio spot or sales promotion project makes a very, very small dent in the sales resistance of potential customers. One blow with an axe will not bring down a tree, unless it be an exceedingly rotten tree. But a continuous series of blows, each one no harder than the others, will bring home some firewood. The same is true of advertising. The force of advertising does not merely add with repetition—it multiplies.

The difficulty you face in a long-range continuous advertising program is the cost. A large, high volume company . . . let's say a tobacco company, oil company or soap concern . . . can afford such a program. In fact, they cannot afford to do without continuous advertising. But in your circumstances, you must make each advertisement or promotion pay for itself. You hope, of course, that it will do more than pay for itself. But even if it does not, you still will gain the long-term advantage of having brought your name before the public. The more times you do this, the more business you will draw—though in many cases you may not be able to relate it directly to the action message of any one particular ad.

Think promotionally. Perhaps you feel you are doing very well without any advertising or with just a little advertising. But did you ever think how much better you might be doing if you were to expand your advertising or improve what you are doing? You must continually ask yourself specific questions like this.

(Continued on Next Page)

HOW TO THINK PROMOTIONALLY

Now let's get down to some hard thinking on a program which will both do your business some good and keep you thinking promotionally. Probably most of you take inventory of your stock. For a change, take inventory of your services and how you promote them.

First, develop your shop's personality. A shop can have a personality just as well as a man. And people respond to the personality of a shop. If it is a pleasing shop personality, people are attracted. If it's displeasing, people are repelled. You know these things, and probably you keep the shop floor swept, the walls painted and the window dusted. But even so, now that we are starting a campaign to think promotionally, it will not hurt to go over everything again.

Take a look at the exterior of your shop. Take a good long look and decide if it reflects a pleasing personality. Check the visibility of identifying signs, the physical condition of the building, the decoration of windows and doors. Does it have an action message that makes people want to come in?

Now walk inside as though you were a customer. What do you see? Is the stock that's visible neatly arranged? Is literature from manufacturers available and pleasingly displayed? Are customers greeted by someone pleasant? Are the bills and letterheads and other things that come to the customers' attention pleasing?

Go through all those points with an active mind . . . with a view to searching out ways to improve your shop's personality.

Bedside Manner

Next point:

You know that doctors often are known by their bedside manner. And in fact, many doctors' fortunes rise and fall with their bedside manner. I suggest that you need a good

"set-side" manner when you go into a customer's home.

Although you know this, I think you should review your "set-side" manner in the light of developing the habit of thinking promotionally. So, take a few minutes to check over just what happens when you and your men go into a customer's home.

Are your tools, tool kit and tube caddy neat and professional-looking? Do you assure the customer you will do or have done all you can to repair his set satisfactorily in his home? Do you offer a replacement set if you find you have to pull his? Are you careful of the customer's furniture and rugs? Have you explained things so the customer feels confidence in you?

You must review each question to know whether or not you have a good "set-side" manner.

Business Image

Let's examine your business image. No one ever has a business image which can't be improved.

First, you must have sound and fair service policies and rates. And you must make these known to your customers.

Second, here's a little exercise that will start you thinking promotionally. Find a gimmick.

As an example of what I mean, although perhaps not the best example in your circumstances, do you remember the impact of "MAD-MAN MUNTZ"? There's a combination title and phrase which was carefully designed to be remembered and it is remembered.

There's an upholsterer in the town where I live who calls himself "Dan, The Seat-Cover Man." He uses this on his signs, his billheads, his newspaper ads, and his business card. It's a sort of a trade mark.

Those of you who are amateur radio operators probably will know of the ham dealer who goes by the name of "Uncle Dave" in Albany, New York. He even uses this gimmick as a cable address, written all as one word.

ALL NEW 100% SAFER*



BUY THE BRAND THAT IS
ALL-WAYS NEW! **ZENITH**

Zenith TV Picture Tubes are 100%
NEW from face plate to socket, assuring
you of the highest quality and performance
for every replacement need. Remember,
Zenith leads to long life and finest picture quality.

***AVAILABLE IN MOST POPULAR SIZES**
SUES, YOUNG & BROWN, INCORPORATED

For your convenience, Zenith parts and tubes, in or out of warranty, are available from the following parts distributors:

HURLEY ELECTRONICS
1429 South Sycamore
Santa Ana, California

HURLEY ELECTRONICS
1501 Magnolia
Long Beach, California

HURLEY ELECTRONICS
501 East Date Street
Oxnard

GROSSMAN & REYNOLDS
1900 West Valley Boulevard
Alhambra, California

ANDREWS ELECTRONICS
1500 West Burbank Boulevard
Burbank, California

ELECTRO
2483 - 3rd
Riverside, Ca

Try to think up such a gimmick for yourself. You may never arrive at one you really want to push. But you will have exercised your noodle in some promotional thinking.

As a matter of fact, a good example of a gimmick is the bear symbol that is the CESA official emblem. Actually, it is more than a gimmick. It is a symbol of integrity.

Participate In Your Community

Another big area of activities that will improve your business image is participation in community affairs. You may belong to service clubs, contribute to the Red Cross, and buy Girl Scout cookies. However, those are merely passive community actions. What I am referring to are active and positive actions. This isn't the Army; don't be afraid to volunteer. You say you have no time? Well, you know the old saying: If you want something done, give it to a busy man.

There is a lot of good sound psychology in that old saw. For a busy man is one who is active. And activity can be as much a habit and way of life as passiveness. Obviously, some people, by their nature, will be more active than others. But anyone can develop active community participation to a certain degree.

Why community activity? What does it buy you? Well, the specific results may be hard to measure at first. But, in the first place, if you develop an interest in the welfare of your neighbors and your community, you may be sure that your neighbors and your community will develop an interest in you. They will like you and respect you.

And along with liking and respect will come contacts. Remember, the more people you talk to, the more you learn. Participation in community affairs will improve your personality, your stature in the community, and your interest in life. And I would be very astonished if someone could prove to me that it will not, in the end, improve your business.

You must be sure that your promotion efforts are efficient. I hardly need tell you that it is all too easy to fritter away your advertising money in scattered actions that do you no good.

To avoid this you must regard advertising expenditures as investments.

The best way to get into this efficiency frame of mind is to set up a budget. This may sound like a waste of time. But if you regard your advertising money as an investment, then you *must* spend some time planning how to use it. After all, when one invests in the stock market, he thinks and plans before he purchases.

You must do the same with all your ad money. I know that it may be difficult to plan an entire year's promotion effort, because many things will come up suddenly that require fast action. But you can at least set up a frame-work.

Maybe you want to plan to have some kind of promotion say once a month. Perhaps you have discovered just where you want to place your advertising messages—and so now the thing to do is to plan how much money you're going to spend in that area in the coming year. As I mentioned before, you must do some market research to promote efficiently. And again, you must keep track of the results of your promotion work.

It is sometimes difficult to know how to promote new TV and radio service business. There isn't any magic formula. The method will vary in each town . . . and with each service shop.

As you develop the habit of thinking promotionally, you will find that you will begin to promote more effectively. Your door and your store window will be attractive. You will be using the business aids you get from distributors and manufacturers. You will be participating in the cooperative programs. You will be promoting a theme . . . and using the principle of repetition. You will be merchandising your assets instead of just letting them lie on the shelf.

Federal Reserve Bank COMPARATIVE SALES INDEX of Department Store Volume

Percentages of changes in the value of Department Store sales for the periods shown are comparisons with the corresponding periods a year ago. Figures are taken from the weekly reports of the Federal Reserve Bank . . . Statistics being what they are, we remind our readers that in interpreting these figures the significance may sometimes be affected by an unusual situation of one or two years previously: by special holiday selling periods which may not coincide one year with another; and other pitfalls to the analyst. With this caution in mind, this monthly chart is an excellent weather vane of the retail sales trends

Metropolitan Area, Center or FRB district	% CHANGE FROM SAME PERIOD LAST YEAR		
	One week ending Mar. 10	4 weeks ending from Jan. 7, Mar. 10	Cumulative from Jan. 7, Mar. 10
THE PACIFIC AREA (12th district)			
LOS ANGELES-LONG BEACH AREA	0	+ 7	+ 5
DOWNTOWN L.A.	- 8	+ 3	+ 1
WESTSIDE L.A.	0	+ 6	+ 4
SAN DIEGO AREA	- 3	+14	+22
SAN FRANCISCO-OAKLAND AREA	- 2	+ 4	+ 4
SAN FRANCISCO	- 3	+ 1	+ 2
OAKLAND	+ 1	+ 5	+ 5
SACRAMENTO AREA	+ 3	+13	+13
SAN JOSE AREA	- 6	0	+ 2
PORTLAND AREA	+ 3	+ 3	+ 4
SEATTLE AREA	+12	+ 7	+ 9
TACOMA AREA	+18	+ 3	+ 6
SPOKANE AREA	+ 1	+11	+ 9
SALT LAKE CITY AREA	- 8	+ 2	+ 5
TWELFTH DISTRICT	+ 1	+ 6	+ 6
UNITED STATES	- 6	-11	+ 3

A SPECIAL SERVICE FOR . . .

CSEA MEMBERS!

&

THEIR EMPLOYEES

GROUP LIFE INSURANCE

and

COMPREHENSIVE MAJOR MEDICAL

EXPENSE BENEFITS

PLAN

Issued and Underwritten

by

**Woodmen Accident
and Life Company**

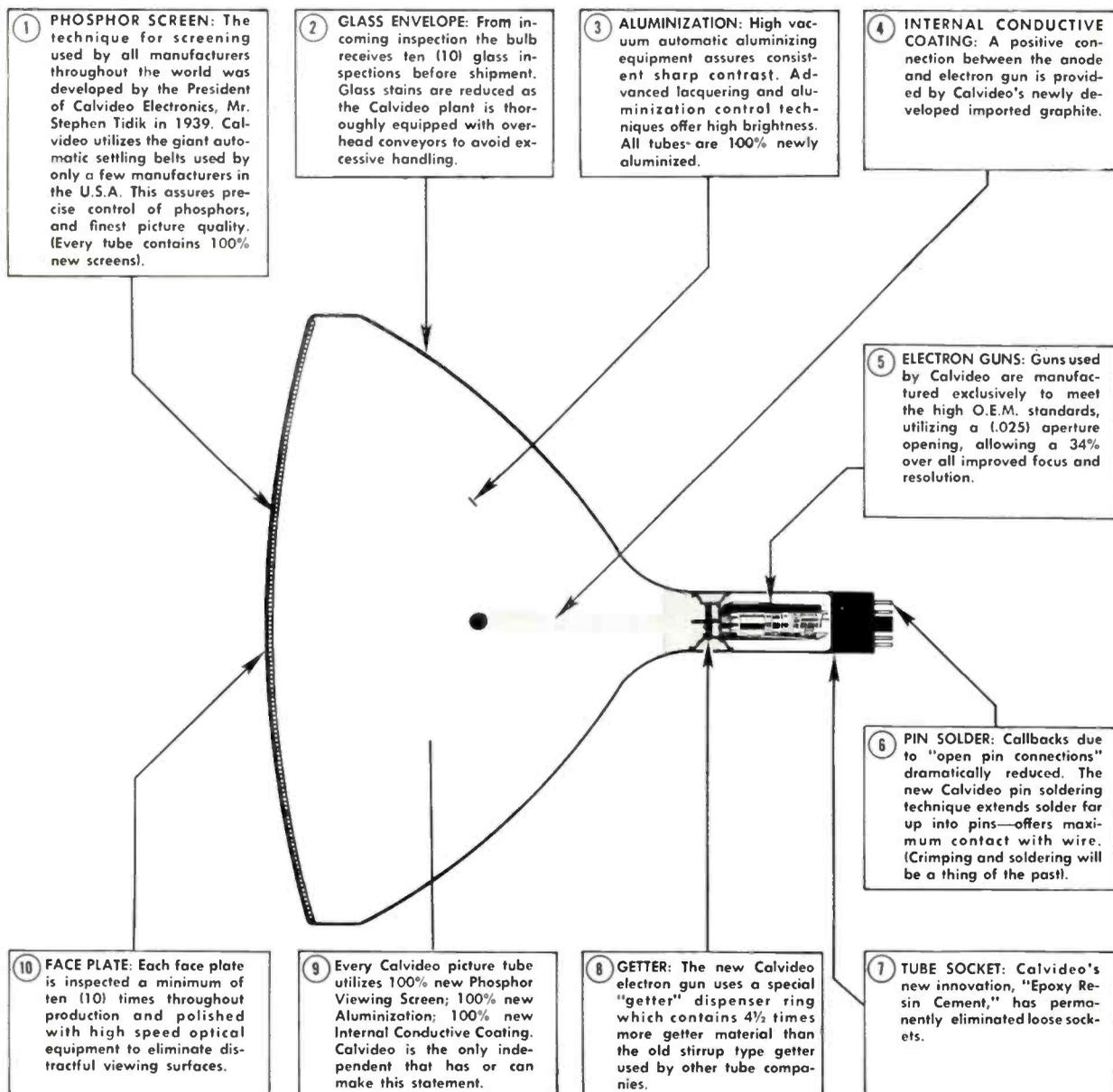
Lincoln, Nebraska



The
Protecting
Hand

A MUTUAL LEGAL RESERVE COMPANY • ESTABLISHED 1890

TEN GOOD REASONS WHY CALVIDEO QUALITY + ECONOMY = DEALER PROFITS



AS A BONUS FEATURE ALL CALVIDEO TUBES COME PACKAGED IN THE NEW EASY TO HANDLE "TUBE TOTER" CARTON.

* the largest independent picture tube manufacturer, supplying the replacement field



Electronics Inc.

CALVIDEO PICTURE TUBES ARE SOLD ONLY THRU AUTHORIZED DISTRIBUTORS — FOR INFORMATION REGARDING YOU NEAREST DISTRIBUTOR, CALL OUR SALES DEPT., NEVADA 6-0741 IN COMPTON, CALIF.

INDUSTRY NOTES



DEMONSTRATING OSCILLOSCOPE TRACES on closed circuit TV is Mr. Charlie Wack of RCA during a recent color program sponsored by RCA Victor Distributing Corp. in Los Angeles. Mr. Wack is a Field Service Engineer for RCA and a color service specialist.

RCA HOLDS SECOND DEALER COLOR SEMINAR

Part two of RCA Victor Distributing Corporation's color servicing techniques was held recently with well over 200 dealers in attendance in each of two presentations.

The program, moderated by Walt Pasner, Manager Electronic Parts Department, included a dynamic demonstration of actual service problems encountered in the field and how to tackle them by Mr. Charles Wack, RCA Field Service Engineer. Mr. Wack used a closed circuit TV set-up to show Oscilloscope traces on a 23" monitor in his demonstration.

This part of the program was followed by Mr. E. A. Hilderbrand, E.E. RCA Victor RV Product Performance Specialist of Indianapolis, Indiana, who discussed the technical and psychological approach to color servicing and what test equipment to use, when and how.

These two speakers were then asked questions from the floor before adjourning to the refreshments.



FOLLOWING THE COLOR SEMINAR PROGRAM these RCA Executives took time out to answer questions of the over 200 dealers that attended. Standing (l to r) Mr. Jack L. Hoffman, Charlie Wack, Andy Hilderbrand and Walt Pasner.

WESTERN ELECTRONIC WEEK '63' BEGINS TO TAKE SHAPE

Plans for Western Electronic Week '63' are beginning to take shape as the Board of Distributors met for the first time last month.

Under the direction of President Cap Kierulff, Mr. Frank Eckert was named as chairman of Western Electronics Week, Mr. Norb Dean as chairman of the Pacific Electronic Trade Show, Charles Silbey as executive vice president of the organization and Mr. Byron Perkins as Business Manager and show coordinator.

It will be the duty of this main core of men to set their different committee chairman and make sure that everyone carries out the duties assigned to him.

The first official action of the Board of Directors was to set the dates for Western Electronic Week as February 4-10th, 1963 with the show dates slated for February 8, 9, 10 at the Shrine Exposition Hall in downtown Los Angeles.

Further action of the board included the election of one additional board member, Mr. Don Martin, publisher of Modern Electronic Service Dealer Magazine.

TV Picture, Receiving Tubes Sales Up in January

Factory sales of both TV picture and receiving tubes increased in January over December totals, according to latest figures released by the Electronic Industries Association's Marketing Data Department.

There were 802,061 television picture tubes sold in January worth \$15,625,304 and 29,592,000 receiving tubes valued at \$24,789,000. In December, 709,556 TV picture tubes and 20,052,000 receiving tubes were sold with an accrued revenue of \$14,099,555 and \$25,084,000, respectively.

In January 1961 picture tubes totaled 707,833 worth \$14,130,602 and receiving tubes, 26,343,000 valued at \$22,227,000.

EIA's latest figures for tubes appear below:

<i>Television Picture Tubes</i>		
	<i>Units</i>	<i>Dollars</i>
January 1962	802,061	\$15,625,304
December 1961	709,556	14,099,555
January 1961	707,833	14,130,602
<i>Receiving Tubes</i>		
	<i>Units</i>	<i>Dollars</i>
January 1962	29,592,000	\$24,789,000
December 1961	29,052,000	25,084,000
January 1961	26,343,000	22,227,000



LOS ANGELES REP GUESSES ICE MELTING TIME AT PETS

Jere Davis, advertising and sales promotion manager (Left) of Ungar Electric Tools, electronic division of Eldon Industries, Inc. presents J. T. "Jimmy" Walbert, sales representative for the Lawrence Shriver Company of Los Angeles a \$100-check as first prize for guessing the approximate time it took an Imperial soldering iron handle to drop from its frozen, mid-way position within a 340-pound block of ice during a unique trade show contest recently sponsored by the company.

*Do You Want
A New*

**FORD
ECONOLINE
DELIVERY
VAN?**

See Your
**HURLEY ELECTRONICS
SALESMAN
TODAY!**

Second Bi-Annual Invitational E.R.A. Palm Springs Conference A Success

E.R.A.'s Palm Springs Conference kicked off to a widely publicized Western Electronics Week in Southern California.

Thirty-five member companies of the Distributor Division of the Southern California Chapter of E.R.A. played host to 90 manufacturers and 57 distributors at the Palm Springs Riviera Hotel, February 3-6.

Total attendance exceeded 450 people. Distributors and manufacturers actively participated in 37 pre-arranged morning conference periods at the hotel's Mediterranean Room. The sunny afternoons were used for informal meetings, a ladies' fashion show, tour of four prominent local homes as well as a high spirited golf tournament. The evenings were the social highlights of the Conference, consisting of a Get-acquainted evening Saturday, Western Night on Sunday and finally a colorful Swiss Night on Monday.

At the final luncheon on Tuesday, immediately after the business sessions, a Grand Prize drawing was held in which the participating distributors were eligible to win a Chevrolet Manza sports coupe, Packard-Bell Color TV set, Polaroid land cameras, and a case of champagne.

The enthusiasm ran high at both the business and social affairs. Manufacturers were competing to see who could write the most orders, and all found the conference even more rewarding than the first conference held in 1960.



PARTICIPATION AT THE PALM SPRINGS CONFERENCE won for Mr. Jim Reynolds of Western Radio in San Diego this beautiful new Television. Presenting the Award, on the far right, is Mr. Norm Marshank.



THE CONFERENCE'S GRAND PRIZE was won by Mr. Irv Phillips, Pacific Radio Exchange on the far left. Presenting the prize is Mr. Jack Carter general chairman of the ERA Conference. Mr. Phillips wife, Pauline, joined her happy husband for this picture.



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FAST... Same Day Delivery Service
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PHILCO 20/20 STARBRIGHT & PHILCO REX CR TUBES

Complete Lines of Parts for PHILCO Products . . . Radio, Television, Air-Conditioning, Hi-Fi, Refrigerators, Freezers, Ranges, Washers, Dryers, Duomatics, Commercial Washers.

LAUNDRY PARTS FOR EASY, HOTPOINT, BLACKSTONE, FRIGIDAIRE, KELVINATOR-ABC, GENERAL ELECTRIC, MAYTAG, NORGE, SPEED QUEEN, WESTINGHOUSE, WHIRLPOOL, KENMORE.

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LITTLE FUSE
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TEVCO
TACO
BENDIX
OXFORD
STANCOR
DE-RO
WELLER
RADIO RECEPTOR
ACROLYTIC
EVEREADY
BLONDER-TONGUE

The Question:

**WHAT SHOULD CHARACTERIZE THE WORKING
RELATIONSHIP BETWEEN A NON-SERVICING
RETAILER AND THE SERVICE ORGANIZATION
HANDLING SET-UP, MAINTENANCE AND REPAIR
OF THE MERCHANDISE HE SELLS?**

Mrs. Mary Trace
Secretary-Treasurer
Highland TV Service, Inc.
National City

Because the retailer's customers are excellent potential regular trade for the service dealer and because this represents a large account, we might favor the retailer trade over other customers. They also are granted a favorable price, such as a discount on parts. We reserve the right to identify ourselves to the customer, of course, and use no blind trucks. Also a record is kept of each service customer for the retailer's merchandise and anything else they have that needs repairing. Retailer-developed business leads to new customers, but it's not particularly profitable in itself. A peculiarity in our case: We retail merchandise on our own, too, but respect the rights of any retailer who calls on us for service and don't compete on those customers identified as his.

E. H. O'Brien
El Cajon Television Center
San Diego

We've always operated as ourselves, not as an agency for the retailer. The store puts a sticker with our name on it behind the set; that lets us handle the service problems right from the start without the annoyance of their being re-directed to us. We charge other customers \$5.95 for normal service calls and retailers \$4.95. It's mostly warranty work. Their delivery people hook up antennas and then call us. We do this work for two retail firms regularly. I'd say that the most important thing was getting on the right basis from the start. We must give the retailers a clear understanding of how we do business. Ours know that we won't patch a job but insist on doing it right. We treat their customers as we would our own. One of our retailer customers takes trades, but we have an understanding that if it can't be fixed for \$10 it's to be junked out.

Ed Fort, Jr.
Mobil Shop Television Service
San Diego

You can't make money on this kind of service. The profit margin is too small. The only profit comes from future business and it is best regarded as business handled for advertising cost by the service dealer. Normally they charge the customer. Some retailers give 30 days service. The discount firm is likely to charge the customer for all service and pass along the discount we might allow to the customer, impeding our chances to get our normal price when they become accounts of ours. My private feelings are that we're better off sticking to one type of customer—the consumer—and treating them all as squarely and equally as possible.

A retailer who asked that he be allowed to remain anonymous:

Somehow service firms have the idea that all retailers are crooks out to skin them of their last dime. It's ridiculous for them to put us all in the same bracket. Some of us are simply trying to get out from under service so that we can concentrate on selling. My ideas of the right relationship between the retailer and the service firm are: (1) The retailer gives a service firm *all* of its business with the understanding that he gets prompt, reliable performance. (2) One instance of tube pulling or an unnecessary shop job should be all it takes for the service dealer to lose the account. (3) We aren't entitled to any profit on the work of the service firm or any commission on having sold his service, but we do deserve a favorable price for our customers. (4) The service organization should back up our sales efforts, compliment the customer on his choice of dealer and product and assure him he's going to get a lot of pleasure from the purchase "once we've fixed it up a little." (5) We should quit fussing at each other and start working together; otherwise the industry and both our areas of business will likely suffer.

Wake Up



A new day is dawning in electronics. Transistors are here to stay... they are now being used everywhere; in radio, television, Hi-Fi, intercoms, and in nearly all new electronic equipment...

Why put off transistor circuit servicing any longer... there's gold in them thar hills. But you must be equipped to do the job fast and efficiently. Here are the tools that you will need.



NEW SENCORE TRANSI-MASTER

This Tester will analyze the entire circuit in minutes and test transistors in-circuit or out of circuit. Here is how you can pin point troubles step by step.

First, check the batteries with the 0 to 12 voltmeter. If the batteries are O.K., check the current drain with the 0 to 50 milliamp meter. A special probe is provided so that you do not need to break the circuit. Excessive current indicates a short; low current indicates an open stage or cracked board. All PF schematics indicate average current.

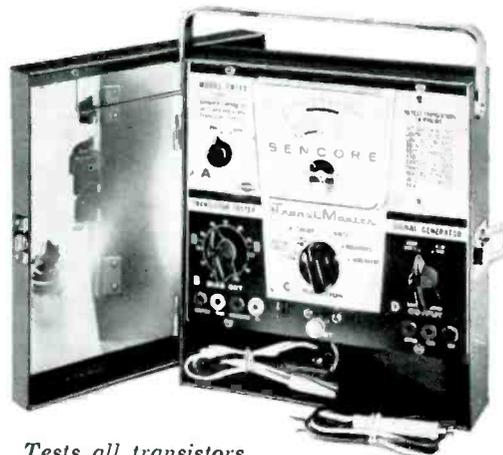
If trouble is not located by now, isolate the trouble to a specific stage by touching the output of the harmonic generator to the base of each transistor and note spot where sound from speaker (or scope where no speaker is used) stops or becomes weak. The generator becomes a sine wave generator for audio stages to help find distortion.

If trouble points to a transistor, check it in a jiffy with the exclusive in-circuit power oscillator check provided by the TR110. A special probe is also provided for this.

If a transistor checks bad in-circuit, remove it and give it an out of circuit check with the oscillator check or the more accurate DC check.

The DC check is provided for comparison reasons, experimental or engineering work and to match transistors in audio output stages. Beta (current gain) is read direct or on a good-bad scale for service work.

DEALER NET, ONLY **\$4950**



Tests all transistors in-circuit or out-of-circuit

Model TR110

It's a COMPLETE TRANSISTOR TESTER

- SIGNAL TRACER • VOLTMETER
- BATTERY TESTER • MILLIAMMETER



NEW SENCORE TRANSISTOR AND DIODE CHECKER

Here is a low cost tester that has become America's favorite. The TR115 provides the same DC out of circuit checks as the TR110; leakage and current gain. Beta (circuit gain) can also be read direct or as good or bad. Opens or shorts in the transistor are spotted in a minute. The TR115 checks them all from power transistors to the small hearing aid type. Japanese equivalents are listed also. This famous tester is used by such companies as Sears Roebuck, Bell Telephone and Commonwealth Edison. New circuits enable you to make service checks without set-up charts even though charts are provided for critical checks.



Model TR115
Dealer Net
\$1995



SENCORE BATTERY ELIMINATOR AND TROUBLE SHOOTER

For replacing batteries during repair. Many servicemen say that they wouldn't service transistor circuits without this power supply. The tried and proven PS103 is a sure fire answer. It can be used to charge the nickel cadmium batteries as well. Dial the desired output from 0 to 24 volts DC and read on meter. Low ripple insures no hum or feedback. Total current drawn can also be read on the PS103 by merely flicking the function switch to milliamps. The PS103 is the only supply that will operate radios with tapped battery supplies such as Philco, Sylvania and Motorola. No other supply has a third lead.



Model PS103
Dealer Net
\$1995

Now in stock at
your Authorized
Sencore Distributor



SENCORE

ADDISON, ILLINOIS

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



JFD ELECTRONICS . . .

of Brooklyn announces a new UHF antenna, designed for top-of-the-set use. Designated as the SONATA Model TA-119, this latest addition to the JFD line of indoor and outdoor UHF-VHF television antennas, is merchandised in a sturdy new 3-color protective package. Easy-to-follow instructions on the carton make this antenna especially appropriate for the "do-it-yourself" trade.

The Sonata features a wire grid reflector that captures all UHF signals and concentrates this full energy on its electronically-matched tri-angled two-bay solid bowtie dipoles. This results in sharper directivity, higher gain and higher front-to-back ratios on channels 14 to 83 than that found in conventional UHF indoor antennas.

The reflector is plated entirely in lustrous brass and embodies a G-clef design that contrasts attractively with the satin ebony finished dipole assembly. Plastic-tipped legs maintain tip-proof antenna stability without marring surface of cabinet.



MERCURY ELECTRONICS . . .

has just introduced a new deluxe model dynamic mutual conductance tube tester with many extraordinary innovations.

The new tube tester, designated as the Model 1200, features push-button settings. This unique set-up method can be compared with the ease of selecting a record on a juke box. The technician

saves valuable time as it requires only a few seconds to test any tube under actual dynamic conditions.

Push buttons provide complete versatility in accommodating all tube types and basing arrangements. It will test the new tube types including Nuvistors, Novars, Compactrons and new 10-pin tubes. It will also test foreign and hi-fi tubes, voltage regulators, battery type tubes, auto radio hybrid tubes, thyratrons and most industrial tube types.

In addition to being one of the most advanced tube testers available, the Model 1200 will also test black and white picture tubes . . . test transistors . . . and test batteries.



A SPECIAL RANGE . . .

of selected tubes, ideal for replacement as well as new equipment, has been introduced by IEC—International Electronics Corp., New York 12, New York.

Every tube in this new line, the Mullard 10M Series, has been individually laboratory-tested and selected to meet exacting standards and is guaranteed for 10,000 hours of effective performance within a two-year period from the date of purchase.

Tests to extremely tight parameters are conducted for contact potential, cathode stability, grid cut-off, grid emission, heater current, transconductance, interelectrode leakage, etc. Hum, noise, microphonics and distortion are kept to the absolute minimum—life to the maximum.

The tubes in the Master 10M Series exhibit extreme tube to tube uniformity as well as section to section uniformity in multi-element tubes, such as double triodes, triode pentodes, etc.

Each tube is provided with gold-protected pins and packaged in foam for extra protection during handling and shipping.

**"POPS", "BURPS",
AND "WHINES" . . .**

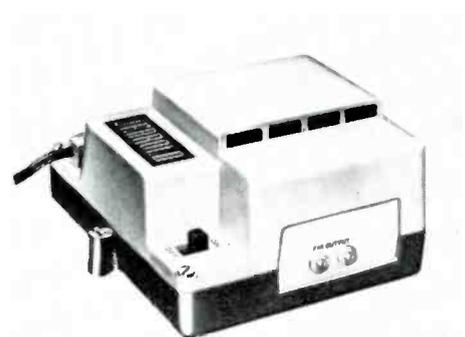
that frequently interfere with two-way radio reception in cars can now be choked out with new noise suppression kits developed by Raytheon Company.

The "do-it-yourself" kits are designed to reduce electrical noises that sometimes

interfere with Citizens Band radio operation. They also increase the effective range of CB equipment by lowering the threshold of background noise.

Offered in a standard and deluxe form, the kits are easily installed by users of any brand of 27-megacycle transceiver. For ordinary engine noise the standard kit provides generator and spark coil capacitors and distributor and spark plug suppressors along with necessary mounting hardware and complete instructions.

In addition to the suppressors and capacitors in the standard kit, the deluxe kit for more complete noise suppression includes two additional capacitors, an RC network and shielded generator wires.



A NEW FM ANTENNA . . .

amplifier introduced by Jerrold Electronics Corporation will double the primary reception range of FM tuners and FM radios. According to Mr. Walter Goodman, Manager of Jerrold's Distributor Sales Division in Philadelphia, which is marketing the equipment, the FM Range Extender (Model FMX) is thus able to overcome the reception range limitation of the new FM multiplex broadcasting. The FMX also provides reception of additional FM stations and adds characteristics of high fidelity sound even to inexpensive tuners.

Mr. Goodman cited a recent FCC report which described the primary range of stereo broadcasting as 23 miles from the transmitter instead of the 46 mile range of ordinary FM transmission. He stated, "The large number of people who listen to FM music look forward to receiving the new FM multiplex broadcasting, which is a remarkable development in providing high fidelity sound. However, limitation in the reception range of this new broadcasting technique makes this difficult or impossible for many owners of standard FM sets or tuners. The FMX Range Extender is directed to the listening needs of such persons. It will recoup reception loss and bring the new sound to the large market

(Continued on Next Page)

waiting for it—as well as provide reception of additional FM stations and improved quality on FM stations already received.”

Displaying a high gain of 20 db minimum over the entire FM band, the new one-tube antenna amplifier eliminates background noise and “drifting” of signal.

The FM Range Extender, now in production, has been engineered for simple indoor installation anywhere in the home between the antenna and the FM tuner or radio. It may be mounted in an attic, closet, or on any convenient wall or flat surface where a 117 volt 60 cycle outlet is available. Used with Jerrold's Model MF-2 or MF-4 multi-set couplers, the FMX Range Extender can feed signal to two, three or even four FM receivers.

The amplifier is extremely compact, weighing slightly over two pounds. It incorporates the latest 6DJ8 frame grid tube, insuring stable, high-level performance.



COLMAN ELECTRONIC PRODUCTS . . .

announces a new size spray can for their popular service sprays. *Rid Ox* for tuners and switches, and *Lube-A-Trol* for controls of all types, are now available in 3 oz. caddy size spray cans.

Each can is provided with a free extension which allows the serviceman to inject the spray into tuners, switches and components that are hard to reach. The cans may be used without the special extension if desired.

In order to provide the serviceman with a comprehensive listing of the correct type of spray to use in the many applications he encounters, Colman Electronic Products has made available a special chart. This chart, known as the “Pocket Selector Guide” Form FB-11, lists 61 different applications and the correct cleaner to use with each. A unique service aid, this chart is available through all distributors or from Colman Electronic Products, Amarillo, Texas.



A 2-SET TV COUPLER . . . housed in a genuine Bakelite case, which mounts anywhere and permits the use of two TV receivers without any adjustment switches, is being marketed by Snyder Manufacturing Co., Philadelphia, 40, Pa.

The new Snyder 2-set TV Coupler (Model AC 900) is so versatile it can be mounted on either receiver, between receivers or even out-of-sight in basement or attic. It comes complete with lead-in terminals for quick and easy installation.

The coupler, attractively Skin-Pakt in clear polyethylene for protection and for full counter or window display, provides the minimum gain for each receiver and minimizes interaction because of the development of a specially-designed long-line transformer arrangement by Snyder engineers.

The coupler uses bifilar type coils which creates this isolation between two sets. Interference is decreased through minimizing oscillator signal coupling.



THE TYPE SK-1 SUPPRESSIKIT . . .

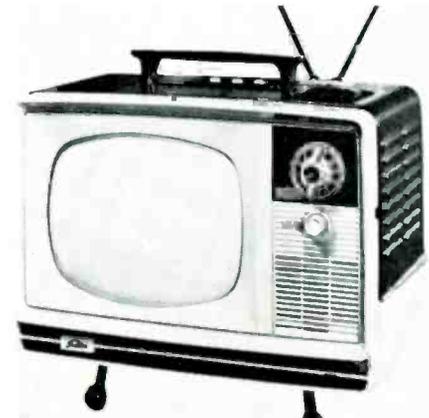
which provides effective radio frequency interference suppression in mobile and marine radio installations, is now available from Sprague Products Company.

The kit contains 5 basic components, is easy to install, and is designed for use with citizens band, amateur, public service and commercial mobile radio equipment. Installation of the SK-1 Suppressikit permits more readable and less tiring mobile communications.

The SK-1 contains new, extended-range THRU-PASS® capacitors which permit effective suppression of radio

frequency interference up to and beyond 400 megacycles.

The kit does not interfere with engine efficiency. Complete installation instructions are packed with each SK-1 Suppressikit.



TO BE MARKETED . . .

here later this year, this 10-inch Toshiba portable television set weighs only 28 pounds. The circuit features a cascade tuner, 15 tubes plus picture tube, 3 stages of I.F., a germanium diode and a silicon rectifier. Power consumption (AC) is 120 watts. Controls include channel selector (1-13), fine tuning, contrast, off-on switch and volume, focus, AGC, vertical height, horizontal hold, vertical hold and brightness. The set also has a distance-local reception switch, earphone adapter, rear-mounted telescopic antenna and a built-in carrying handle. To be sold for less than \$130, the television set will be distributed nationally by Transistor World Corp., 513 West 24 St., New York City.

NEW COLOR CODE METHOD FOR WIRE

To simplify the problems of maintaining wire inventories in a multiplicity of colors, Formulabs Industrial Inks, Inc. has announced a new method in handling and color coding of aircraft wire, appliance wire, hook-up wire, communication cables, etc. Formulabs' wire coding process makes it possible for a manufacturer to stock only natural color wire, and by use of standard applicator equipment have immediately available any one of more than 40,000 possible color combinations.

Formulabs, Inc., the world's largest manufacturer of specialty inks, has been testing this process for over two years, and has demonstrable proof of its value in production by electronic and electrical manufacturing plants throughout the country.

A brochure explaining this new process in detail has been prepared and is available by writing Dept. 104, Formulabs Industrial Inks, Inc., 529 W. Fourth Avenue, Escondido, California.

Hurley Electronics Holds Spring Bonanza Contest

Hurley Electronics announced recently their Spring Bonanza Contest that will feature the giving away of free prizes at every Hurley store.

For example, a five day trip for two to the Seattle World's Fair, a week-end trip for two to Las Vegas and dinner, dancing and champagne for two at the world famous Coconut Grove are all individual store prizes. To top this off, there is an additional list of prizes to be

given away by all stores combined that includes a 1962 Ford Econoline truck, RCA WR64A Dot Generator, B & K 420 Picture Tube Checker, Winegard ST4X Teletron, Garrard Model A., Jerrold APM-101 Powermate and an Electro-voice LS-12 speaker. Actually, over \$6,000 in prizes are to be given away between March 1, 1962, and May 31, 1962.

All of these prizes are based on purchases by the dealers. For each purchase a certain number of Bonanza-Pons are given. These are, in turn, placed in the drawing containers and on June 9th, 1962, the winners will be drawn.

NEW 14-INCH COLOR TV ANNOUNCED BY TOSHIBA

A 14-inch color television set which gives twice as bright a picture as standard 17-inch models has just been developed by Tokyo Shibaura Electric Co.

The picture tube is a 3-gun, shadow mask type designed by Toshiba. The set contains 28 tubes, 3 germanium diodes, 2 silicon diodes and 4 thermistors. The synchronization system features reactance tube control and automatic phase regulation. Picture color is controlled by a single dial.

The set will be on the market next spring.

**NEXT BEST THING TO THE
WINEGARD ELECTRONIC
POWERTRON TV ANTENNA**

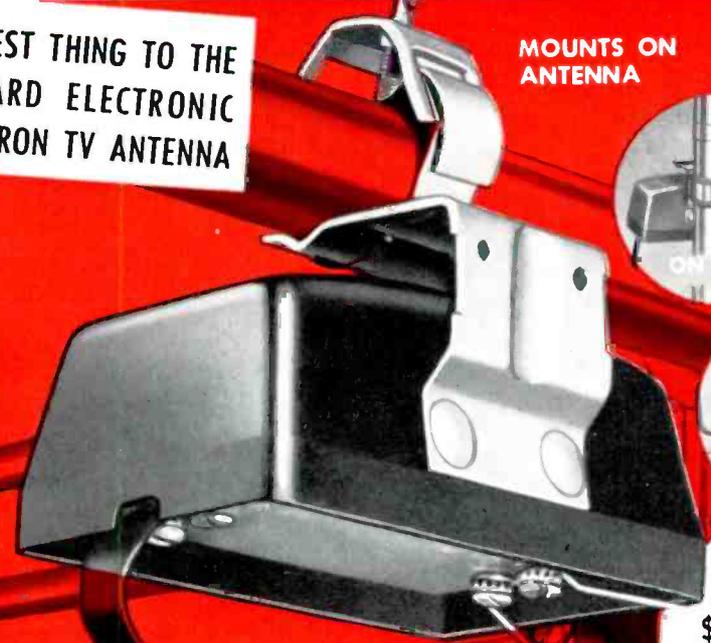
**MOUNTS ON
ANTENNA**



ON MAST



ON WALL



NEW TRANSISTOR TV-FM
WINEGARD
TENNA-
BOOST

MOUNTS ON ANY ANTENNA

Model
MA-300

\$34⁹⁵

only LIST

INSTALL IT . . . FORGET IT!
ALL ELECTRIC, ALL-AC POWER SUPPLY costs less than 27c a year to operate. Many exclusive features.

No costly, nuisance batteries!



Built-in two set coupler.



AC outlet on power supply.



● Polarity Control Switch



19 DB GAIN! CUTS SNOW...BOOSTS SIGNAL!

Now you can make any TV or FM antenna work better by magnifying signals with the new Winegard transistor Tenna-Boost.

Tenna-Boost has up to 19 DB gain, no peaks and valleys. Ultra low noise. Linear frequency response. VSWR input better than 1.5:1 across all frequencies. Output VSWR 1.8:1 or better. This fine frequency response plus the very low VSWR make Tenna-Boost excellent for color.

Winegard's *exclusive* input band-pass filter eliminates interference from citizen's band, Hams, garage door openers, etc. Only TV and FM signals are amplified.

All metal parts are anodized, irridized or stainless steel. Completely weather-proof, trouble-free. Install it . . . forget it.

There's a big difference in antenna amplifiers! Ask your distributor or write for technical bulletin.



FOR THE ULTIMATE IN
TV RECEPTION

Winegard Transistorized Electronic Powertron TV Antennas, 3 Models to Choose From.



Winegard

ANTENNA SYSTEMS

3023rd St. Kirkwood • Burlington, Iowa

PICO Electronic PARTS

PICTURE TUBE SAVINGS

**WHOLESALE ONLY!
DIRECT MANUFACTURER TO
THE DEALER ON
TOP QUALITY — FIRST LINE TUBES
ALL SIZES — ONE YEAR GUARANTEE**



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3660 W. Pico Blvd.
RE 1-2177

LYNWOOD
10906 Atlantic
NE 9-6248

EAST LOS ANGELES
5916 Whittier Blvd.
PA 1-2907

Guarantee Against Obsolescence Announced By Seco

A guarantee against obsolescence of its tube testers for a period of one full year from date of purchase is announced by Seco Electronics, Inc., of Minneapolis.

The electronic service equipment manufacturer declares categorically that Seco model 88, model 107A, and model 350 tube testers are henceforth unconditionally guaranteed to be up-to-date for the testing of receiving-type tubes. Adaptor kits or set-up data will be furnished without cost to purchasers to keep their testers up-to-date for one full year from date of purchase.



CLASSIFIED ADS

BUY, SELL, TRADE, HIRE HERE

FOR SALE EQUIPMENT

**SIMPSON
LAB TYPE WIDE
RANGE
OSCILSCOPE**
MODEL 2610
Used only 2 1/2 months
Cost \$600—Sell for \$350
Taylor 8-3273
Anaheim

FOR SALE EQUIPMENT

FOR SALE—2 USED NEON SIGNS.
1—"NEON" Large TV & Radio;
Value Price \$425; Only \$150.
2—Florescent RCA Signs, \$175 Value,
Only \$65. Sam's TV Service, 120 E.
Ave. 26, Los Angeles. CA 5-7875.

SERVICES

TV TUNERS
REBUILT OR EXCHANGED
ALL MAKES — ALL MODELS
\$9.95
L.A. TUNER EXCHANGE
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Los Angeles 16, California
RE 3-9189

BUSINESS OPPORTUNITIES

ELECTRONICS SALES & Service Business desiring to sell for net inventory . . . We have other interests. Good location, excellent recreational and educational surrounds. Ideal for ski, fishing or hunting enthusiasts. Blue skies, clear air! Immediate answer requested. ESCO, Box 588, Mt. Shasta, Calif.

FOR SALE

*** USED—TV'S ***
AS IS
WHOLESALE TO
DEALERS
100's OF SETS TO CHOOSE
FROM
LOW SHIPPING COSTS
ANYWHERE
TV BROKERS
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BUSINESS SPACE

OFFICE FOR LEASE
IDEAL FOR ELECTRONICS
Park in front of your office. All utilities paid. Excellent Van Nuys, Calif. location.
7537 VAN NUYS BLVD.
VAN NUYS, CALIF. TR 3-3888

REPS. WANTED

WE MANUFACTURE
25,000 Loudspeakers daily.
We sell only a few acctts.
in West. Need rep. who
knows jobber business plus
can call on the five O.E.M.
acctts. Our Co. first in field
for value at price. Box 15Q
296, 4041 Marlton Ave.,
Los Angeles 8, Cal.

HOW TO USE WANT AD PAGE

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 Marlton Ave. in the Crenshaw Shopping Center, next to Barker's. (This Address is for the Classified Dept. only.)
BY MAIL: Send your ad to ELECTRONIC SERVICE DEALER Classified Dept., 4041 Marlton 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 charge; and allow 2 lines for reply address.
RE-RUNS: 2nd and 3rd times, less 10% each, 4th and thereafter, less 15% each. Same copy.
HEADLINES, ETC.: Large headlines, box borders and 2-col. ads available at modest charge.
"POSITIONS WANTED": Less 15%, payable in advance.

WRITE YOUR OWN WANT AD

Blind Box No.? _____ Run for _____ times.

How large do you want ad? _____

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Signature _____

Clip Out and Mail to NANCY BROOKS, 4041 Marlton Ave., L. A. 8, Calif.

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

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

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

BLIND BOX NO'S: Add 50c.

POSITIONS WANTED: Less 15% cash with order.

NANCY BROOKS
Classified Ad Manager
Phone (Los Angeles)
AXminster 2-0287

NOW! Only 4 Picture Tubes can fill 50% of your replacement needs*



RCA 21CBP4A, 21AMP4A, 21ZP4B and 21YP4A Universal Silverama® Picture Tubes Replace 33 Industry Types

Now, four—*only four* RCA Universal Silverama types can take care of *half* your picture tube replacements. Think of what this means to you in terms of simplicity, economy and efficiency:

- **Fewer trips to the distributor.**
You can keep these four types in your shop, knowing that you will quickly have use for them.
- **Faster service.**
For half your picture tube replacements, you have the right tube on hand, in the shop. Saves hours of time picking up the proper tube or waiting for it to be delivered. The time saved gives you a competitive edge!
- **Picture tube replacements from your service truck.**
It's simple to carry one of each of these Universal types on your service truck so you can make half of your picture tube replacements *right on the spot*.
- **Fewer types to take care of.**
Think of the headaches and extra bookkeeping this simplification saves.

These four types are part of a growing family of RCA Universal Picture Tubes designed to help you fill the maximum number of sockets with the minimum number of types.

RCA Universal Silverama Picture Tube types are made with an all-new electron gun, the finest parts and materials and a high-quality envelope that has been thoroughly inspected, cleaned and rescreened prior to reuse.

Start now to simplify your picture tube replacement problems. See your authorized RCA Distributor this week about RCA Universal Silverama Picture Tubes.

*Based on EIA figures for the national movement of the picture tube types below.

RCA Silverama "Universal" Type	Replacing		
21CBP4A	21ALP4	21ANP4A	21CBP4B
	21ALP4A	21BTP4	
	21ALP4B	21CBP4	21CMP4
	21ANP4	21CBP4A	
	21ATP4	21BAP4	21CWP4
	21ATP4A	21BNP4	21DNP4
	21ATP4B	21CVP4	21FLP4
21AMP4A	21ACP4	21AMP4A	21BSP4
	21ACP4A	21AQP4	21CUP4
	21AMP4	21AQP4A	
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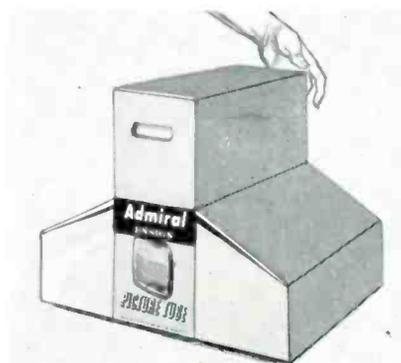
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