

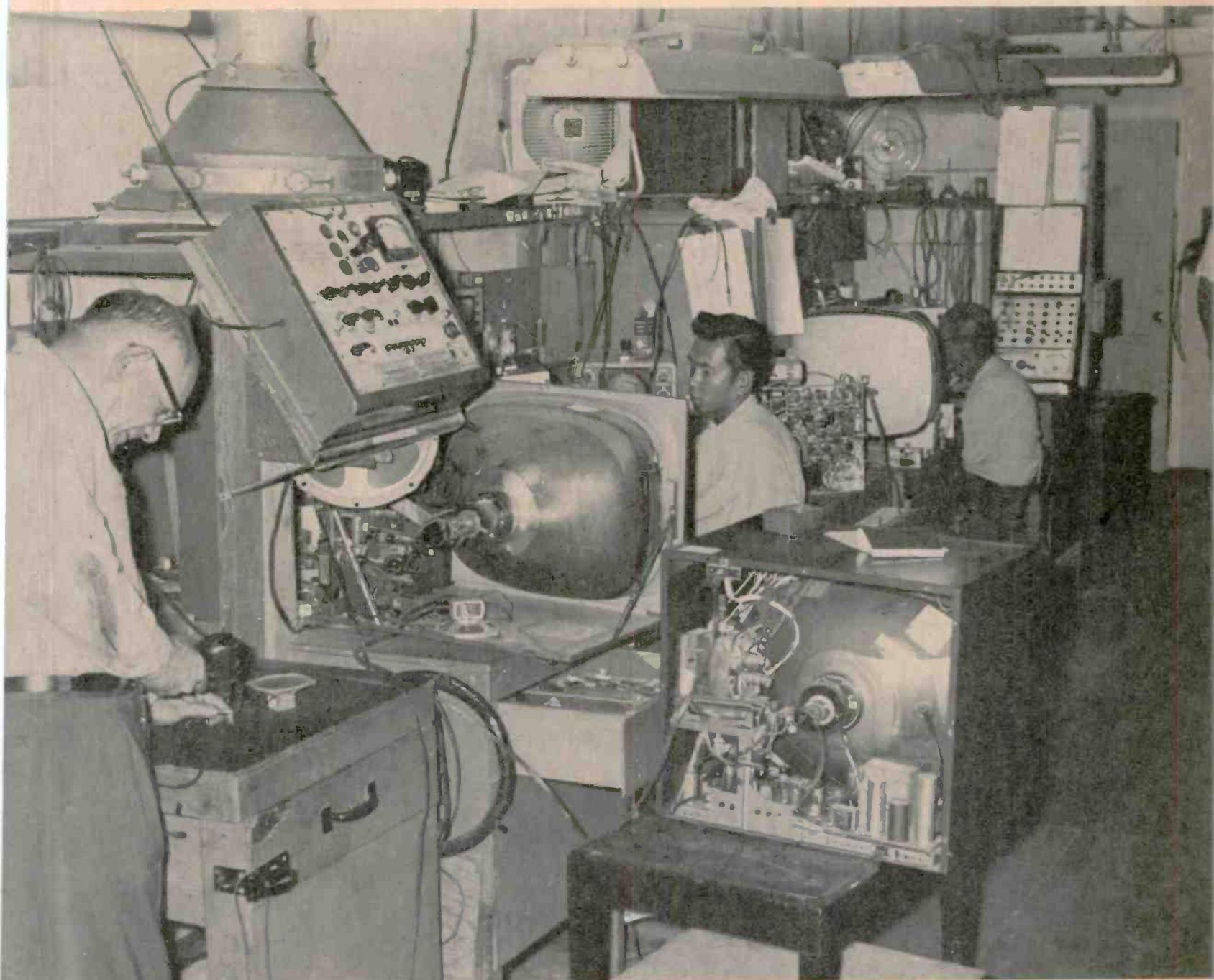
MODERN

electronic service dealer

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

VOL. 2, NO. 2

JUNE, 1952



The Inside To Mass Servicing

THE STORY OF FOUR TOP VOLUME SERVICE OPERATIONS

Beginning Page 14

"How does
a gal pick
a good
Radio-TV
service dealer?"



1 DOES HE HAVE AN ESTABLISHED PLACE OF BUSINESS?

A big investment goes into a properly equipped TV-Radio service operation. The Service Dealer with a place of business has made this investment. As an independent, small businessman, his future depends on satisfying you.

2 DOES HE GUARANTEE HIS LABOR AND THE PARTS HE USES?

Most qualified dealers guarantee work and parts. Ask about the guarantee so you will know just how long you are protected, but remember, the guarantee covers only the parts replaced by the dealer, not everything in the set.

3 DOES HE CHARGE A FAIR PRICE; PROVIDE AN ITEMIZED BILL?

Your Service Dealer has taxes, rent, salaries, and other business expenses. He establishes his service charges fairly and renders itemized bills because he wants you to know what work was done and which parts were replaced.

4 DOES HE REPLACE WITH DEPENDABLE RAYTHEON TUBES?

Raytheon is the world's largest manufacturer devoted exclusively to electronic components. Raytheon TV-Radio replacement tubes carry the Good Housekeeping Guaranty to give you extra protection at no extra cost.

A "yes" answer to these four important questions is your assurance of fast and expert service at a reasonable price.

Your Raytheon Bonded Technician offers a 90-day work and parts guarantee that's actually backed up by a Bond issued through one of America's largest insurance companies. Look for the Raytheon Bonded Technician in your neighborhood.

RAYTHEON
RAYTHEON COMPANY
DISTRIBUTOR PRODUCTS DIVISION

The same Raytheon tubes which guard the nation in 23 missiles guard the life of your TV set

EDUCATIONAL TOY MISSILE CENTER	
Special Offer from your Raytheon Service Dealer Only \$1.00	
To get this 9-piece missile center with operating scale model: send \$1 with a Raytheon tube box. The name of your Raytheon Service Dealer will be included with the missile center if you send \$1 without a box top.	
NAME _____	ZONE _____
ADDRESS _____	CITY _____

RAYTHEON, Box 500
Distributor Products Division
Westwood, Massachusetts

5 Million Housewives are being sold on your Service!

That's right! All Raytheon receiving and picture tubes now carry the famous Good Housekeeping Guaranty Seal — for years a symbol of trust with families all over America. And those families will have extra faith in the service dealer who uses Raytheon tubes backed by the Good Housekeeping Seal.

Raytheon is telling the whole persuasive story in full page ads in the March issue of Good Housekeeping. Nearly 5 million readers will be urged to call on the Radio-TV service dealer who uses Raytheon tubes with the Good Housekeeping Seal for extra protection at no extra cost.

You can be that dealer! Tie in now with Raytheon's "Seal Deal" . . . a complete, effective promotion program to help you build prestige and profits. See your Raytheon Distributor Salesman or mail this coupon today.

Mail this coupon for details on how you can profitably tie in with the Raytheon "Seal Deal."

RAYTHEON, Box 955
Distributor Products Division
Westwood, Massachusetts

Name _____
Store Name _____
Address _____
City _____ Zone _____
State _____

RAYTHEON COMPANY

DISTRIBUTOR PRODUCTS DIVISION

Crest Electronics Suppliers
2001B Harbor Boulevard
Costa Mesa, California

Radio Parts Company
2060 India Street
San Diego, California

Cook Electronics Company
210 E. Hardy Street
Inglewood, California

G & M Wholesale Electronics
5651 N. Rosemead Blvd.
Temple City, California

The Henderson Company
628-30 N. Alvarado Street
Los Angeles, California

United Radio & TV Supply
1425 W. San Carlos Street
San Jose, California

Styles & Engleman
2255 Bancroft Avenue
San Leandro, California
Peninsula Electronic Supply
656 South First Street
San Jose, California
Mid-State Wholesale
Electronic Supply Company
467 Hill Street
San Luis Obispo, Calif.

Radio Television Products Company
W. 6th Street at Orange
Chico, California
Radio Television Products Company
3943 S. Market Street
Redding, California
Sacramento Electronic Supply Company
1219 "S" Street
Sacramento 14, Calif.

California Regional Offices
NORTHERN CALIFORNIA
486 El Camino Real, Redwood
EM 9-5566

SOUTHERN CALIFORNIA
225 No. Van Ness Blvd., Hawthorne
PL 7-4186

Outperforms them all! Outsells them all!



JERROLD®

TRANSISTOR

POWERMATE PREAMPLIFIER

BY FAR THE BEST antenna preamplifier in the business—that's POWERMATE! On black-and-white, and where it *really counts*—on color TV—POWERMATE's superiority shows up across the country.

The better VSWR (impedance match), flat response, ultra-high gain, special broad-band neutralizing transformer, and better power-supply filtering—all add up to an outstanding product. No polarity problems . . . no call-backs . . . transistor protected from lightning-coupled surges . . . remote a-c power supply feeds 2 sets.

Step up to POWERMATE, and step up to a tremendous new profit opportunity. See your Jerrold distributor now.

Model APM-101 \$39.95 *list, complete*

JERROLD ELECTRONICS CORPORATION

Distributor Sales Division, Dept. IDS-233, Philadelphia 32, Pa.
Jerrold Electronics (Canada) Ltd., Toronto • Export: CBS International, New York 22, N. Y.

JERROLD DISTRIBUTORS

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

COOK ELECTRONICS
210 E. Hardy St., Inglewood
OR 8-7644

ELECTRONIC SUPPLY INC.
2486 Third St., Riverside
OV 3-8110

BRANCH
323 W. Seventh St., San Bernardino
TU 4-4791

FIGARTS RADIO SUPPLY
6320 Commodore Sloat Dr.,
Los Angeles
WE 6-6218

HURLEY ELECTRONICS
1429 So. Sycamore Ave., Santa Ana
KI 3-9236

BRANCHES
1501 Magnolia, Long Beach
HE 6-8268
1023 So. Cleveland, Oceanside
SA 2-7694
222 W. "B" St., Ontario
YU 6-6638
501 E. Date St., Oxnard
HU 3-0133
390 So. Mount Vernon, San Bernardino
TU 8-0721

KIESUB CORP.
640 W. 16th St., Long Beach
HE 6-9697

BRANCHES
2615 F Street, Bakersfield
FA 7-5533
1162 Industrial Ave., Oxnard
HU 3-9541
910 W. 11th St., San Bernardino
TU 8-6807
14511 Delano St., Van Nuys
ST 1-3930

NYSTROM BROTHERS
2426 Fourth Avenue, San Diego
BE 4-7231

WESTERN RADIO & TV SUPPLY
1415 India St., San Diego
BE 9-0361

WHOLESALE ELECTRONIC SUPPLY
265 So. Laurel, Ventura
MI 8-3163

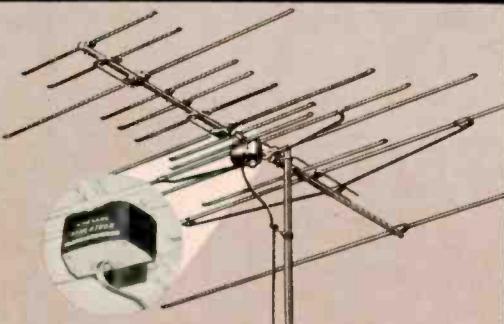
BRANCHES
209 W. Cannon Perdido, Santa Barbara
WO 5-5238
311 No. McLellan St., Santa Maria
WA 5-7213



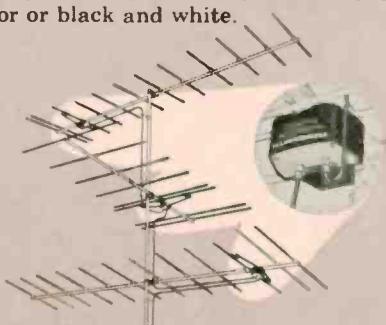
BRANDED!

THE BRAND NAME YOUR CUSTOMERS KNOW AND TRUST

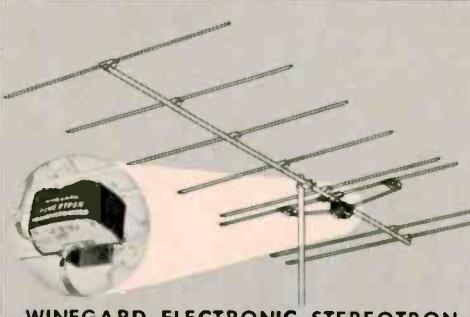
7 Winegard Electronic Products to Improve TV and FM Reception—nationally advertised month after month after month in magazines, newspapers & TV.



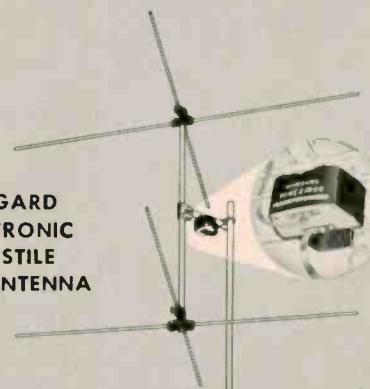
WINEGARD ELECTRONIC POWERTRON TV ANTENNAS—TUBE AND TRANSISTOR MODELS. World's first and most effective electronic TV antennas. More Winegard Powertrons have been installed than all other amplified TV antennas combined. Choose from 3 transistor or 3 tube models. Transistor models for FRINGE areas (nearest TV or FM station some distance away). Tube models for MIXED signal areas (locations with TV station close to set, and other stations far away). Both Powertrons come complete with built-in amplifiers, all AC power supply. Patented antennas have exclusive "Tapered T" driven elements, electro-lens director system. Six models, GOLD ANODIZED from \$74.95 to \$104.95 list. Excellent for color or black and white.



ELECTRONIC CUT-TO-CHANNEL POWERTRON YAGIS. Where you require the finest installation, motels, hotels, hospitals, institutions, deep fringe locations, there is no antenna made that compares to Powertron cut-to-channel yagis. Highest gain (28 DB), powered by transistor amplifier peaked for perfect results. Six (8 element) cut channel and broad low band models—eight (12 element) cut channel and high band models. Run up to 8 antennas from one power supply. ALL MODELS GOLD ANODIZED. Perfect for color or black and white. Write for models no's. and prices.



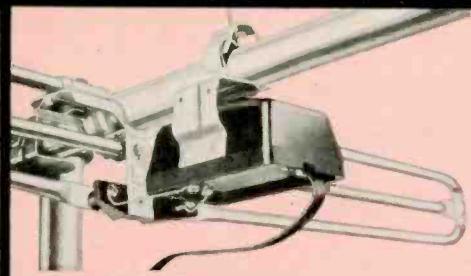
WINEGARD ELECTRONIC STEREO FM ANTENNAS. For the ultimate in long distance FM and STEREO, Stereotron is world's most powerful FM antenna. Comes with power supply and built-in transistor amplifier. Guaranteed to bring in 85% of all FM stations in a 200 mile radius over normal terrain with rotor. Has minimum gain of 26 DB over folded dipole. Recommended for use where signals are from 1 to 20,000 microvolts. GOLD ANODIZED. Model PF 8 (300 ohm) or PF 8C (75 ohm), \$64.25 list.



WINEGARD
ELECTRONIC
TURNSTILE
FM ANTENNA

Non-directional, has 16 DB gain, receives in all directions to 125 miles . . . no rotor needed. Has built-in transistor amplifier and comes complete with power supply. GOLD ANODIZED, built to last for years of service. Complete with two 300 ohm terminals on amplifier; one for down-lead connection to the set and one for connection to a Powertron antenna.

Model PF-4 (300 ohm). \$55.80 list



WINEGARD TENNA-BOOST. Mounts on any antenna. Excellent antenna amplifier mounts on antenna, mast or wall. Has 19 DB gain. All AC power supply built-in two set coupler. Next best thing to Winegard Powertron.

Model MA-300,
\$34.95 list.

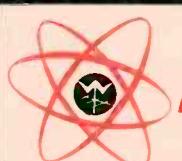


WINEGARD "BOOSTER-PACK" Single Set Amplifier or Home System Amplifier. Demonstrate right at set with unique "convincer" switch that switches from antenna only, to half power and full power. See the picture improvement with the touch of a switch. Takes only a couple of minutes to install. Has 16 DB gain on low band and 14 DB on high band. Transistorized, costs only 27c a year to operate. Model AT 6X, \$34.95.



WINEGARD
"BOOSTER-
COUPLER"

Signal booster and set coupler combined. Has one tube, 4 sets of no-strip terminals, on-off switch, antenna disconnect plug. Runs 1-4 sets. All AC—no hot chassis. Installs anywhere. WBC-4X, \$27.50 list.



For free technical bulletins, write today.

Winegard
ANTENNA SYSTEMS

3000 Kirkwood Street
Burlington, Iowa

Originators of Gold Anodized TV &
FM antennas—makers of the World
Famous ColorCeptor TV antenna.

MODERN

electronic service dealer

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Modern Electronic Service Dealer is Published Monthly
at 2930 W. Imperial Hwy., Inglewood, Calif. Phone:
755-5261 by Associated Publications.

JUNE, 1962

FEATURE ARTICLES

- 14 Nielsen & Neilson Inc. . . . Blue Chip Accounts Help Spell Firm's Success
- 18 RCA . . . The Inside Story to the RCA Service Organization
- 20 Nicholson's . . . One of California's Top Sales-Service Organizations Prepares for Color
- 22 Universal . . . Universal Keeps 80,000 Customers Happy

DEALER NEWS

- 9 Sprague PETS Dealer Winners
- 9 CSEA Annual Meeting to be held in Fresno June 9 & 10
- 9 TSDA Holds Annual Election; FEIO Prexy
- 9 First L.A. Spanish TV Station
- 9 Converters Discussed at Pomona Meeting
- 9 Licensing Ordinance Passed in South Bend
- 10 Final Plans Worked Out With KCOP L.A.
- 10 UHF Meeting held by CSEA Riverside-Pomona Chapters
- 11 CSEA San Diego News

INDUSTRY NOTES

- 25 Major Electronics Expands Operation
- 25 WEW/PETS "63" Plans Underway
- 26 Report on Zenith Color TV Service Training Program
- 26 Television Picture—Receiving Tubes Sales Decline

DEPARTMENTS

- | | |
|-------------------------|-----------------------|
| 8 Letters to the Editor | 6 Editorialy Speaking |
| 27 New Products | 30 Classified Ads |
| 24 Ask Si? | 29 MESD Forum |





DON MARTIN

PARTS SHOW COMMENTS

Just last week I returned from the May Parts Show in Chicago where I spent some time looking over the "what's new" of the electronic service industry.

Sometimes dealers will ask me just what the value of the Parts Show is to their business . . . after all, it is a distributor show and all that usually happens is that one of their distributors takes on a new line or loses an old one. Very seldom does the Parts Show really affect the service industry.

Actually, nothing could be further from the truth. They're right in that the only apparent movement is from one to another or an addition but the Parts Show has become a national institution in that it is the opportunity for every distributor to talk over his problems with the manufacturers directly . . . usually about a problem affecting the dealer. Of course, manufacturers are also holding back their prize promotion of the year, at the same time, and this too will affect the service industry.

This year they tried something new in that the show opened on Tuesday with Monday being devoted to a series of individual manufacturer-distributor conferences each lasting 15 minutes. The program was lined up in advance with appointments for certain hours so that there was consistency and very little confusion. However, this program worked mostly to the advantage of the smaller manufacturer who, in the past, was competing for a distributor's time with the plush entertainment of the larger boys. For the first time he was able to get in a couple of licks at some of those distributors he may never have been able to see at past shows.

The Parts Show makes sense. The electronic industry continues to grow and it becomes more and more difficult to co-ordinate a true manufacturer-distributor relationship. The dealer must rely on the distributor to keep him abreast of new innovations, ideas and products as well as being able to supply them.

The thing that really bothers me is that the dealer gets such little credit for his part in this picture. The manufacturer believes that all he has to do is make a better mousetrap and sell it to . . . a distributor. The distributor takes this better mousetrap and sells it to . . . a dealer. Now for years the dealer has taken this better mousetrap and sold it to the consumer, BUT how times have changed to hear some of these distributors talk: "don't advertise to the dealer and tell him about new and better things . . . advertise in LIFE and make the dealer sell them. The dealer doesn't know anything." All I can say is that the dealer knew enough to make it possible for the manufacturer to BE ABLE TO ADVERTISE IN LIFE . . . and to help create a greater market.

HOW ABOUT A "SERVICE STICKER"?

I was talking to a service dealer the other day about one thing or another and it occurred to me that one good way to merchandise CSEA and to perform a service for the customer, the dealer and a possible future dealer would be to steal the idea of the oil change sticker from the automotive service station.

This is just an idea but say for example we have a sticker made up that would carry the CSEA bug and the name of the shop. It would have a place for the date, the technician that serviced the unit and telephone number in big letters.

Immediately following this basic information you would have a printed column that would possibly say:

TUBES REPLACED

ANTENNA ADJUSTMENT

With this sticker then placed on the back of the TV the customer, the next time he called, could tell the dealer the exact date the TV was last serviced, the invoice number, the technician, etc. It seems to me that this type of immediate information would save hundreds of dollars annually for a dealer in just hunting past invoices. We would be able to push the CSEA theme, since when the sticker is applied it could be pointed out, and help build confidence on the part of the consumer in depending upon a CSEA member.

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	21CMP4
	21ALP4B	21CBP4	
	21ANP4	21CBP4A	
	21ATP4	21BAP4	21CWP4
	21ATP4A	21BNP4	21DNP4
21AMP4A	21ATP4B	21CVP4	21FLP4
	21ACP4	21AMP4A	
	21ACP4A	21AQP4	21BSP4
21AMP4	21AMP4	21AQP4A	21CUP4
21ZP4B	21ZP4	21ZP4A	21ZP4B
21YP4A	21YP4	21YP4A	21AFP4

AUTHORIZED RCA DISTRIBUTORS

STYLES & ENGELMAN, INC.

"22 Years Serving the Dealer"
2255 BANCROFT AVE., SAN LEANDRO
LO 9-9433

WESTERN RADIO

1415 India Street, San Diego
BE 9-0361

RCA VICTOR DISTRIBUTING CORP.

6051 Telegraph Road, Los Angeles 22, Calif.
RA 3-6661

LETTERS TO THE EDITOR

May 14, 1962

Mr. Don Martin
618 S. Western
Los Angeles 5, Calif.

After reading the May issue of MESD I feel I ought to give a little blast. Sometimes things get quoted where credit isn't due or the full story isn't known.

I wish to put a plug in for a guy who's been a director in CSEA for umteen years and is modest enough he doesn't blow his own horn, so I'll do it for him. This boy's directly responsible for more progress in CSEA than you can count notches on Jessie James' gun. Take for example some of these points. Tying the BBB and CSEA together, originating and working out the plan with KCOP and advertising the association.

Got the whole state worked up enough to ask for a hearing with the PUC after the PT&T gave us such a lousy show here in L.A. Is directly responsible for getting three new southern chapters and is working on his fourth and looking way, way back is the guy who tied the RTA the L.A. group and some of the SRTT into the CSEA package. In fact, I guess some guys don't remember but his planning changed CSEA from an organization of organizations to chapters as they are today.

I don't know where he gets his vitamins or the time but he's always plugging CSEA and helping us guys think on the positive side which is hard to do these days.

I know you go to press soon but I hope this can get printed before June elections as I think this bird ought to sit in the presidents chair this year before he runs out of energy. This crazy guy's name is Johonot and I sure hope to hell you print this.

"A CSEA Member
HAVE DONE!"

March 19, 1962

Modern Electronics Service Dealer
618 S. Western Avenue
Los Angeles 5, California
Dear Sirs:

May I have 2 copies of your magazine with the cover taken at the PETTS show with Miss PETTS.

Thanks,
Fran Hunt

WE WILL BE HAPPY TO SEND YOU a couple extra copies of MESD for your files. You people did a real good job during the recent PETTS show and we look forward to seeing you there again next year.

Mr. Donald J. Martin
Publisher
MODERN ELECTRONIC SERVICE
DEALER
618 South Western Avenue
Los Angeles 5, California

Dear Don:

We certainly enjoyed your last issue of your magazine featuring my West Coast talk. I would appreciate it if you could spare me three more copies of this issue.

Cordially,
F. J. Nataly, Manager
Distributor Advertising
and Sales Promotion

THEY ARE ON THEIR WAY FRED

. . . and we are happy to hear that you liked our presentation of your material. It has always been our belief that this is the area of editorial approach that is missing in most dealer magazines and we are going to do our best to fill this void. The type of material that you prepared can only be obtained from a professional person with years of experience. We want to thank you for taking the time to make it available to our readers.

Modern Electronic Service Dealer
618 South Western Avenue
Los Angeles 5, California

The following members have been elected to serve as officers for the coming year:

President, Edward Feio; 1st V.P., Gordon Cole; 2nd V.P., Paul Guerrero; Secretary, Francis McCarthy; Treasurer, Nancy Deedler.

On May 12th, TSDA will hold its 7th Annual Dinner Dance and Officer Installation in conjunction with the San Francisco Television Service Association in the Crown Room of The Village in San Francisco.

Sincerely yours,
Raymond E. Morris.

Congratulations to Ed Feio as president of TSDA for the coming year and our thanks to you Ray for letting us know about it. Even though our Publication is the official one of CSEA we are always interested in the activities of other organizations and want their news as well. Please let us know if we can ever be of help. P.S.: We have also carried the election story in another section of the book just in case everyone doesn't catch it here.

Dear Don:

In Re: C.S.E.A. COLOR TV COURSE

In reply to the large number of inquiries which we have received in response to our recent announcement regarding the above subject:

The course will consist of twelve weekly sessions. They will be held each Tuesday evening from 8:00 to 10:30

p.m., starting May 8, 1962 at the Hollywood Plaza Hotel (New Orleans Room), 1637 North Vine Street, Los Angeles. (Parking facilities next door at low rates, which we will confirm. Hotel Coffee Shop rates also very reasonable.)

The course will be presented by Mr. Stan Auerbach, who is well-known in our industry, first as a successful service shop owner and, later, for his work in parts design in the manufacturing end.

A general outline of the material to be covered is enclosed. Lectures will be liberally interspersed with demonstrations designed to give students practical trouble-shooting pointers. Also, ample opportunity will be afforded students to actually work with the gear as a means of helping them gain familiarity with controls, circuit functions, etc.

Students attending the course will be furnished with manufacturers' service manuals and other helpful material. Also, outlines of each lecture with associated diagrams, etc., will be handed out at each class. This will enable the student to compile a handy reference volume as the course progresses.

A tour of a local color broadcasting facility is being arranged.

In order to help defray some of the expenses involved in presenting the course and to help assure the consistent attendance which is essential if the course is to be meaningful to the student, the following arrangement has been worked out:

Each student will pay a registration fee of \$25.00 at time of application, \$10.00 of which will be refunded when he completes the course. Also, upon completion of the course he will be issued a certificate of completion which will outline the instruction he has received and will bear the insignia of the California State Electronics Association and the signature of the instructor.

An application form is enclosed. Since we plan to limit classes to 40 students in order to be able to give time to each student individually, it is suggested that you complete and return your application promptly.

Sincerely yours,
Hugh W. Wilkins,
Dir. of Education
C.S.E.A.—Los Angeles Chapter

THANKS FOR THE NOTICE HUGH

. . . the coming color course certainly looks to me as a honey and I hope that every person that can possibly take the course will do so. This type of a program can only be accomplished through organization and cooperation. It is a credit to your local chapter to take on such a job in behalf of your members and the entire service industry in Los Angeles. Best wishes for a successful school.



CSEA business wire

* dates

* zone reports

* chapter news

SPRAGUE PETS DEALER WINNERS

Winners of the Sprague daily door prizes, during the recent PETS, have been announced by Mr. Bill Woodbury, Western Regional Sales Supervisor.

The daily door prizes were given as a drawing and consisted of a starter assortment of the Sprague Difilm*, Orange Drop*, dipped tubular capacitors.

The winners of the three prizes were: Mr. Bob Kealey, Kealey's Radio, Pasadena, California; William A. Holliday, Jr., Craig's Radio & TV, Inglewood and Leon Vaughn, Vaughn's Radio & TV in Santa Monica.



Mr. Don Chandler, sales engineer for Sprague (left), is shown here presenting one of the prizes to Mr. Bob Kealey, Kealey's Radio in Pasadena.



Bill Holliday, Jr. of Craig's Radio and TV in Inglewood (on the right) receives wholehearted congratulations from Ed Cook of Cook Electronics.



Mr. Leon Vaughn, Vaughn's Radio & TV in Santa Maria (left) is shown receiving his PETS prize from Mr. Cecil Turner, President, Wholesale Electronic Supply in Ventura.

CSEA Annual Meeting To Be Held In Fresno On June 9 And 10

WORKSHOP FORMAT TO PROVIDE LOCAL CHAPTERS WITH IDEAS, REPORTS AND PROGRAMS

The annual meeting of the California State Electronics Association will be held this month at the Town and Country Lodge in Fresno on June 9 and 10, according to Executive Secretary of the group Keith Kirstein.

The tentative program has been lined up and because of the scheduling of the workshops, along with the Board of Directors and Board of Delegates meetings, it provides a real tight program for both Saturday and Sunday.

The following is the tentative program:

SATURDAY, JUNE 9, 1962

- 8:30 a.m.—Old Board of Directors Meeting.
- 1:00 p.m.—Advertising Workshop for Delegates and Directors.
- Saturday night free.

SUNDAY, JUNE 10, 1962

- 8:30 a.m.—New Board of Directors Meeting.
- 8:30 a.m.—Board of Delegates Meeting.
- 12:00 noon—Banquet.
- 2:00 p.m.—Monthly Meeting of Associated Workshop.
- 4:00 p.m.—Adjourn.

TSDA HOLDS ANNUAL ELECTIONS; FEIO PREXY

The Television Service Dealers Association of San Mateo County recently held their election of officers for 1962-63. Named by the group as their new president was Mr. Edward Feio. Others elected to assist him were: Mr. Gordon Cole, 1st V.P.; Paul Guerrero, 2nd V.P.; Francis McCarthy, Secretary and Nancy Deedler as Treasurer.

The new officers were installed at the annual Dinner Dance and Installation Banquet held this year as a joint affair with the San Francisco Television Service Association in the Crown Room of the Village in San Francisco.

CONVERTERS DISCUSSED AT POMONA MEETING

The regular monthly meeting of the Pomona Valley chapter of CSEA was held on May 10th at the Security First National Bank in Colton according to a recent announcement.

Featured at the meeting was a briefing on Converters and Antennas for UHF Channel 18 in San Bernardino which was of extreme interest and value to those attending. The market for converters and new antennas through the advent of UHF should open a brand new revenue door for dealers all over the state.

FIRST L.A. SPANISH TV STATION

This should be real good news to the Service Dealers in and around the Los Angeles Area. Beginning in September the FCC have o.k'd the first L.A. UHF Spanish Station Channel 34. With over 800,000 Spanish speaking people in this area it should put the recent San Antonio conversion record of 25,000 in 45 days to shame.

It looks to me as if this station will be an immediate success, judging by a couple of our local Spanish speaking radio stations. Of course, some local TV stations have had a few Spanish commercials but there has been a lack of real Spanish programs to hold this audience. Our best wishes to Channel 34 and lets all start converting.

LICENSING ORDINANCE PASSED IN SOUTH BEND

The City of South Bend, Indiana just recently passed an ordinance that will license all TV Servicemen in the City.

The new ordinance provides that all those engaged in the service business for one year will be licensed without an examination but all others would be required to pass this examination.

The ordinance also provides for an application fee of \$5 and a \$10 annual license fee.



G-E reporter, Roland Kempton,
shows how General Electric puts the ...



Now, Get Luxury G-E Portable Appliances with your purchases of G-E SERVICE-DESIGNED tubes

Now, more than ever, it pays to stock and sell General Electric tubes. Take your choice of these six valuable G-E portable appliances with every qualifying tube purchase. Get an extra margin of

reliability, fewer callbacks with G-E tubes . . . through General Electric's "ACCENT ON VALUE" in tube design and manufacture.



AUTOMATIC TOASTER

- Chrome-plated steel construction • High toast lift • Makes toast any shade you like • Snap-out crumb tray



STEAM AND DRY IRON

- Water window helps when filling—tells when to fill again • 3 separate Wash and Wear settings • Handy built-in Wash and Wear fabric guide • Deep, penetrating steam; even-heat soleplate



PEEK-A-BREW® COFFEEMAKER

- Transparent indicator tells you how much coffee is left, how much water to use when filling • Brew selector for perfect coffee any strength • Stops perking when done and stays hot. Makes 3 to 10 cups



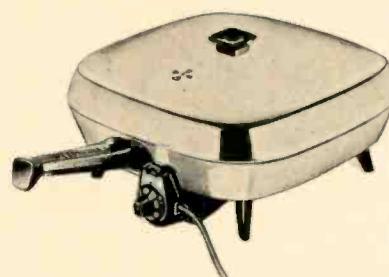
CUSTOM PORTABLE MIXER

- 3-speed finger-tip control • Weighs less than 3 lbs. • Powerful G-E motor never needs oiling • Chrome-plated beaters with dough guards



AUTOMATIC ELECTRIC CAN OPENER

- Fast—opens cans in seconds • Easy—no cranking—just a finger touch • Safe—no jagged edges—clean, smooth rim • Magnet holds lid after cutting



AUTOMATIC SKILLET

- Fries, bakes, stews with exact heat control • Easy to clean—it's completely immersible • Complete with control, cordset, and cover • Handy cooking chart on handle

Check your stock now—then check your G-E tube distributor for full details on how you can get these valuable General Electric appliances at no additional cost. General Electric Company, Distributor Sales, Electronic Components Division, Room 1750, Owensboro, Kentucky.

Progress Is Our Most Important Product

GENERAL ELECTRIC

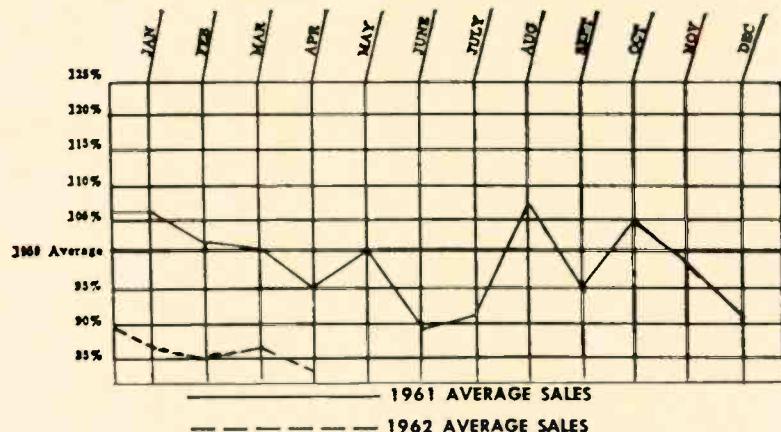
CSEA SAN DIEGO AREA NEWS

VOL. 1, NO. 8

JUNE, 1962

Editor: ED FORT, JR.

SAN DIEGO INDEX CONTINUES TO FALL



Service Sales Index of Reporting Shops in the San Diego Area. The Chart Compares 1961 and 1962 with the 1959 average to give some indication as to the business pulse in the area.

Bowlers Off To Slow Start

I'm sorry to report that so far the Men's bowling teams are definitely not setting the league on fire. The season has just begun however and I'm certain you'll see a great deal of improvement before the season is over.

Name	W	L
TEAM #8	8	4
BOLDRICK'S FINE SHOES	7	5
101 MUFFLERS	7	5
LOOMIS ARMORED #A	7	5
CSEA #1	6	6
JIM'S FALLOUT SHELTER	6	6
TEAM #10	6	6
OSEA #2	5	7
S. D. SHEET METAL	5	7
LOOMIS ARMORED #B	3	9

SAM'S COLOR PRESENTATION SET FOR JUNE

Since numerous inquiries had been received by the Board regarding membership for antenna installers, it was decided by unanimous vote to initiate an Antenna Division of C.S.E.A. #13.

Gene O'Brien was elected as State Delegate for the forthcoming annual meeting at Fresno.

Items to be brought up at the state meeting were as follows. The possibility of a Finished Product insurance on a group basis. Inquiry as to the reason for the increase in premium on our Hospitalization insurance.

CSEA MEMBERS!

Your Association is here to help you. Remember, you are not alone.

When you need a technician,
When you have a legal question,
When you have a technical problem,
When you need printed forms, parts,
bags, shirt patches, etc.,

When you need help, advice, or information of any kind,

CSEA NO. 13 TO START ANTENNA DIVISION

This will be of interest to all those who did not attend the regularly scheduled color course as well as those who did. Our June meeting will be in the form of colored slides and taped instruction, as prepared by Howard Sams. The presentation is divided into 4 sections; but in the interests of expediency we will cover it all in one evening. As in the past this meeting, being an educational one, will be open to all industry people. There will be no charge.

San Diego Chapter Sponsors

- Custom System Corp.
Merchandising Distributors, Inc.
Nystrom Bros.
Radio Parts Co.
Shanks & Wright
Southland Electronics, Inc.
TV Antenna Supply Co.
Western Radio & TV Supply Co.

CHAPTER OFFICE

San Diego #13
3318 Idlewild Way
San Diego, Calif.
Phone 274-2320

North County #18
114 So. Juniper
Escondido, Calif.

Now Sylvania puts more "silver" in SILVER SCREEN 85 Picture Tubes

[the kind you can spend]

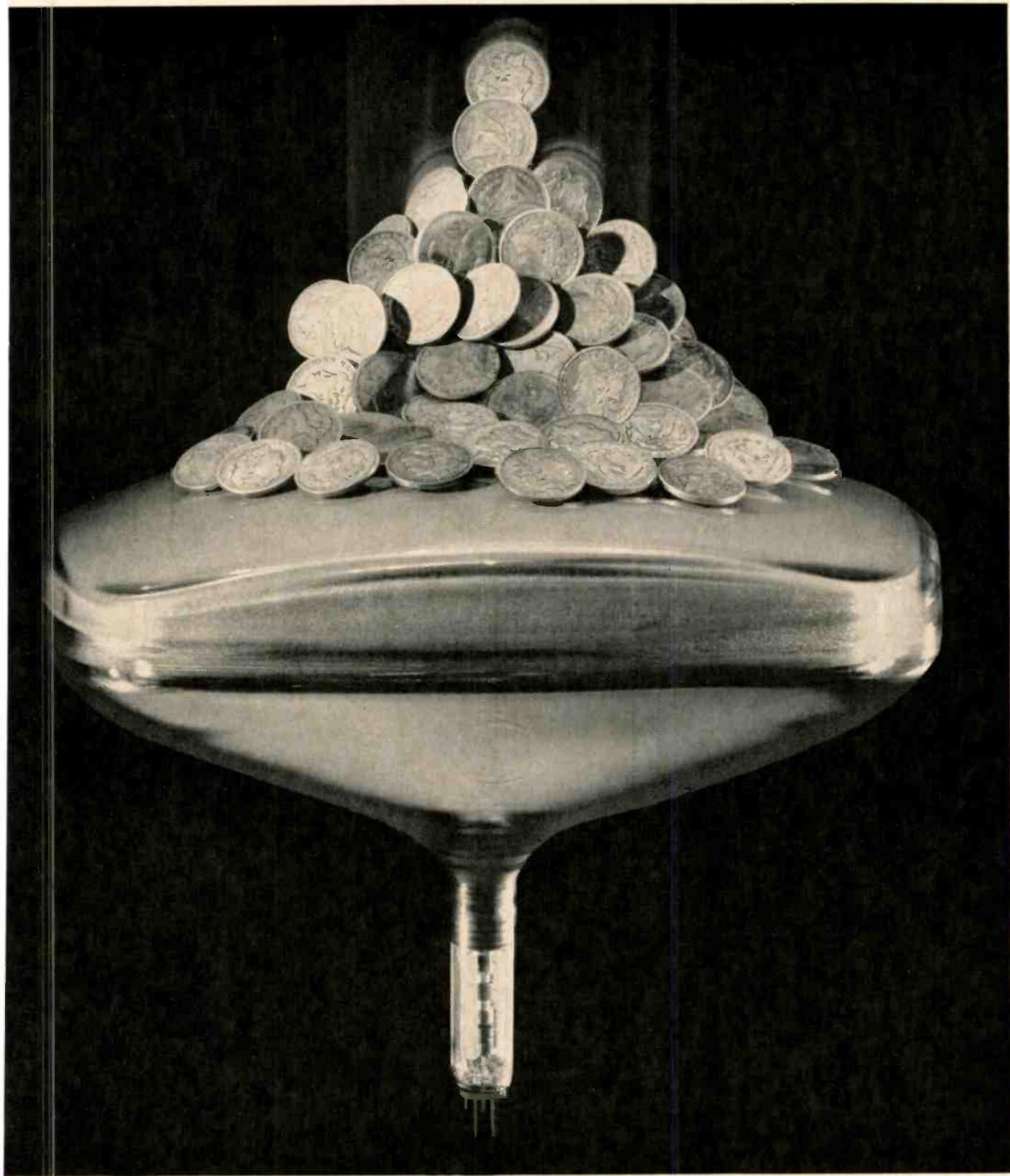
Tube for tube, type for type, famous SILVER SCREEN 85* picture tubes have never meant more to your profit...any way you figure it.

Cold cash? That's mighty important these days. From border to border, coast to coast—now Sylvania offers the industry's best quality and performance at more competitive prices. New distribution and a realistic universal replacement program are the big reasons.

It's good business to make a good profit, and to deal with a manufacturer who protects your profit with consistent quality and is there to support you when occasional adjustments are necessary.

Go solid on Sylvania—be solid with Sylvania. Remember —there's now more "silver" in SILVER SCREEN 85. Next time, ask your distributor for SILVER SCREEN 85 by name. SILVER SCREEN 85 Picture Tubes are made only from new parts and materials except for the envelopes which, prior to reuse, are inspected and tested to the same standards as new envelopes.

*Trade Mark



SYLVANIA

SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS



The Inside To Mass Servicing

FOUR VOLUME SERVICE OPERATIONS TELL THEIR STORYS . . .

An MESD Requested
Feature



BLUE CHIP ACCOUNTS HELP SPELL FIRM'S SALES SUCCESS!

Ask any informed member of the industry around Los Angeles to name the two or three largest television service organizations in the area and chances are excellent that one of the firms they'll name is that of Nielsen & Neilson, Inc.

Ask them to spell the name of the firm and chances are they'll not succeed! For the two founders of the firm were a Scotsman and a Dane and the effect of their unusual name combination is as potent in arousing curiosity about them as was the Ford ad in which the F was used backward! It's proven a substantial asset to the company.

Not that a firm with such blue chip retail clients as Robinson's, Bullock's, Barker's and other prestige outlets needs a lot of additional assets. Their service trucks range all through Los Angeles and Orange Counties and, after the warranty period has passed, many of the customers—some feel it's a wide majority—continue to use N & N for service.

One of the ways they develop this is the imaginative manner in which the firm keeps its name before the public. They give out something unusual in the

way of a promotional reminder. It's a thermometer mounted on a 6x2 inch base with a "weather checker" button alongside it. If the button is blue, that means weather will be fair and dry; if bluish pink, it's about to change, and if rosy pink, it means rain.

Text on the weather-teller is: "Nielsen/Neilson, Inc., Southern California's Oldest TV and Hi-Fi Service. Please call collect, DUnkirk 5-5451. Serving Los Angeles and Orange Counties Daily." The items cost the firm about 15 cents apiece.

It might also have carried the slogan: "Service not later than tomorrow," for N & N knows that speed is better than price for holding a customer. No contracts are retained by this firm. It operates entirely on demand service. "We feel we hold our customers with the speed and quality of our service and this way we don't make some pay the bills of others. The average set requires 1½ service calls in the first 90 days, and one in the next 90, or fewer than three calls in the first six months," Oscar Nielsen, president and sole owner says.

Indicative of their performance record and the calibre of customer and service involved here, there has been but one Better Business Bureau complaint involving the firm in the past five years, and it was straightened out immediately to the BBB's conviction that N & N takes good, fair care of their customers!

The charge is a straight \$6.95 for the labor on outside service. The technicians working there can handle nine to 10 calls a day. Part of the reason for this is that the men keep their trucks at their homes and are given most of their work in the districts in which they live. Giving a man his own neighbors to serve really holds a club over the man's head! He's got to be good!

The first call is usually made at eight o'clock in the morning. "These aren't office hours," a company executive explains. "And people are home and up at eight. They appreciate fast, early service." They always phone each customer before sending the truck there. The technicians go down each list to ask if the customer will be home. If not, the call is moved to the next day,

travel time is cut down and another customer gets tended to that day.

Part of the great success of this firm stems from its generation of spirited team play among the men. There is no rivalry here since all are paid a weekly salary of \$115 for a five day week and enough extra for overtime for average pay to reach \$125 to \$130 a week, something over the regular market price for Los Angeles technicians.

This helps prevent overcharges by the men and it makes no real difference to them whether it's a C.O.D., billed charge or in warranty work. Much of the burden of records keeping that other firms impose on their technicians is handled by the office staff of N & N. One retail customer, for example, has 25 branches and the service company has to charge each of them proportionately to their service orders. Customers usually pay cash although if there's a phone C.O.D. charge the customer is told they may give the man a check when he has finished.

\$6.95 HOUSE CALLS

While the regular charge for a home call is \$6.95, that for a shop job is \$17.50. They always phone the customer an estimate of the cost of a shop job including a breakdown of material, shop labor, pick-up and return.

Usually only the top quality materials are used here, the only exceptions being when the firm is fixing a trade-in for a retail customer and, at the store's request, uses a cheaper grade of picture tube, perhaps a \$12 or \$15 one. The service firm will pick up the trade-ins if the store requests it, give the retailer an estimate of what it will cost to put it in salable condition. If the store authorizes the repair work, the service firm will guarantee its labor for 30 days, and the store guarantees the parts.

Nielsen and Neilson has many qualities that distinguish the firm from most of its competition apart from its seniority in the area:

They handle 225 to 250 service calls a day.

Their average technician does approximately 35 per cent more service work per day than the industry average in the N & N market.

They operate an impressive 22 trucks from a single location.

They handle the factory service for several brands of electronic consumer products.

They use some \$5,000 worth of tubes a month and carry a parts inventory well over five times that amount.

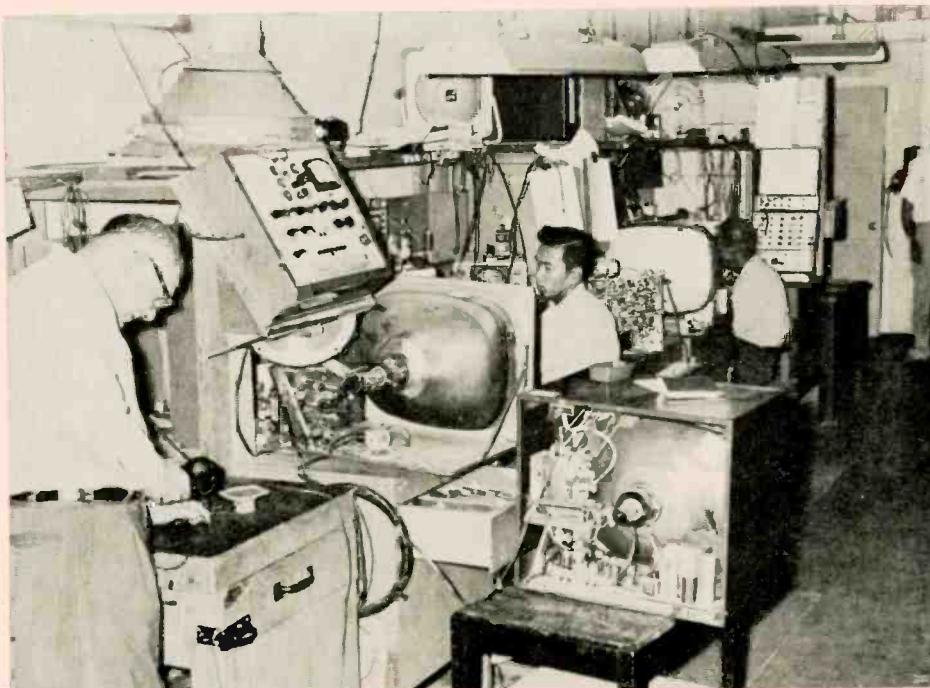
And informed industry estimates put their annual volume for service at in excess of \$500,000 a year.



STANDING BY . . . the calls are received and dispatched in this modern office. Every incoming call is qualified with an exact day of service at the convenience of the customer. Before a set is delivered back, the customer is called and given the time the set will be returned. This not only insures a happy customer but eliminates the possibility of finding no one at home.



HERE IS A LINE UP . . . that any service operation in the country would be proud of displaying. All Nielsen & Neilson technicians are uninformed and operate clean attractive panel trucks.



THE SHOP ITSELF . . . is made up into working areas. In this way a technician stays with a set until it is complete without the difficulty of interference by another technician. Each working area is complete with its own test equipment, antenna leads, etc.

In their own words, Independent



NO MECHANICAL ZENITH HANDCRAFTED

"REMOVAL OF CHASSIS FROM CABINET WITHOUT DISTURBING ELECTRICAL OR STATIC CONVERGENCE."

"... EASIER TO LOCATE TROUBLE AND DEFINITELY MORE SIMPLE TO SET UP."

"NO PRINTED BOARD CIRCUITS WHICH WARP AND CRACK."

"FUSED POWER TRANSFORMER WILL PREVENT BURN-OUT OF TRANSFORMER IN CASE OF SHORT. B+ LINES FUSED."

"NO EXTRA SHIELDING TO REMOVE WHEN SERVICING UNIT."

"THE COLOR CHASSIS SEEMS AS SIMPLE AS THE BLACK-AND-WHITE CHASSIS..."

"VERY STABLE AND GOOD DETAIL..."

"NO SUB-CHASSIS PILED ON TOP OF EACH OTHER, MAKING FOR EASY REMOVAL FROM CABINET."

"I WAS ABLE TO CONVERGE SET IN 30 MINUTES ... WITH VERY LITTLE PREVIOUS EXPERIENCE."

"... MADE WITH THE SERVICEMAN IN MIND."

EVERY ONE OF THESE QUOTES FROM A SERVICEMAN WHO SERVICES COLOR TV!

Servicemen say why "It's BEST!"

"CLAP-TRAP" IN THE COLOR TV CHASSIS!

"TEST POINTS LOCATED ON TOP SIDE OF CHASSIS FOR VOLTAGE CHECKS AND ANALYSIS."

"MOLDED CONDENSERS ARE USED WHICH ARE NOT AFFECTIONED BY HEAT."

"... CHASSIS HAS EASY ACCESS TO ALL TUBES, FUSES, TEST POINTS AND ADJUSTMENTS INCLUDING STORING AND HANDLING OF THE CONVERGENCE PANEL."

"EASY BACK REMOVAL—NO SCREWS. REMOVABLE BOTTOM PLATE TO MAKE 90% OF REPAIRS WITHOUT REMOVING CHASSIS FROM CABINET."

"SECONDARY CONTROLS ARE IN A PLACE SO THAT THE SERVICEMAN CAN HANDLE THEM...WITHOUT REMOVING THE BACK OF THE CABINET."

"... THE SERVICEMAN IS ABLE TO REMOVE THE WHOLE CHASSIS IN ONE PIECE."

"IT'S A SERVICEMAN'S DREAM!"

Zenith's Special Training Program assures you an important role in the future of color television!

Zenith Distributors are conducting special color TV training programs now, and will continue these programs in the future. For complete information, see your Zenith Distributor.

ZENITH

*The quality goes in
before the name goes on*

 ZENITH RADIO CORPORATION, CHICAGO 39,
ILLINOIS. IN CANADA: ZENITH
RADIO CORPORATION OF CANADA LTD., TORONTO, ONT. The Royalty
of television, stereophonic high
fidelity instruments, phonographs,
radios and hearing aids. 44 years of
leadership in radionics exclusively.
Specifications subject to change without notice.

An MESD Requested
Feature



The Inside Story To The RCA Service Operation

**Service Contracts
the Real Heart
of the World's
Largest Service
Organization**

No observer of the RCA Service Company, our country's largest service organization in electronics, can fail to note one key fact about its television and home electronic activities:

Service contracts are the heart of the success of RCA Service Company.

They permit a stable labor force, neither overmanned nor undermanned (the sort of negative situation that is easily developed in the firm solely dependent on demand service), allow for a planned work load and assure the retention of experienced men!

Most independent service dealers dislike the tedious work of controlling service contracts. They don't know how to apportion this contract income for a year and not live out of the bank. They must therefore derive their entire income from demand service. This creates economic necessities for them out of which spring many of the difficulties that plague independent service.

Among the problems of independent service which may be wholly or partially attributed to lack of service contracts are:

The need for generating more demand service, concentrating the great bulk of competition in this one area. To this may be linked the motivation behind some of the price advertising and other criticisms leveled at this industry.

The necessity for providing all income and operating expense from a sometimes limited volume of business. Here may be found some of the roots of tube pulling, false charges and overcharging of which some service firms—through economic necessity, in many cases—have been guilty.

The employment of emergency personnel in peak periods and dismissal of qualified technicians when the firm can't afford to retain them. This has been a source of criticism of some service firms by the public and Better Business Bureaus on the grounds of incompetence. It also has helped create some of the numerous competitors found in some of the larger metropolitan areas, further aggravating the economic situation in service.

Lack of growth to a size where full work loads are available for quantities of trucks, making the economic unit handling service small in many instances. Buying power, short runs between calls and orderly routing of trucks, personnel for record keeping and other advantages large companies have over small are thus lessened for the independent.

Any study of the RCA Service Company will show how they manage to overcome some of the deterrents independent service has found to going into contract business more actively. When the shop workload takes its traditional drops during the summer period, how do they handle the reduction of the work force? During this period when customers are outdoors more and home entertainment seems less important, vacations are used to reduce the staff to a size that can be kept fully occupied profitably.

"Never man for a peak" seems axiomatic around the RCA Service Company. As the workload increases after Labor Day and through Christmas, the men are worked overtime.

In planning work loads, the RCA Service Company figures between 300 and 350 service contracts per man. This also allows time for some demand service. Customers are solicited

in quantities for their contract operations. The company helps the customers (and, incidentally, themselves) to budget costs by offering terms, including time pay arrangements, or 30, 60 and 90-day payment arrangements for the contracts.

Independent service people seeking to follow this pattern of operation modified to suit their operating programs, would do well to have a good accountant set up their books for them so that contract income is spread over a year. If a contract calls for a \$48 charge, that could be allocated to the firm at \$4 a month. It is even possible that a firm may want to make arrangements with a customer for the payment to be monthly, although the bookkeeping here makes it difficult and a service dealer would probably be wiser to give 13 months service for cash payment in advance.

The most popular contract RCA Service Company offers now is a preferred rate of \$46.95 for a year's service. This includes all parts and one free call. Calls thereafter are for a flat \$5.95 per call.

House Call Charges

In contrast, the company has a normal \$6.95 flat rate for demand service. This covers labor, travel and time spent in the home and additional charge is made for parts. An experiment is being conducted with a \$4.95 flat rate on off-contract customers in San Diego, but the results are inconclusive, a slight rise in business being indicated but its profitability hasn't yet been determined.

Should it be necessary to take the chassis into the shop, the charge is \$19.95 plus parts. These usually involve aligning, tuning, rf units. The \$19.95 fee covers the whole job; it is not in addition to the \$6.95.

Demand service charges, of course, are treated as immediate income and not spread over a time as is contract income.

The RCA Service Company methods for developing business are exemplary in their thoroughness. Each branch sends mailings out to their demand service customers. Dealers who sell RCA Service Company black and white contracts with their sets are paid commissions varying with the size of contracts they sell.

When a technician completes a demand service call and collects for it, he tries to get a down payment for a contract and is paid a five per cent commission of the contract price.

If the customer isn't home at the time a set is required, a phone call is made that evening after dinner and before 8:30 p.m. Night sales people handle telephone solicitations for the service company, usually students working part-time as salaried employees. They work 15 to 18 hours per week and get \$1.25 or \$1.30 an hour.

Contract forms and prices and letters pointing out the advantages of contract service are sent to prospects. These are two mailing pieces sent out after the phone calls. One is after a call if the prospect has shown interest in the service. Then a follow-up call is made in a few days, asking if the customer received the information and did they have any questions. This is followed by another mailing piece if the order doesn't come soon after that.

The contract customer is solicited by the home office three times before the expiration date of his contract and phoned just before the expiration date. Care is taken to explain that the customer can transfer his contract from one service company branch to another if he moves and that he is allowed a five percent discount on a contract purchased for his second set.

In addition to all of these activities, most of which could be emulated by the aggressive independent service firm, there are advertisements in the Yellow Pages of the phone book, and prominent signs on the company trucks.

Complete Records

Records are kept on all night sales people showing their ratio of contacts versus contracts. Other records show whether the service people are checking on antennae sales if the lead line is worn or frayed, and sampling of each serviceman's customers are sent follow-up cards to determine was the man courteous, careful of property and did he service the set satisfactorily.

Even this is used as a sales tool by showing the cards to dealers to get them to sell the program with confidence. Dealers are also informed about the way the RCA Service Company keeps its technicians upgraded with a branch instructor program that causes the best all-around technician to be picked as the branch instructor. He teaches on company time and also on the employees' own time, choosing subjects on which the group is basically weak. Blackboards, breadboards, schematics and slides are part of their teaching tools, a

Similarly whenever there are new lines introduced or mid-term changes in old lines, or technical changes on the chassis, these things are reviewed. The principal added reward for the training technician? Recognition.

RCA Service Company is certain that this dealer-confidence has contributed materially to the recent upsurge in color sales. The price of a one-year, complete coverage initial year contract is now \$64.50.

One sales method they find effective is a two-year contract with five coupons given the customer for service calls. The customer is allowed a credit of \$6.50 apiece toward the purchase price of a new contract at the end of the two-year period for each coupon that has not been used. This cuts down materially on nuisance calls.

They're certain that this whole program would come acropper if it were not for the constant grooming of the staff to hold it at a level of competence. The men are subject to constant counselling. If a customer requires a second call within seven days of a set being repaired, the job card is reviewed with the technician to make certain that it's a different failure in another circuit.

RCA Service Company technicians are members of the IBEW and are therefore paid union rates. The journeymen's rate is \$115 per week, on Monday to Friday or Tuesday to Saturday shifts. Should it be necessary to work the men overtime, they are paid 1½ times for overtime hours. And the men working the night shift of 12:30 p.m. to 9 get an extra 10 percent pay differential.

An MESD Requested

Feature

ONE OF CALIFORNIA'S TOP SALES-SERVICE ORGANIZATIONS PREPARES FOR COLOR



During 1962, approximately 100,000 color TV sets will be sold in California if predictions of the manufacturers come true and this year, at last, it looks like they will.

Some of these will be serviced by factory-owned or controlled services agencies. The majority, however, will be the responsibility and the opportunity of independent service. To a great extent the merit of independent service will face the most severe test in its history by the way color TV is set up, installed and serviced in 1962.

Let's see how one highly professional service manager has launched the color service activities for his service team.

The firm: Nicholson's, Los Angeles based, self-servicing retailer which has not offered color sets for sale before this year. Nicholson's has four stores. They operate the television department of Southern California Music Company. All service for these stores is handled by one nine-man service department located in Hollywood.

The service manager: Dale Nadel, 34, hard-driving, alert and resourceful nine year veteran with the firm. He studied at American Television Laboratories for six months, then spent five years in electronics at Lockheed before joining Nicholson's.

There are nine on his staff. Two bench men, seven in the field. They have five trucks, two men doubling up on two of the trucks that handle both service and delivery. Nadel is in steady contact with all trucks by Citizen's Band two-way radio.

He's proud of his men. All have been with the firm at least three years. Some have been there five years. They're paid on a per-call basis and they average ten calls a day in the field. Since Nicholson's handles outside service in addition to that for their customers (finding it an excellent way to educate prospects to the desirability of dealing with a firm that renders good, professional service), the work load of this team is between 150 and 180 calls a week in addition to all delivery and set-up of merchandise sold by the four Nicholson branches.

To prepare himself for color, Nadel attended RCA's, Sylvania's, G-E's and Zenith's color schools, taking careful and elaborate notes. Then he repeated the courses he had taken

for his men, bringing them in on three consecutive nights each time. "The combination of study and working on the actual sets is effective training for the men," he says. "We don't expect them to absorb it all from sitting in a class session, but, when they can put their new knowledge right into practice, in time they have become expert. I guess that's the most important thing for a service manager to remember when the fellows get exposed to something as new as color: Be patient. Give them time. Give them a chance to work on color sets. Practice makes perfect."

When they encounter trouble with a set in the home and feel it should be repaired there, that it's not really a shop job, the men call in to Nadel for assistance via the two-way radio.

Because the store's antenna is located atop its sign and the Hollywood branch of Nicholson's is located on particularly high ground, the two-way radio reaches as far as Brentwood and the Pacific Palisades, Burbank, Manchester, Inglewood and Hermosa Beach!

It's necessary that they cover this wide an area because of the widespread range of customers served by the stores located in Hollywood, downtown Los Angeles, Temple City and Burbank.

Incidentally this also imposes a routing problem both in delivery and service. The swings of the trucks may well be Hollywood, the Valley and West, then downtown and to San Gabriel. The delivery trucks are large enough to carry 14 deliveries at one time and the men who deliver them will also set up antennas as well as the sets and take time to instruct the customer in the operation of the set.

Nadel has chosen his staff for not only professional skill and ability to learn, but also pleasant, even temperaments. "We recognize that part of our job is to keep customers enthused about Nicholson's. That's why every one of our men is the kind who can go into the home and still smile even though the customer is cussing them out. They satisfy the customer, soften him up, and help keep him respecting and liking the firm."

One of his most effective management decisions for ac-

complishing this is the way in which the men are compensated. They are paid a straight fee per call, no commission on parts. "We wouldn't have a tube puller on our payroll," Nadel explains.

"If they can't fix the trouble in about 20 minutes, our men are trained to pull out the set. They never do wiring work in the home. If it's not tubes or something you can see or something like loose underwiring, we regard it as a shop job. Bench work should never be done in the home. That's one of the ways the men can handle ten house calls a day.

"They're not penalized if the set they fixed isn't working right a few days later, but if the customer calls and says 'Your man left four screws off the back of the set,' he's sent back to put them in and isn't paid for the return call. That's an extremely rare occurrence, though."

They used to have a girl receiving service calls there, but now Nadel himself takes them all. It is good customer relations to have an informed person on the other end of the line. That way there's no confusion. He knows if a set is in the shop, when it will be ready for delivery, which man was out there yesterday, how to ask those meaningful questions that will let him be sure the man going out on the call is likely to have the right equipment with him, how to explain to customers that service is almost always a cash deal or when to make an exception, if it's for something in warranty and if the store is offering free service on the set. Besides, he's a master diplomat.

While the store's hours begin at 8:30, Nadel is frequently in at 8. They work until 5:30 six days a week. He plans the calls for his men around 4 p.m. for the next day. They try to keep a backlog of work so that the men can be routed efficiently, but, if a call comes in before 10:30 or 11 and it's a TV set that has no picture on it, that's usually handled that same day. Hi-fis and record players can usually wait a day without straining the customer's patience.

A sign in Nadel's office reads: "Liberal credit extended to those over 80 when accompanied by their parents." The only customers permitted to charge for service are those well-known to the store. If the serviceman has completed a call and the customer to whom the cash policy has been explained suddenly says he can't pay for it, the servicemen are instructed to remove the tubes. The servicemen are permitted to accept checks, but only for the exact amount of the service charge. All cash is handled by Nadel; billing is from Nicholson's downtown office.

The men have been chosen for their performance skill and are supervised closely enough so that no follow-up card is sent to customers except on delivery of new merchandise to make sure it's performing satisfactorily. There is no security problem here.

This is the basic Nicholson operation for service.



ATTENTION IS CALLED . . . to the service operation of Nicholson's by a series of signs painted directly on the building.



SERVICE CALLS . . . are immediately dispatched in order to take advantage of the possible location of one of the Nicholson trucks. Shown here is Mr. Dale Nadel giving service call information to mobile car.



MR. CARL WIGGINS . . . is shown here loading a repaired TV chassis in one of the many service trucks.

In effecting the transition to color, Nadel had prepared for a long time by taking every course available, subscribing to all sorts of publications covering electronics and studying many chassis.

He'd shopped around to compare the performance of various types of color test equipment and checked to see what tube inventory he'd need apart from picture tubes. It entailed an investment of around \$2,000 when the time was ripe.

There are color bar generators around for \$195, but he chose the \$500 Hyeon instrument as being more versatile, for example.

Among the ways the operation has been changed since they started in color are:

Color classes for the men held for three consecutive nights at a time, three hours a night.

New, special care being taken by the crew to make certain that color customers are particularly satisfied with service on their sets. For example, when a tube is to be changed, the entire set, cabinet and all, is brought into the shop.

The men are cautioned not to rush a color set-up but to make certain it's done right. They take considerably longer to set up a color set than a black and white, often an hour to an hour and a half or even longer. Degaussing coils are used every time the set is moved.

Customers are always talked into a new antenna for their color sets. It seems poor economy to hook up a new \$800 or better set to an antenna that has been in use four or five years.

When they repair old sets, the men have been taught to use the booster to prolong the life of the picture tube rather than let the customer have a deferrable expense.

Every color set is thoroughly tested and aligned, set for convergence, etc. in the shop before it is sent to the home. Much of this will have to be re-done in the new location, but it assures the service department that a satisfactory set has been sent out and it sometimes reduces set-up time a little.

It is almost a fetish among Nicholson's service people to visit with the customer and help him learn how to tune a color set properly right at the start. If possible, they like to go step by step through the instruction booklet, that comes with the set, with the customer to make certain he understands it and doesn't go twisting knobs wildly.

"We're never satisfied that we know all about color," Nadel says. "We want all of our people to keep on learning and growing. In this way we feel that we are doing our part to help establish an important new industry. As satisfied customers go around telling their friends that the old rumors about color being unstable, hard to tune and requiring costly service aren't true, sets will sell and the service business will grow. We regard this as part of our responsibility and a major contribution to the future of serv-

An MESD Requested
Feature



UNIVERSAL KEEPS 80,000 CUSTOMERS HAPPY!

An organized program for handling TV service for large retail firms has been the foundation on which two young technicians have built the largest independent television service firm west of Chicago, Univrsal TV. The firm has 80,000 service customers on its books!

The partners, Mickey Gribben and Alex Ley, started in business 14 years ago. Today they handle service for such firms as the May Co., Wallich's Music City, Zody's, Dorn's, More, Inc., the Big Ben stores and many smaller ones.

A visit with British-born Laurence Conroy, General Manager for the partners, showed some of the methods that have contributed to the growth of the firm and some efficiencies they have evolved to handle this volume of business economically and smoothly.

Universal TV has a set price list for retailers. This is to cover the warranty period. The firm bills the dealer and, where it is not service in warranty, the

dealer at his own discretion bills the customer and sets his own price for the service. Some make a profit; some bill customers at their cost.

The service firm doesn't identify itself as a part of the retail organization because of the number of dealerships it serves. Also, by being known as Universal TV to the customer during warranty service, it's easier for them to convert the service customer to one of Universal's contract holders or at least a demand service user after the warranty period.

After the warranty period, effort is made to convert the consumer to a direct account. He's sent two contract forms, one for three months, one for a year, and given his choice between parts warranty renewal or complete service coverage. Second year service and subsequent years are offered, too. Even ten years after a set has been purchased, service is offered but this is just for es-

tablished customers and conditional on parts being available.

"The old ones they hang onto most affectionally are the ones in handsome cabinets, like the old Crosleys and Du-Monts," Mr. Conroy said.

Having flat rates seems to build customer confidence in the firm, both at the retailer and consumer level. A set rate for a 90-day period is used here and, on demand service, a flat \$5.95 for a home service call and, if it has to be a shop job, \$15 additional. Only 10 to 12 percent of the chasses are pulled. "In doing warranty work, it doesn't pay to pull any more chasses than are absolutely necessary," Mr. Conroy explains, "and, besides, one of the ways ining people's trust."

Servicemen here average 12 calls a day! There are 16 service trucks in the field. Secrets of this productivity: (1) Careful routing so that the men have their last call of the day near home.

(2) Permitting the serviceman to take the trunk home after his last job. (3) Having trucks well stocked so that few calls are uncompleted for lack of available tools, components or parts. (4) Intensive, regular training of the technician so that he can handle a call authoritatively and quickly (usually in a half hour), and (5) Paying them on a per-job basis and penalizing them for their-fault call-backs.

It has become standard practice to install new antennae when color sets or stereo FM units are sold. "Not to do this would be like buying a new car and having the partially worn tires of your old one put on it because there might be some mileage left in them," Mr. Conroy said.

Delivery is handled separately from service and the firm actually warehouses inventory for some of their dealer customers. For this the firm maintains a different organization and a 20,000 foot warehouse on Beech Street in Los Angeles plus 10 trucks. They charge a nominal fee for receiving, warehousing, delivery and shipping. Three years ago they started employing delivery technicians for this work. These are graduates of service schools who are permitted to gain experience in handling set-ups.

Sets are not hot-checked in the shop but delivered to the home in the carton. Customers seem to prefer sets delivered in this way because then they know they are new. Also they are less critical if there is a minor service adjustment needed when they know it's a new set, Mr. Conroy said. Delivery technicians will either leave the carton or take it away; it's the customer's decision.

The background Mr. Conroy had as a radio instructor for three years in the British Army Tank Corps seems to reflect itself in the training he gives the men reporting to him. They all wear neat blue blazers, gray slacks, white shirts and ties and if their grooming isn't up to snuff when they report to the shop for parts, gas, and the day's work assignments at 8:30, they're asked to make the required corrections.

Technicians have the complete history of each set they're assigned to work on when they go out on the job. The original delivery card has five blanks

under it for that many service calls and the date and nature of repair is clearly stated and any replaced tubes and parts shown on the card. This goes with the routing and is replaced in the file with an offset card until the serviceman turns it back in again.

Each card has a map reference number in the upper right hand corner and all the trucks carry a Thomas map in it so that there is no problem finding the location in the vast complex of communities making up greater Los Angeles and its suburbs that the Universal organization serves.

All the technicians are bonded because they do handle C.O.D. business. At the start, each man is kept in the shop working for two or three days to acquaint him with the operation and the firm's business forms. This also allows time for a complete check on his references before he goes out in the field.

The servicemen are given incentives for excellence of performance and maintenance of high production volume. Among these are presents for their wives such as mixers, toasters and other small appliances.

All are instructed to attend the various manufacturers' schools, particularly on color, and on company time. If the schools run for enough days, two men are in attendance at a time, otherwise it may be necessary for the entire group to be assigned this training.

Every Friday the shop foreman, Ray Roughton, holds a service class for the technical staff here. For this reason, the firm takes fewer calls on Friday. These are usually in the form of breakfast service meetings and information from new manufacturers' bulletins, answers to questions that had been troubling the men and they'd asked Mr. Roughton to research, and other new developments are presented here. It's in standard lecture and blackboard form and there's a question and answer session afterwards.

Now the organization is undergoing considerable change. Their La Cienega Boulevard location is being completely remodeled and modernized so that trucks can come in, get loaded and move out quickly and girls can be situated around central files for readier access to them.

Also experiments are being undertaken to establish a number of satellite

shops around the greater Los Angeles area and recently the firm has established an affiliated company to handle the delivery and service of major appliances for retailer customers.



PINPOINT PLANNING . . . of calls is extremely valuable in routing service calls as well as product delivery. This giant map indicates the location of each customer and his reference number.



EACH CUSTOMER . . . is given a number and this along with his complete product history card is kept on file at all times. This information is continually used as a reference and for future promotional mailings.



A COMPLETELY MODERN . . . shop eliminates any guess work in servicing a TV. All Technicians are placed in the shop for a period of time before they are allowed to make service calls. This system allows them to judge whether or not a particular man should be kept here or would make a better outside man.

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ASK SI?

A Special Feature

Q. *Is there a flat job rate manual for TV and stereo service?*
A. No, not generally available, to our knowledge, but there should be, since flat job rates are just about the current way of charging for service. RCA Service Company's rates are well-developed and based on experience, though their ability to confine service to one brand may have caused them to set their prices a little below what yours might be.

Best bet would be for CSEA to take the initiative in developing this information for its members. It can be done legally, as witness the automotive industry's flat rates or the appliance and TV trade-in blue books. Interested?

Q. *Any suggestions for shifting from charge to cash for service?*
A. The main barrier lies within you or some other soft-hearted representative of the firm. Telephone approaches that have worked for others are: "That will be approximately \$X, I'd guess. You know, one of the ways we have for keeping our service that reasonable is that we operate on a strictly cash basis. On that basis, when would you like our man to come out?" Or, "It costs us a dollar an account to set up books for service on credit and that would be in conflict with our policy of offering the best service for the lowest price, so you can see why we have gone onto a strictly cash basis." If they say they don't have the money right then, ask when they will have it and send the serviceman out at that time. Finally, for big jobs involving picture tubes or other major expense, get the customers to sign the right papers and discount them at the bank or through one of the factory-owned finance companies—all of which are worth investigating anyway.

Q. *Are there any economical ways of attracting more business?*
A. There sure are! Find some special program that you want to offer, perhaps a thorough 10-point Fall check-up involving antenna inspection, checking lead-ins, polishing cabinet, dusting picture tubes, testing all receiving tubes, tightening knobs, etc. for a flat price. Then use stretched canvas frames on the sides of your trucks with this offer and your phone number big painted on them and have the message painted boldly on the inside of your window. Send out postcards to establish customers offering it, get cards printed at a local job shop and stick them in the windshield wipers of cars parked overnight in your neighborhood.

Call your local radio station and check on the cost of scrap time. It's cheaper than you think. This is unsold spots and, when you buy them at random, you get a real deal, especially if you can use any quantity.

Take little ad spaces in community papers or the metropolitan papers' section serving your area. One inch will be enough just so you use a prominent, half-inch or thereabouts key word to start it off, as: "TV EYES? A sharp, clean picture will relieve discomfort. That's our job. Phone _____" or "TV GYPS, hurt the service industry's reputation. Our kind of service helps it. Phone _____" or "VIDIOT: one who gambles on getting the best kind of service by not calling (phone number)."

Finally, write a letter to your customers telling about why they should do business with you. Mimeograph it.

INDUSTRY NOTES

Major Electronics Expands Operations

VAN NUYS, CALIF.—Major Electronics, Inc., west coast manufacturer of cathode-ray (TV picture) tubes, has more than doubled the size of its facilities with the move into its new 15,000 square-foot plant at 14745-B Weswick St., Van Nuys, Calif., according to Sol Gerber, president.

In line with its current expansion plans, the company also announced the appointment of Paul Ewing Associates, Los Angeles, Calif., as its exclusive Southern California sales representatives.

T. D. Van Osdall (better known as "Van, The Picture Tube Man") sales manager for Major Electronics, will coordinate the company's internal sales activities with Paul Ewing Associates.

SONY APPOINTS STEWART TO GENERAL MANAGER POST

The appointment of George T. Stewart as General Sales Manager of the Sony Corporation of America, a subsidiary of the Sony Corporation, Tokyo, was announced today by Shigeru Inagaki, executive vice president.

In his new post, Mr. Stewart will direct all sales activities of the transistor radio and television company, working with Sony's branch offices in Los Angeles and Chicago. He will make his headquarters in New York City where he will direct the company's network of sales personnel throughout the United States.

Prior to joining Sony, Mr. Stewart was a vice-president in charge of distribution for the Sylvania Electronics Corp. He joined Sylvania in 1955, starting as a district manager in the New York and Pennsylvania areas. Subsequently, he was named national distribution manager, national sales manager and, more recently, was elected a vice-president and board member.

Mr. Stewart brings to Sony a wide background in the merchandising field. Before his affiliation with Sylvania, he was president of his own Rochester company, distributing brand name appliances, radios and television sets.

WEW/PETS '63 PLANS UNDERWAY

Cap Kierulff, President of 1963 Western Electronic Week/Pacific Electronic Trade Show (to be held at Los Angeles, Feb. 4-10, 1963) reports that:

"All WEW/PETS information (including brochures and booth space applications) will be mailed to prospective manufacturer exhibitors, sponsoring wholesalers, representatives and local manufacturer's direct sales offices within 30 days.

"Our Committee Chairmen have previewed this fine material emanating from the PETS Show office. This advance programming is completely informative and is in a class befitting the rapid growth and importance of the electronics industry in the West. It is representative of the sincere and accepted responsibilities of Western Electronic Week's group of excellent officers and staff.

"The men serving on the '63 WEW/PETS staff are veterans of the 1961 and 1962 PETShows. Some industry sources consider that it takes more than two shows to develop competent staff men. Not so. These are skilled men who have given much time, hard work and long hours away from their otherwise busy businesses to get the "Show on the Road!"

"All committees are functioning. All have one purpose: to create and deliver a better 1963 PETShow and WEW convention for our great electronics industry.

"A list of Officers, and Committees with their Chairmen, is attached to this NEWS/PRESS RELEASE so that 1963 WEW/PETS communications might be expedited by direct contact with the men in charge of each event.

"All potential exhibitors, sponsoring wholesalers, representatives and participating customer trade organizations will soon receive a unique condensed 'Time-Table of WEW Events.' This pocket form will be an easy-to-keep convenient 'Directory' of all events. It should prove invaluable toward helping all partici-



pants to get out the huge attendance we can expect for WEW/PETS '63.

"Your staff has completed plans for the first 'on the spot—at the Show—but prior to show opening' **BOOTH-CONFERENCE** for manufacturers, reps and distributors. We believe that this form of sales conference at the actual point-of-exhibits will yield to exhibitors a far greater concentration of attendance (and sales orders) than the usual type of table-conferences which are not an integral part of the manufacturer's Booth display. The industry has tremendously benefited in the past by table-conferences—they have been very successful—but the WEW/PETS new **BOOTH-CONFERENCE** concept will bring the distributor closer to the exhibitor's products while discussing 'SALES', the most important function of the distributor.

"Ambitious? Yes!!!!

"Practical? Absolutely!!

"Market? Vast!

"Success? Yes, by the grace of good men, hard realistic work, good planning and timing. Our industry *can and will* make the 1963 PETShow and WESTERN ELECTRONIC WEEK 'the' 100% distributor-oriented once-a-week market place in the West!"

REPORT ON ZENITH COLOR TV SERVICE TRAINING PROGRAM

By Frank Smolek, National Service Director,
Zenith Sales Corporation

We are writing this to report on the progress of our color TV service training program, and to thank the independent servicemen and dealers of the country for making it such an outstanding success.

As you all know, it has always been Zenith's policy to cooperate closely with independent service. We build our receiver with the serviceman in mind, and through our distributors provide top training facilities.

This policy has paid off for everybody concerned: customers, servicemen and Zenith. So, when we decided early last year to go into color TV we naturally adhered to the same program.

Last April we sent our first bulletin to Zenith distributors to inform them of the color service training program. In June we began our distributor schools. Distributor technicians came to Chicago for an intensive five day training period. They then returned to their respective territories and inaugurated their dealer color training program.

Up to now more than 10,000 servicemen have taken Zenith color training. The results have been gratifying. Our receivers are being installed and maintained by capable, well informed technicians.

Independent service has demonstrated again its ability to handle the job. From Zenith goes our heartfelt thanks for the wonderful job you have done.

Zenith distributors are still conducting dealer color TV training schools. It is our hope that thousands of additional dealers and technicians will take this training. Color is here! Color is growing! It will play a big part in your future.

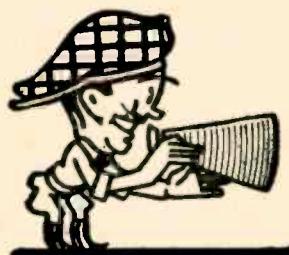
Again our thanks to INDEPENDENT SERVICE for helping us launch Zenith color TV so successfully.

Television Picture Receiving Tubes Sales Decline

WASHINGTON, APRIL 9—Factory sales of both television picture and receiving tubes declined in February but the year-to-date totals were above those for 1961, it was disclosed by the Electronic Industries Association.

There were 733,670 television picture tubes sold in February worth \$13,944,313 against 802,061 worth \$15,625,304 in January. Year-to-date totals for this year were 1,535,731 valued at \$29,569,617, compared with 1,436,822 worth \$28,826,583 for the comparable period in 1961.

A total of 27,977,000 receiving tubes were sold in February with an accrued revenue of \$23,841,000. In January, 29,592,000 tubes valued at \$24,789,000 were sold. Cumulative sales for this year totaled 57,569,000 worth \$48,630,000, compared with 52,146,000 valued at \$44,092,000 last year at this time.



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electronic service dealer

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



SENCORE, MANUFACTURERS OF . . .

time saving test equipment, have just released a completely new oscilloscope. This scope, the PS120 is completely wide band, accurately reproducing any waveform from 20 cycles to 12 megacycles, and is as sensitive as a narrow band scope all the way. This is an important factor when you consider that a sensitive wide band oscilloscope has become a modern day necessity for trouble shooting color TV and other complex electronic circuits.

This new portable three inch extended view scope, is unique in both design and operational ease. For example, only two major controls make the PS120 as easy to operate as a voltmeter. Another Sencore first is the automatic Range Indicator on the vertical input control which enables the direct reading of peak-to-peak voltages. A standby position on power switch adds hours pf life to CRT and other tubes.

The design of the PS120 combines good looks and functional efficiency. Slanted cabinet design provides a shadow mask and, together with the full width calibrated graph, increases sharpness of wave form patterns. Permanent chromed steel carrying handle and concealed compartment under dial panel for leads, jacks and AC line cord make the PS120 a truly portable unit combining neatness with efficiency.

Technicians, engineers and servicemen can use the PS120 on the job anywhere, for on the spot servicing of color TV, remote audio, organ and computer installations or meet the highest specifications of shop or lab. Price of the PS120 is \$124.50. For complete details, see your Sencore Distributor or write Sencore, Addison, Illinois.

FIVE NEW FM STEREO . . .

multiplex inductors and two new miniature IF transformers have just been added to the Stancor line, according to George Mena, Distributor Sales Manager.

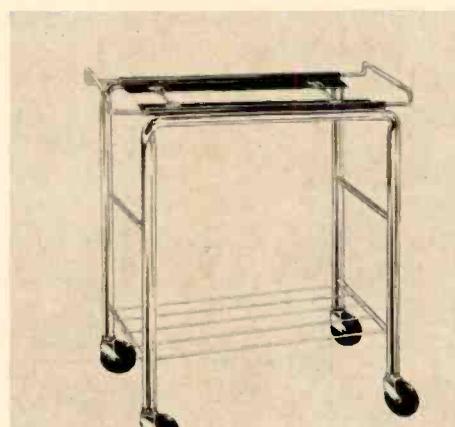
The Multiplex coils are designed for use both by servicemen and by experimenters, Mena said. They are well suited for general replacement use in FM multiplex adaptors, or can be used in constructing a multiplex adaptor.

The five coils (and their Stancor part numbers are a low pass filter (RTC-9279), a band pass filter series element (RTC-9280), a band pass filter shunt element (RTC-9281), a 19KC locked oscillator (RTC-9282) and a 38KC output transformer (RTC-9283).

Schematics and complete multiplex adapter construction information is contained in Stancor Bulletin #611, available free.

Also described in this bulletin are the two new miniature IF transformers (RTC-9275 and RTC-9276), a 455 KC input and output designed for experimental use and for replacements in small portable radios.

Further information is available from Stancor Electronics, Inc., 3501 West Addison Street, Chicago 18, Illinois.



A SPECIAL TV TABLE . . .

To meet the specific needs of the newer slim-line portable TV sets, has been designed by Snyder Manufacturing Company.

The new table (Model TT-30) is made of one-inch seamless steel tubing and is set on three-inch plastic casters for finger-tip movement. It comes with a utility shelf at the bottom, and with arms which extend from 18 inches to 28 inches to accommodate any size TV receiver.

The Model TT-30 comes in a finish that combines brass and satin black. It also comes in all brass finish and all stain finish. It stands 28 inches high and is quickly assembled. The Snyder model is designed to hold virtually any weight. Snyder Mfg. Co.



CHANNEL MASTER'S NEW . . .

"Trans-World", Model 6523, a 3-band 10-transistor short wave radio, is a handsome passport to entertainment around the globe.

The set receives the standard broadcast band and two short wave bands, 2-6 MC 6-18 MC. The two short wave bands receive foreign and English language broadcasts, marine information, police and aircraft messages, and "ham" communications. Long-range power is provided by 10-transistor and 1 diode in the radio's superheterodyne push pull circuit.

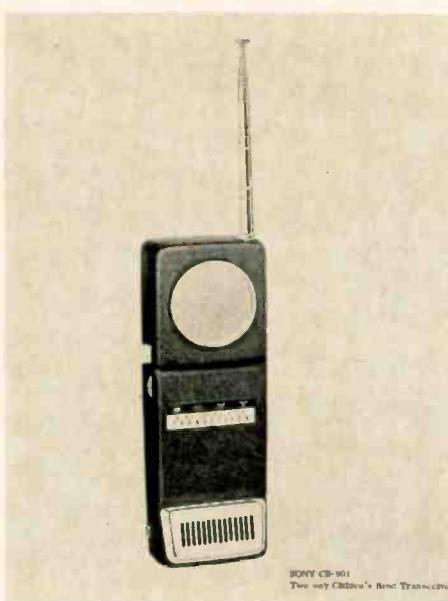
A dual-purpose check meter provides a visual indicator of remaining battery life and also permits precision tuning by sight as well as by sound. Model 6523 also has a push button dial light for easy tuning in the dark. A monopole telescoping whip antenna, extending to 35 inches, disappears almost all the way into the set. Listening pleasure is enhanced by a high quality 3½" speaker, high-low tone control switch, and vernier tuning. The set measures 9"x4½"x2".

The "Trans-World" operates on four 1½ volt "C" batteries, and its long battery life is a valuable asset in every modern household in the event of any emergency involving power failure. Available in black or red, with gleaming chrome accents and anodized gold grille. List price, \$74.95, including top-grade cowhide carrying case, strap, and other accessories.

(Continued on Next Page)

NEW PRODUCTS

(Continued)



SONY CB-901
Two way Citizens Band Transceiver

AS A LEADING PRODUCER

of transistor radios and personal portable television, the Sony Corporation is now ready to introduce another electronic device in the field of communications. Sony corporation of America, source in the United States for all-transistorized radios and television sets, said today that "a new kind of walkie-talkie" will be available in stores throughout the country in March.

Identified as the CB-901 Citizens Band Transceiver, the Sony unit is a far cry from the walkie-talkie used during the last World War. Handsome in design, it fits easily in the palm of the hand and weights only a pound, the compact unit has nine transistors with separate microphone and speaker. Because it offers high quality performance, the unit is expected to gain wide use in many areas.

A Sony official said that the transceiver will be effective wherever communication, within a range of six miles, is required. As an example, the spokesman said the device could be used by roving personnel in factories, by the military in maneuvers, by sportsmen engaged in boating, hunting, fishing or golf, by local delivery services, and in other fields where communication is desirable within limited range.

The transceiver is simple to operate. A push-button automatically sets the device for speaking through a 2 1/4" permanent magnet speaker. With the broadcast range up to six miles, depending on transmitting conditions, the transceiver provides crisp, clear reception.

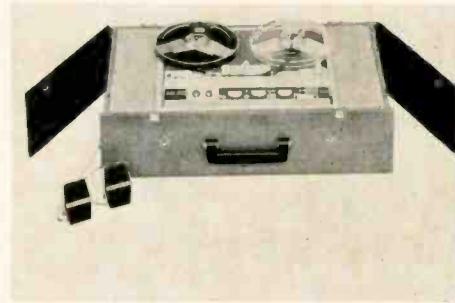
Volume may be controlled with the touch of a finger on a small knob. To answer a broadcast, the receiver has his

own separate microphone, built-in at the bottom end of the unit.

Performance is aided with a telescopic antenna. It collapses so that the unit may be placed inside its leather carrying case.

In typical Sony practice, long research and development are behind the CB-901. The unit uses a variable reluctance microphone which accounts for its efficient output. It has been designed to meet Class D specifications with crystal controlled transmitter and receiver. It is powered by eight penlite cells, with one set of cells providing operation up to 50 hours.

A pair of CB-901 transceiver is \$149.95. The price includes batteries and earphone jack for private listening, plus the leather carrying case.



TO MEET THE DEMAND . . .

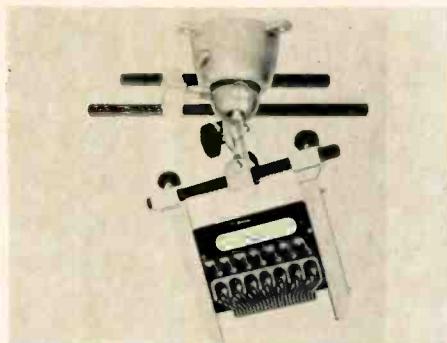
for a low cost, completely portable stereophonic recording and playback tape system, Superscope is introducing the new Sony Model 464-CS.

This Sony 4-track Stereorecorder contains in its handsome carrying case, complete electronics and built-in monitor speakers necessary for recording and playback of 4-track stereo and monophonic tapes.

The Model 464-CS utilizes the famous Sony belt-free, idler wheel drive mechanism and dynamically-balanced capstan-flywheel assembly for maintaining extremely low flutter and wow specifications (less than 0.2% @ 7 1/2 ips).

Features of the Sony 464-CS include: push-button switches which individually select Channel 1, Channel 2, or both for either monophonic or stereo recording; separate volume controls for each channel; master volume control for playback; playback tone control; built-in channel integrator for sound-on-sound recording facilities, ideal for language or music training; 2 high level line inputs for recording FM stereo; stereo line outputs for connecting external amplifiers, and auxiliary speaker outputs.

The Sony 464-CS comes equipped with 2 dynamic Sony F-7 microphones.



THE VERSATILE NEW . . .

Colbert Printed Circuit Holder, Model 315, is designed to firmly hold any Printed Circuit Boards at three points whether the shape be Oblong, Square, Oval, or of Special Shape. When used with the Model 300 Pana/Vise Work Positioner, the operator can Rotate, Tip or Tilt the Printed Circuit Board up or down for greatest accessibility for the work at hand. Model 315 is manufactured by the Colbert Die Cast Co., Inc., South Gate, Calif.

Model 315 has many features: A—The Cross Bar, which carries the Circuit Board Holder Arms, is designed to hold Cross Bars of any length. B—The Circuit Board Holder Arms extend out 6 inches. C—These are No-Damage Holder Arms, the inside of each is "V" shaped. D—When the Circuit Board is held at the extreme edge, the top or bottom of the board cannot touch the edges to damage the circuit in any way.

FROM AEROGAP DISTRIBUTING CORP. . .

the new Wizard 500 set coupler, the consumer counterpart of the Wizard 300.

The Wizard 500 is a non-modular set coupler designed for the consumer market and for the 2, 3, 4 or more set-coupling jobs. It will run color TV, black and white TV, and FM—individually, or all at the same time from any ordinary antenna.

The Wizard 300 was introduced four years ago, and is now a standard item in the electronic market. Hundreds of thousands of the Wizard 300 are in use in TV master antenna systems using twin-lead.

The Wizard 500 has been so well tested, and is so electrically efficient, it is sold with a complete money back guarantee. It is individually packaged on a display card, and is suitable for in-store sale, or as an accessory item for tube caddies. List price is \$2.98. For additional information, contact Aerogap Distributing Corp., 6415 Fleet St., Los Angeles 22, California.

FORUM

The Question:

HOW HAS THE MORE WIDESPREAD AVAILABILITY AND SALE OF COLOR TELEVISION AFFECTED YOUR OVER-ALL OPERATION?

**Earl Stevens
Custom TV
Oxnard**

We've added a little color department, a place where the sets can be shown and sold that's a little darker than that for black and white. We've added a full selection of Philco color test equipment. Philco and Packard-Bell are our color TV lines. We've attended all the manufacturer's schools available to us so that we're fully qualified to service color. We've been ready for it for quite some time. As to heavy promotion, though, we've adopted an attitude of watchful waiting, although we expect some fairly heavy action this Fall.

**Emmett Mefford
Mefford's TV & Radio Service
Fontana**

This is something that, if a service dealer wasn't ready for sometime ago, may already be too late. For example, I took courses on color engineering at UCLA and L.A. Tech awhile back and attend the color schools of distributors, or organization and any others that come along.

With the new channels on the air, including the excellent color on Channel 13, we should be finding the worst barrier to color set sales, limited programming, overcome. We have a full set of color test equipment in our shop, including a dot/bar generator, wide band scope, gimmicks for killing one gun and isolating trouble, color hand tools, degaussing equipment and we know how to fix a set efficiently. We also sell Emerson and DuMont color sets and are in on a mailing campaign to prospects offering an Emerson color set as a prize.

**Harry Bernstein
Clef TV
Santa Monica**

Principal changes we've made are using more ads in the Santa Monica Evening Outlook, keeping an attractive display of approximately a dozen sets on the floor usually, and studying each new development in color all through our little organization. We began preparations for this gradually rising interest in color television some two years ago. We've been selling our color sets with a year's service. It helps us expand the clientelle.

We're attending a 12-week course of our CSEA group now and we have all the necessary color test equipment for shop work and home installation. Printed cards describing our service, ads in the Yellow Pages and the Hollywood Citizen News and a major drive for more business slated for the Fall, mainly through newspapers, are the promotional things we're doing to build up more business. We sell some color and yet we've been careful not to let its coming and its related incubation (between the time the customer first gets the idea and the time he buys) spoil our sale of black-and-white sets. We're doing exceptionally well, for example, on the Setchell-Carlson Unitized television equipment.

**Howard Singer
Day and Night TV
Hollywood
Anonymous**

I'm going to try one more time to make sense out of this business. I'm going all out with ads and door to door flyers, telephone solicitations and even contacts with retailers, to let people know we do color work and do it really expertly.

But we're going to make a profit! We're setting a minimum of \$7.95 on a home call and of \$20 on a shop job! This isn't easy to do. In fact we've already chickened out a little and let the home call be for as long as 45 minutes (instead of the old half-hour we had at \$5.95 on black-and-white) before we put on additional charges.

We're doing it right, though. Neatly uniformed men, really well trained. Fancying up such rituals as degaussing so the customer is impressed by it. If we play our cards right, we stand a chance of going professional with color and making money too. It's tougher for the screwdriver mechanic to bluff with color television.

So I'm siezing this opportunity to try to go professional and eventually get big and I hope my competition all does likewise.

PICO PARTS

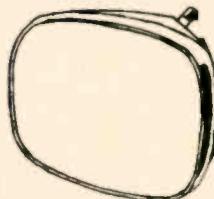
PICTURE TUBE SAVINGS

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



SYLVANIA TO RESUME COLOR TUBE PRODUCTION

Sylvania Electronic Products Inc., a subsidiary of General Telephone & Electronics Corporation, announced it is resuming production of color television picture tubes. The company previously produced and marketed color tubes from 1953 through 1957.

Gene K. Beare, Sylvania President, said a 21-inch, 90-degree shadow mask, round glass tube will be available in 1963. The tubes will be manufactured at Seneca Falls, N. Y., headquarters of Sylvania's Picture Tube Operations.



CLASSIFIED ADS

BUY, SELL, TRADE, HIRE HERE

FOR SALE EQUIPMENT

B & K ANALYST
1075 and A-107
ANALYSER
LIKE NEW \$150
John Hayes, 3131 Beechwood,
Lynwood, Calif. NE 8-6074

TV TUNERS

Rebuilt or Exchanged
\$9.95 + Low Net
For Major Broker Parts
FAST GUARANTEED SERVICE
MOST TUNERS SHIPPED
SAME DAY RECEIVED
Send Tuners with all parts to:
**VALLEY TV TUNER
SERVICE**
18530 Parthenia St.
Northridge, Calif.
Mailing—PO Box 675
Phone 349-5091

FOR SALE

USED—TV'S
AS IS
WHOLESALE TO
DEALERS
100's OF SETS TO CHOOSE
FROM
LOW SHIPPING COSTS
ANYWHERE
TV BROKERS
4920 W. PICO, LA. 19, Calif.
WE 1-6622

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.



A new and better STAND OFF INSULATOR from West Germany, fits all transmission lines. Plastic jaws clamp tightly against wire, can't slip. Elastic collar prevents bending of cable by wind pressure.

All parts are inter-connected, enabling a one hand mounting.

A Very High Quality Product

4" Wood Screw	Box of 20	\$3.64
4" Strap on Mast	Box of 10	\$2.75

Send check or M.O. (no C.O.D.) Shipping & Tax Inc.

ANTENNA SERVICE CO., Sierra Madre, Calif.

EL 5-1560

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 GRAYCE KENNEDY, 4041 Marlton Ave., L. A. 8, Calif.

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

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

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

BLIND BOX NO'S: Add 50c.

POSITIONS WANTED: Less 15% cash with order.

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

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.

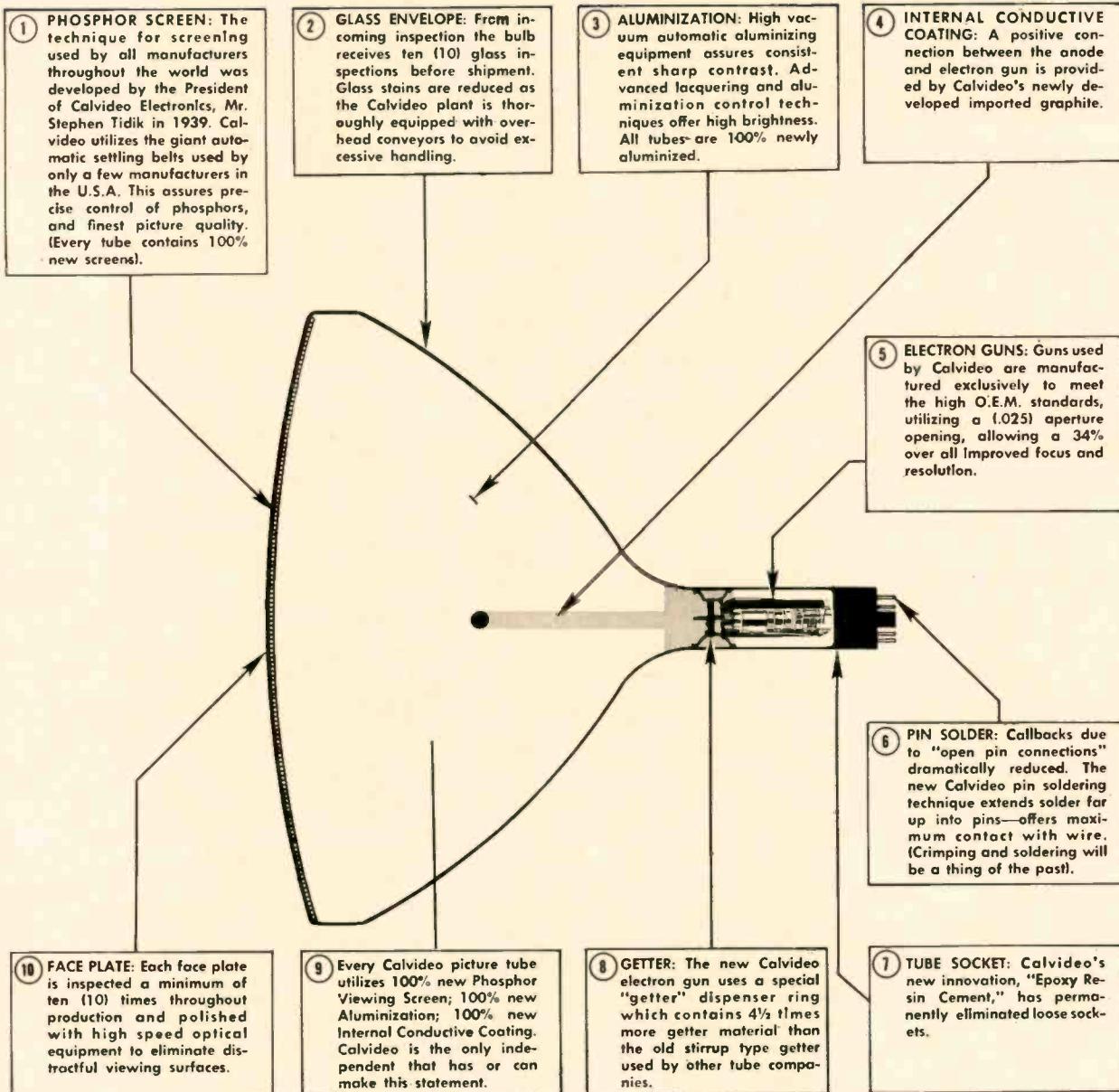
BOX NO.: Add 50c service charge; and allow 2 lines for reply address.

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.

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



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.

Modern Electronic Service Dealer
An Associated Publication
2930 West Imperial Highway, Suite H10
Inglewood, California

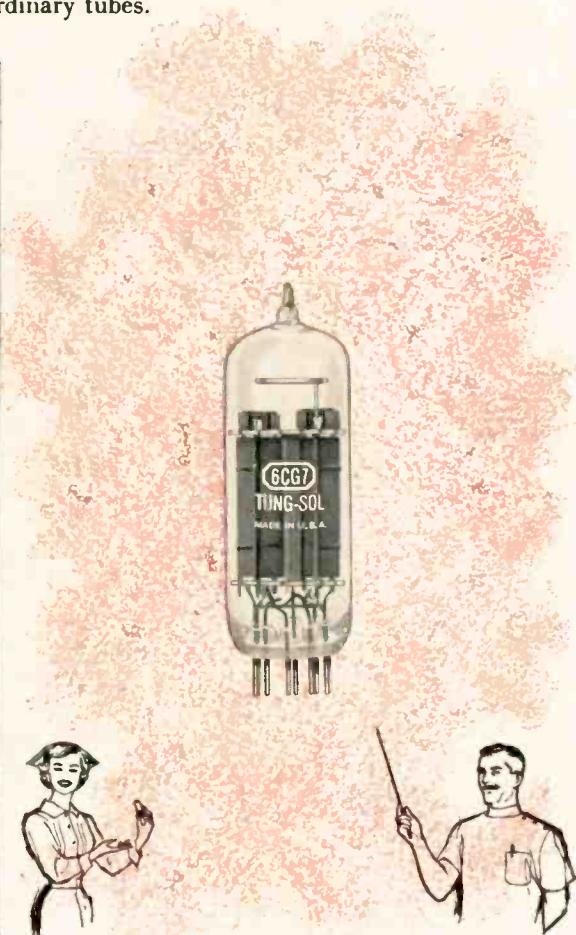
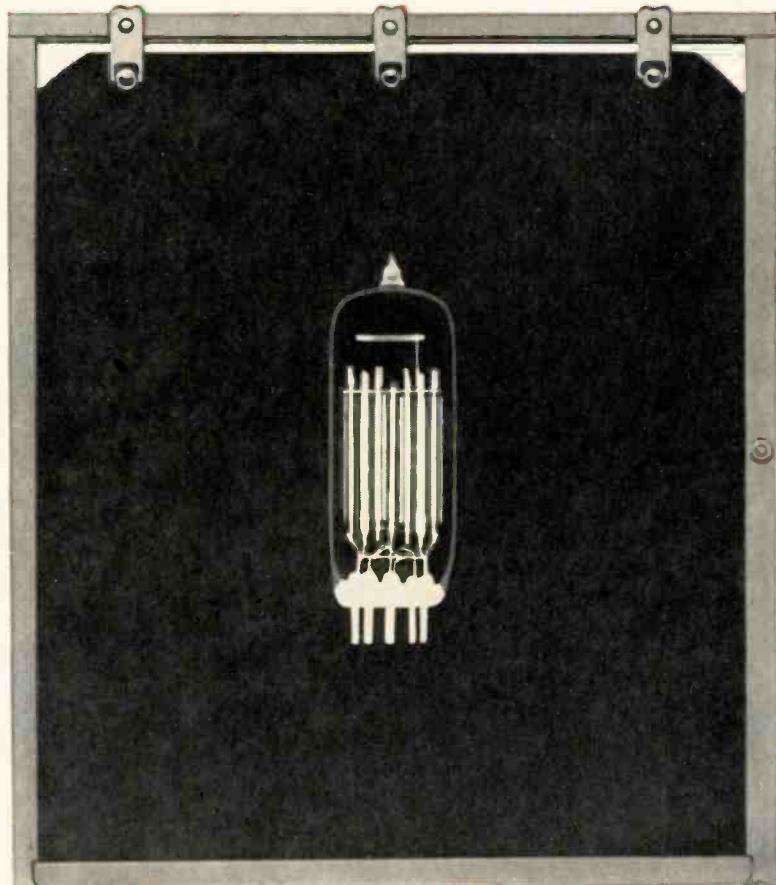
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U.S. POSTAGE
PAID
Los Angeles, Calif.
Permit No. 23055

RETURN REQUESTED

ANATOMY CLASS FOR DOCTORS OF RADIO AND TV SERVICE

Controlled heater explains greater life expectancy of Tung-Sol series-string tubes

Prognosis—*excellent!* Examination of Tung-Sol series-string TV tubes reveals advanced design of heater and cathode structure, making possible *controlled warm-up time*. This explains the good health and longevity of Tung-Sol series-string tubes. Tung-Sol was a pioneer producer of 600 ma series-string tubes. But, not content merely to be among the first, Tung-Sol expanded this group to cover many applications and then added 450 and 300 ma series-string tubes for sets of more sophisticated circuitry. Time has proved Tung-Sol's diagnosis to be correct; the series-string principle radically improves tube life expectancy while retaining youthful vigor. Consultants on TV service agree that the family of Tung-Sol series-string tubes are far more immune to malfunctions of all kinds. Sets equipped with Tung-Sol series-string tubes require fewer visits and less hospitalization than sets with ordinary tubes.



Rx FOR A HEALTHY TV SERVICE BUSINESS

To avoid sluggish customer attitude, low profit levels and other complications symptomatic of poor components selection, always rely on Tung-Sol. Choose from more than 100 Tung-Sol series-string tubes to fill your prescriptions.



the first name to ask for when ordering



TUNG-SOL®
SERIES-STRING TUBES

TUNG-SOL ELECTRIC INC., NEWARK 4, N.J.