

MODERN

# electronic service dealer

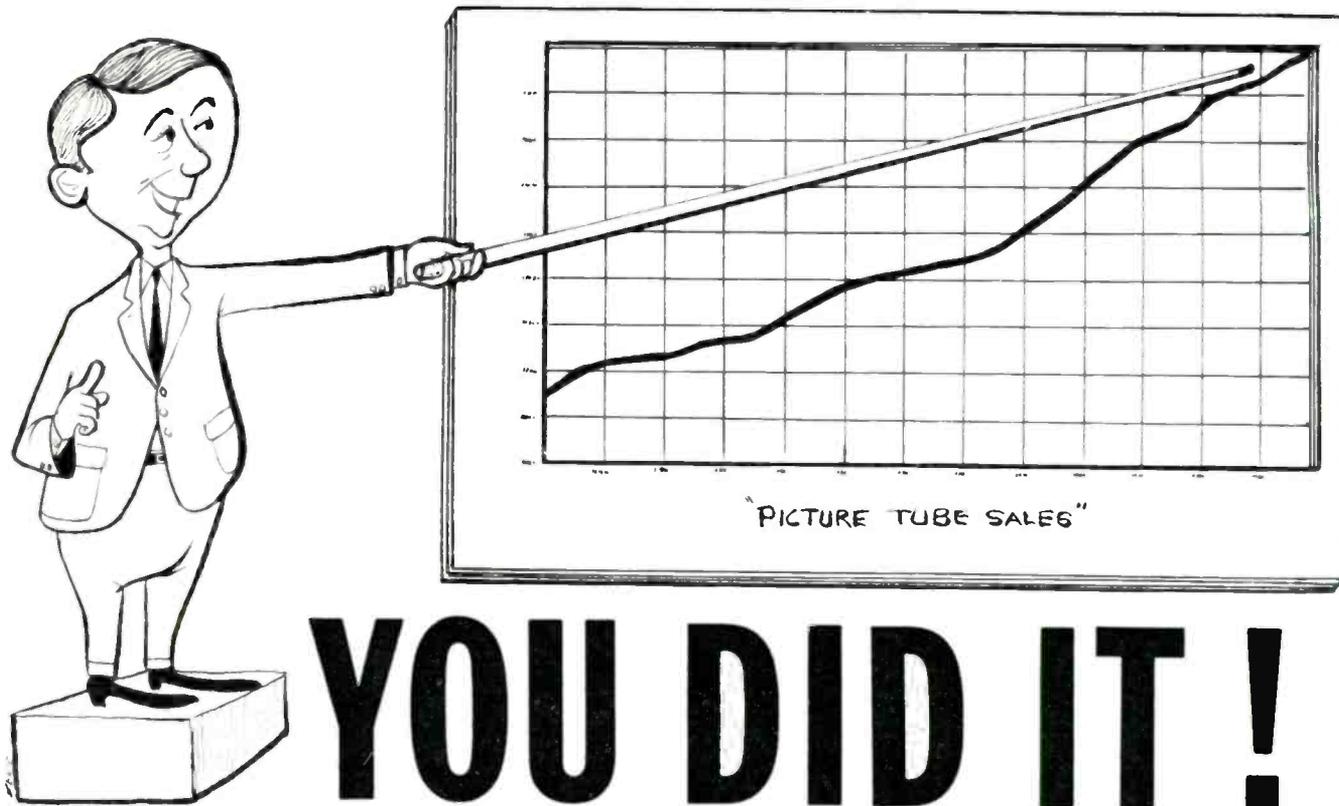
THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

VOL. 2, NO. 7

NOVEMBER, 1962



*Meeting in Fresno last month were these California State Electronics Association delegates. Each member of the Board of Delegates represents his local Association Chapter and will be reporting back the results of this meeting.*



# YOU DID IT!

Yes, it was you, the Service Dealers of America, who made Dumont A.B.D. Picture Tubes one of the four largest selling major brands in the nation . . . and, Dumont A.B.D. is growing at a faster rate than our nearest competitor. Our sincerest thanks to you all.

## WHY YOU DID IT . . . MORE ADVANTAGES THAN ANY OTHER TUBE

### DUMONT'S EXCLUSIVE 2 YR. WARRANTY PLAN

makes a captive customer for you who will trade with you exclusively and longer for each and every service call they require.

### UNIVERSAL STRAIGHT GUN PROGRAM

with just 66 Dumont A.B.D. straight gun types, you can replace over 200 commonly used types. SG types do not use ion traps, and eliminates replacement confusion while they increase availability.

### PRICED TO MAKE YOU MORE PROFIT

ask your distributor to compare and you will see why Dumont A.B.D. is the most competitively priced major brand on the market. Dumont A.B.D. is unsurpassed in quality, unsurpassed in price.

### NEW POCKET SIZED DEALER PRICE LIST

the new pocket price sheets are available at your distributor now. They show the complete list of tubes replaced by each SG type. A handy reference to carry at all times.

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

*A brand that means quality to every American,  
and for the dealer, the Profit Line for the "Sixtys"*

#### NOTICE:

ALL parts and materials used in the manufacture of these tubes are NEW except for the envelope which, prior to reuse, was inspected to meet the standards of the original new envelope.

# DU MONT A. B. D.

TELEVISION PICTURE TUBES  
RECEIVING TUBES

**REDUCE INVENTORY! INCREASE SALES!**

**5 ADMIRAL  
ENSIGNS REPLACE  
43 TUBE TYPES**

**You save space, save dollars—  
make more dollar profit per sale!**

...with the Admiral ENSIGN "Big 5" as your basic tube inventory. Less stock, more sales—and you make more profit! That's sweet music! Every Admiral ENSIGN tube is of fine/precision quality manufacture. All materials and parts used in the manufacture of these tubes are *new* except for the envelopes, which prior to reuse, have been inspected and tested to the same standard as new envelopes.



Call your ADMIRAL DISTRIBUTOR tomorrow... start cutting inventory cost, pocketing new profits right away!

BE WISE... STANDARDIZE ON

**ADMIRAL**  
ENSIGN

<p>ENSIGN <b>17BJP4</b> REPLACES</p>	<p>17ATP4 17AVP4A 17ATP4A 17BUP4 17CLP4 17AVP4 17CBP4</p>
<p>ENSIGN <b>21AMP4A</b> REPLACES</p>	<p>21ACP4 21AQP4 21ACP4A 21AQP4A 21BSP4 21AMP4 21CUP4</p>
<p>ENSIGN <b>21CBP4A</b> REPLACES</p>	<p>21FLP4 21ATP4 21CBP4B 21ALP4 21ATP4A 21CMP4 21ALP4A 21ATP4B 21CVP4 21ALP4B 21BAP4 21CWP4 21ANP4 21BNP4 21DNP4 21ANP4A 21BTP4 21CBP4</p>
<p>ENSIGN <b>24CP4A</b> REPLACES</p>	<p>24ADP4 24ATP4 24CP4 24AVP4 24XP4 24QP4 24AVP4A</p>
<p>ENSIGN <b>24AEP4</b> REPLACES</p>	<p>24DP4A 24ANP4 24YP4 24ZP4</p>

**REPLACEMENT PICTURE TUBES—ALWAYS FINE/PRECISION QUALITY**



DON MARTIN

**EDITORIALLY SPEAKING**

**KNOW YOUR LEGISLATORS**

By the time you read this the 1962 elections will have been held and no matter what party you may have backed, the new Assembly and State Senators are your representatives to the 1963 legislature that begins in January. No less than 83 changes, on the Assembly level alone, will take place and any type of legislation that will affect the TV Service Industry will have to begin from the bottom.

Even before the elections I recommended that all CSEA members become acquainted with both candidates running for these offices, in their area, in order to learn their position in regards to a State License bill. Not only would this indicate how you should vote but it also gives the State office a first hand look at who is for and who is against such legislation. I urge any of you who were able to determine this information to put it in writing to the State office. As soon as possible, after the elections, make it a point to meet your new Assemblyman and State Senator. A great deal of the legislation that is passed in Sacramento is based on personal experiences. Let's make these experiences occur under the most favorable conditions.

**HOW'S BUSINESS**

We are happy to report that all indications are that business is fine. Despite World Affairs, that have kept all of us on the edge of the chair, the reports from the Bay area to San Diego all seem to be on the rise after an almost disastrous summer. Color, of course, seems to be the main reason for the rise in sales throughout the state with dealers reporting big ticketed items in heavy demand. Those of you that are selling color sets we would suggest that every service call is a potential color sale and a mere suggestion that color is ready for the mass market *now* would bring surprising results. People are ready to buy color . . . all it takes is a little nudge. Why not pick up some color TV literature, from some of the manufacturers, and if you find an interested customer leave it with him with a suggestion that you pick the material up at a later date. That will give you another in or a follow up for your salesman, that might have some spare time on the floor and, who could set up an appointment.

**A NOTE FROM SACRAMENTO**

In the mail last month we received a copy of a letter from Mr. Darrell Petzwal, CSEA Board of Directors member,

from Station KVIE Channel 9 that we thought might be of interest to everyone.

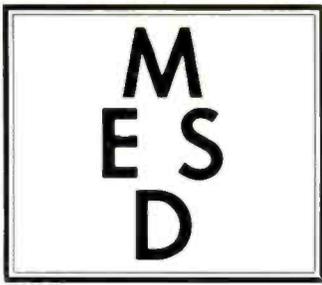
The letter reads as follows: "Each time we undertake a project to gain greater support for KVIE, we are overwhelmed with the cooperation we receive from so many. We truly appreciate the boost Sacramento Chapter of the California State Electronics Association gave our current membership drive by distributing promotional materials, tuning sets free, calling attention to the campaign in your newspaper advertising and including a KVIE subscription in the price of each set sold. With help such as yours, KVIE will grow and will extend even further its contributions to the communities it serves." The letter was signed by Mr. John C. Crabbe, General Manager of the educational station.

CSEA will continue to grow as long as such activity is being generated by the different local chapters throughout the state. Goodwill . . . Trust . . . and Reputation can only be gained through more knowledge of what is being accomplished. Whenever and wherever possible every chapter should make sure that their efforts are publicized. It is hard to toot ones own horn but it is the only way in which the general public will learn to acknowledge and respect the TV service industry. Let's let the Sacramento Chapter's Public Relations program act as a guide to some of the other chapters.

**GO PETS 63 CARAVAN**

The Go PETS 63 Caravan program is moving right along with leading distributors throughout the State being contacted in regards to sponsoring the program either as an individual distributor or in cooperation with other distributors in a certain area. Each distributor is being asked to set this up on their own but to make sure as many dealers as possible are on hand for the Sunday morning February 10th Dealer Seminar Program.

Indications from the northern part of the state are that possible sales contests will be worked out whereby a dealer could actually win a weekend in Los Angeles with the Sunday PACIFIC ELECTRONIC TRADE SHOW program as the climax. As these details are worked out we will try to publicize them in MESD and we sincerely hope that every dealer will take advantage of the package being set up. If for no other reason . . . the live demonstration of the 3" thick wall television tube would make the program well worth while to attend. PETS stands by itself as the only show in the Western United States that provides dealer oriented exhibits. Make plans now to attend this outstanding show.



### FEATURE ARTICLES

- 14 Promoting Pre-Amplifiers For Greater Profits  
by Sanford Berlin, Jerrold Electronics Corp.
- 18 Our Readers Speak Out  
A reprint of two letters received from individual readers that takes a look at our industry by a present day dealer and by one who has been out of the industry for the past five years.
- 21 EIA Recommended . . . Advertising Practices . . . For Product and Service Industry.

### DEALER NEWS

- 9 Zone F To Organize A Preferred Referral Service To CSEA Members
- 9 Wilkins Reviews L.A. Chapter Color Course
- 9 Zone A and C Still Organizing—Two New Chapters Announced
- 9 Antenna Installers Invited To Join Zone B Council
- 9 Important Issues Studied By Zone B Council
- 10 "Radios to People" Program To Be Sponsored By Zone F
- 10 Zone B Magazine Discussed At Delegates Meeting
- 12 UHF Change Over Date Recommended By EIA
- 13 CSEA San Diego News
- 23 Lou Hall Reports ACTRA Dinner-Dance Highly Successful—Record Crowd Attends.

### INDUSTRY NOTES

- 23 Oakland "Raiders" Tickets Offered By Miller's Co.
- 23 Trademark Infringement Charged Against Local S.F. Firm
- 23 G.E. Offers Kits For Younger Children Called "Add-Venture"
- 23 Kramer Named Advertising Manager For Jerrold Corp.
- 23 Western Electronic Week Proclaimed
- 23 R. D. Schnepf Gains Double Position At I. R. Stern & Co.
- 25 R. M. Karet Named Sales Vice President At Dynascan
- 25 August Factory Tube Sales Soar 10 Million Units Over July's

### DEPARTMENTS

- 5 Editorially Speaking
- 6 Letters to the Editor
- 10 Know Your Board—No. 4
- 10 President's Message
- 11 CSEA Chapter News
- 26 Current Literature
- 27 New Products
- 30 Classified Ads

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ELECTRONICS ASSOCIATION, INC.

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3300 Watt Ave.

Sacramento 21, Calif.

482-0706



## LETTERS TO THE EDITOR:

Dear Sir:

We were certainly pleased to see a picture of one of our TV tables on the cover of one of your issues. We also want to thank the author of your article, "TV Tables As Sales Builders" for expressing a viewpoint which we have seen grow as the months go by. Invariably you will find the successful TV dealer, as well as the merchandise-minded manufacturer, using a good TV table as a merchandising tool.

We would appreciate your permission to allow us to run off some copies of your cover page and the TV table story for our salesmen and some of our better accounts. If you see fit to grant us this permission, we would appreciate a fresh copy of this issue as ours is somewhat shop worn from the long trip in the mails.

J. M. Anderson  
Sales Manager  
Guy Hobbs Products

Dear Mr. Anderson:

Thank you very much for your letter of April 2, concerning our publication. As you can see, we are trying to do a job in the Service Industry from a "Business" article standpoint and "TV Tables As Sales Builders" falls into the category.

We will certainly give you the right to use our publication's story on TV Tables as well as the front cover to use as sales tools. We would, however, appreciate receiving copies of the materials and how they are being used.

Thanks again for your kind words about our publication and if we can be of additional service please do not hesitate to call.

Dear Claire:

I know this is not particularly your department but you would know better than I who is responsible.

To go back a little ways I have attended a number of CSEA meetings at various places and one of the things that seems to come up at each meeting as one of the biggest detriments to the service man is the over the counter jobber. Believe me I am not condemning these jobbers. I know what their problems are. I know some of the things that force them to turn to over the counter even though I myself have maintained a strictly dealer supply house. What I am leading up to is in the back of your August "Modern Electronic Service Dealer," you have a distributors directory card and it has been brought to my attention by no less than ten different dealers that in the Bay region you have listed any number of jobbers who sell over the counter and yet of the three jobbers who have kept their business clean as dealer distributors, two were deleted. WHY? I am referring to myself and surely I am not so small that I was overlooked seeing that you send me the News each month, and the other one I am referring to is Cass Altschuler Co. of Oakland. I don't know whether or not they have noted it yet.

While it really makes little difference to me and I doubt if it makes much difference to Altschuler I am wondering why the discrimination and if per chance running a strictly dealer distributor business, being as

square to the dealers as possible, is possibly not approved by the CSEA.

L. A. Schirmer  
Schirmer's Radio &  
Television Supply Company

Dear Mr. Schirmer:

A copy of your letter to Mr. Claire Lanam has been sent to me and I feel an explanation is in order in regards to the Distributor Directory Card that appeared in the August issue of MODERN ELECTRONIC SERVICE DEALER.

First of all, my information for this card came from a week of research through telephone books and I can assure you that anyone who was not listed was done so through human error. We have received a number of letters from other Distributors and all mistakes will be corrected in the future. Cass Altschuler is a friend of the independent dealer as you are and we are all for you. In setting up such a list it is difficult to determine who sells over the counter and who does not and, as an independent publisher, I did not feel qualified to pass judgment. I believe our next venture along these lines will be to publish CSEA recommended distributors.

Again I offer my sincere apology and hope to correct this mistake to your complete satisfaction within the near future.

Dear Sir:

I enjoy MODERN ELECTRONIC SERVICE DEALER each and every month, and especially get a lot of amusement from the covers you run.

I wanted to inquire, who acts as your staff artist, and produces such terrific work?

I would appreciate any information regarding this man as I know of particular parties who could use a good artist.

T. J. Schaper

Dear Mr. Schaper:

We also agree that the artist doing the monthly covers for MODERN ELECTRONIC SERVICE DEALER, is a very fine creative artist with a great imagination, however, he is not a staff artist. We employ his talents through an agency. I have related information concerning the agency to you and you should be receiving it through the mail. Hope this will be to your satisfaction.

Dear Sir:

I recently read the article appearing in your October issue of MESD, entitled SIX WAYS TO PROTECT YOUR SHOP FROM THEFT.

This article hit home in every way, and I have profited from a few suggestions and rules it made regarding such a serious problem as appliance and radio-TV service shop thefts.

Hope to read other such articles in your magazine that I may also gain from.

Until then thanks again for the help.

E. M. Myers

Dear Mr. Myers:

Your interest and enthusiasm regarding our feature article is greatly appreciated. Letters such as yours give us some idea as to what areas the service dealer does regard as helpful and pertinent information. Other feature articles such as the one you pointed out will appear in future issues, and it is our desire that they bring to you and other service dealers, helpful information in governing their business.

## JERROLD DISTRIBUTORS

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

CAPITOL ELECTRONICS SUPPLY  
17724 Van Owen, Reseda  
ST 6-5870

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

1501 Magnolia Ave., 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 S. Mt. Vernon, San Bernardino  
TU 8-0721

KIESUB CORP.  
311 W. Pacific Coast Hwy.  
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

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

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

BRANCHES

209 W. Cannon Perdido, Santa Barbara  
WO 5-5238

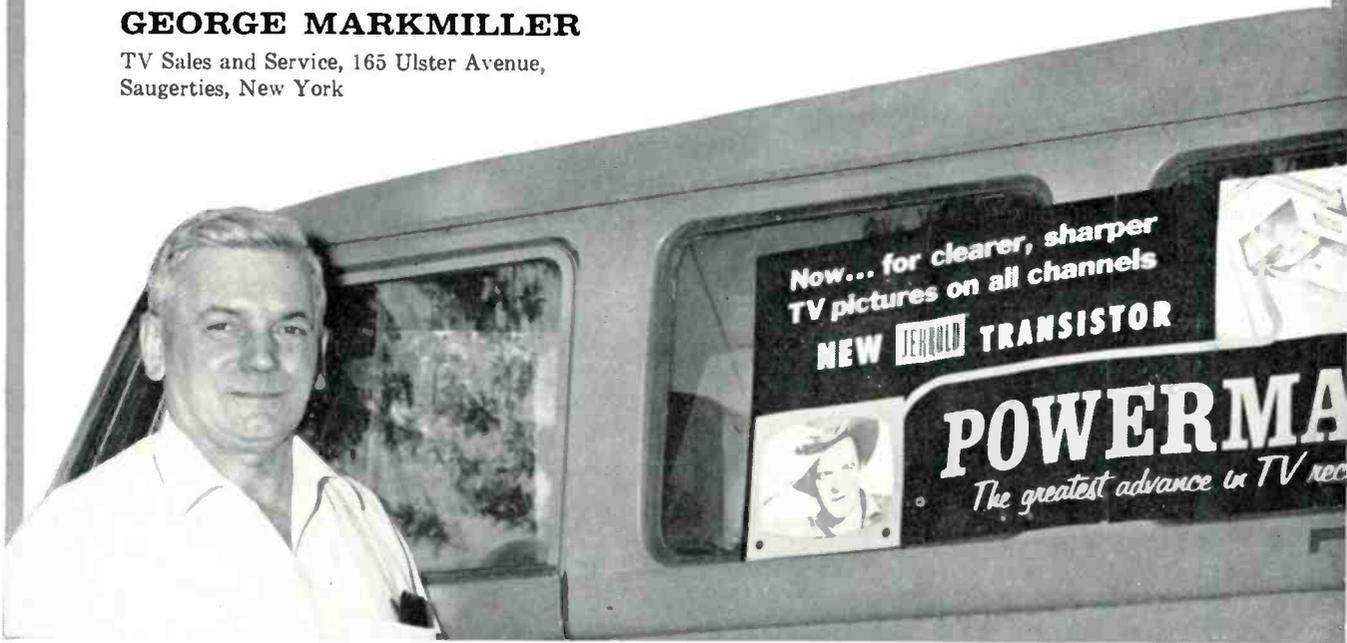
311 No. McLelland St., Santa Maria  
WA 5-7213

MODERN ELECTRONIC SERVICE DEALER

# "OVER \$12,000 WORTH OF POWERMATES SOLD...AND IT'S JUST THE BEGINNING!"

**GEORGE MARKMILLER**

TV Sales and Service, 165 Ulster Avenue,  
Saugerties, New York



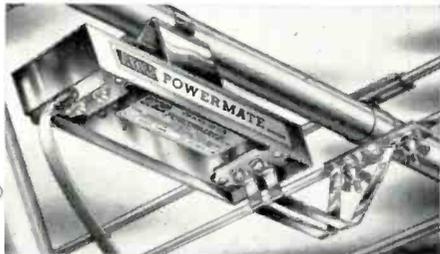
## POWERMATE sells itself through its performance

George Markmiller's customers "were from Missouri" where TV reception was concerned. The products they had tried, in spite of high claims, had not produced snow-free TV from the distant New York stations. With the help of his Jerrold distributor, George used the potent promotional kit to tell his customers the POWERMATE performance story. Newspaper ads, truck banners, stuffers and store displays presold

POWERMATE because the promotion was *custom-designed* for his area.

The real clincher came after the demonstration when one customer began to tell the other about POWERMATE's amazing reception. The Saugerties area had never seen such clarity in black and white *and in color*. As George says, "The performance of this unit has been the best advertising that has helped to sell it."

Jerrold's ready to set up a POWERMATE promotion designed for *your local area*. You can repeat George Markmiller's success story as hundreds are doing—all over the country. Write for the name of your nearest Jerrold distributor.



**JERROLD**®

TRANSISTOR

**POWERMATE**

ANTENNA AMPLIFIER

**\$3995**  
LIST

**JERROLD ELECTRONICS CORPORATION**  
A subsidiary of THE JERROLD CORPORATION  
Philadelphia 32, Pa.

Jerrold Electronics Corporation  
Distributor Sales Division, Dept. 105-281  
Philadelphia 32, Pa.

I want Jerrold to promote the POWERMATE in my LOCAL area. Send me the name of my nearest distributor.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**TUNG-SOL<sup>®</sup>  
special**



**3 pc.**  
*Boontonware<sup>®</sup>*  
FEATURING  
**YOGI BEAR  
and His Friends**

From the makers of famous Boontonware, a 3 piece child's set in bounceable, break resistant melamine • Illustrations in Full Color • Won't fade or rub off • Safe for children • Written guarantee against breakage.

Special offer from Tung-Sol for the children in your life. This colorful three piece Yogi Bear set will delight all youngsters. Yours for five (5) Tung-Sol receiving tube carton bottom flaps and only \$1.75. Fill in coupon below and mail today for the answer to mealtime happiness and your gift giving problems.

Set includes beautifully decorated 8" plate, 15 oz. bowl, and 7 oz. tumbler.

TUNG-SOL SALES CORP.  
P. O. BOX #9148, NEWARK 4, N. J.

OFFER EXPIRES  
DECEMBER 1, 1962

NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

Enclosed are (5) Tung-Sol Carton Bottom Flaps and \$1.75 (Check or Money Order). DO NOT SEND CASH OR STAMPS. Allow three weeks for delivery.

OFFER VOID IN STATES WHERE PROHIBITED



Each set individually packed in remailer cartons.

~~2.98~~  
RETAIL  
VALUE  
**\$1.75**

with 5 TUNG-SOL  
Receiving Tube  
Carton  
Flaps...  
AS SHOWN



MODERN ELECTRONIC SERVICE DEALER



dates

zone reports

chapter news



Mr. Ron Kealey, Board of Delegates Chairman, (left) is shown conducting the recent Delegates meeting in Fresno. Cap Loughboro, (center) and Keith Kirstein (far right) look on.

## WILKENS REVIEWS L. A. CHAPTER COLOR COURSE

The Los Angeles Chapter of CSEA sponsored Color Course was held between May 8th and July 24th with a total enrollment of 43 students. Throughout the entire program there were never less than 38 in attendance with the interest extremely high.

Under the direction of Stan Auerback the students were furnished with an RCA Service Manual covering the latest RCA Color TV Chassis, a General Electric Booklet presenting the essentials of Colorimetry and 12 lecture outlines prefaced by Auerback. This outline included diagrams and waveforms.

At the end of the course . . . each student was presented with an 8½"x11" certificate indicating his completion. The certificate was signed by Mr. Auerback and by Wilkins as Educational Director of the L.A. Chapter.

## Zone A and C Still Organizing — Two New Chapters Announced

Mr. Lou Hall, president of ACTRA and Mr. Claire Lanam, CSEA State President announced at the recent Zone B meeting that plans are still moving to provide Zone Councils in Zone A and C. There is a great deal of interest in the possibility and a lot of effort is being generated to make it a reality.

At the same time, they announced the forming of two new chapters of CSEA. One of these chapters is located in Redding while the other is located in the Marysville/Yuba area.

## ZONE F TO ORGANIZE A PREFERRED REFERRAL SERVICE TO CSEA MEMBERS

The Zone F Council, at their last meeting, voted to organize a new customer telephone preferred referral program for CSEA members in the zone.

This new program is a direct result of the hundreds of phone calls that have been coming into the Zone office, during the past few months, in response to the KCOP Channel 13 and the new Channel 34 plugs of CSEA. These two stations have been using the CSEA Bug as a test pattern and have also provided spot announcements. The results have been an influx of telephone calls asking for the nearest CSEA member shop.

In the past, these referrals have been handled by one of our members and it is now the feeling of Zone F that this program should be expanded as an additional service to members.

Last month a mailing went out to all CSEA members asking whether or not they would like to participate in this referral program. All that was necessary was to be a paid up member of the Association and to pay \$10 in advance to be placed on the referral list. The first five calls to a participating dealer would then be free with all additional calls over the first five to be billed at a rate of \$2.50 each. As the program begins to work, additional efforts will be made in order to generate even more consumer use of this referral service. Arrangements are also being made to set up referral centers in outlying areas such as Ventura, Pasadena, Long Beach, etc.

## ANTENNA INSTALLERS INVITED TO JOIN ZONE B COUNCIL

Under the chairmanship of Chester Chapin, representing San Mateo County Association, a letter was recently sent out to all Antenna Installers in the area to make application to become affiliated with CSEA and to join the Zone B Council.

Some time ago, a group of Antenna Installers approached the Zone for possible membership in CSEA and, it is hoped, a program can be worked out so that they can become a part of the CSEA State wide program.

## IMPORTANT ISSUES STUDIED BY ZONE B COUNCIL

The Zone B Council of CSEA have taken under advisement several important suggestions made during their recent Zone meeting.

Mr. Steve Strong, ACTRA representative and past Council Chairman, suggested that the Zone consider the sponsorship of a color school. He was appointed to look into the possibility and to report back as soon as possible.

At the same time, Chairman Mel Haury, suggested that the Zone consider a "Master Technician Examination Program." He felt that this type of program would prove to be of great benefit to the industry and to the member shops of CSEA.

Claire Lanam, CSEA State President, was in attendance at this meeting and brought forth the idea of the Zone sponsoring an administration (business) course in cooperation with local chambers of commerce. He felt that every member of the organization would be interested in such a program and it could provide many of the answers we all have as small businessmen.

CHAPTER NEWS

DEADLINE

FOR DECEMBER

IS

NOVEMBER 15th



CLAIRE W. LANAM

## "RADIOS TO PEOPLE" PROGRAM TO BE SPONSORED BY ZONE F

"Radios to People" is not a new idea to CSEA chapters throughout the State but this year the Zone F Council has taken the task under consideration on an over-all basis. The program is actually based on the highly successful "Toys For Tots" idea but in this case members of CSEA will be providing radios for Hospitals, Homes for the Aged, etc.

Each chapter in Zone F has been asked to work with their local Fire Departments as a collecting place for old radios and then to contact their local newspapers in order to receive the necessary publicity to generate interest in the idea and to have the radios donated by the general public.

These radios will then be picked up on December 1st and work sessions set up by the different chapters to put these radios back into working condition. From here, they will be donated to worthy organizations throughout the area.

To obtain as much benefit to CSEA as possible it is hoped that each chapter will follow through, once again with their local newspapers, to publicize this program and the organizations that receive the radios. With a sustained area wide campaign along the same theme, it will look like a well coordinated program on a large scale although it will be basically a local community activity.

## Zone B Magazine Discussed at Delegates Meeting

Mr. Ed Feio, president of the San Mateo County Association, once again brought before the Council the idea of a Zone Magazine. His idea was to use the Magazine, that is now being published jointly by San Mateo and San Francisco Associations, as a Zone publication. According to Feio, "this joint venture would in no way compete with the State monthly but would be dedicated to purely local news for which the State Magazine would undoubtedly have no space, and in which outlying bodies would have little interest."

CSEA State President, Claire Lanam inquired about the matters of agreement and profits and Mr. Feio stated that such matters would be entered into by general agreement, as they had been by and between San Mateo Association (owner of the Magazine) and San Francisco when the latter Association entered into joint publication.

According to the report, no further action was taken at this time but was taken under consideration by the Zone delegates.

All indications point to the fact that CSEA is in the best condition it has ever been. *It is a stabilizing fact* and this situation can be credited to our capable Executive Secretary—Keith Kirstein.

Some Zones are making gigantic strides in developing new members for their Chapters. In the last four months ACTRA has increased their membership nearly 400%, and all CSEA Chapter dues are paid by them on the due date.

Sacramento has had over a 100% increase. New Chapters have been formed, and others are in the offing. Fresno reorganized and with their good leadership is making a new and very interesting Chapter with the proper objectives and goals, congratulations! Fresno Zone F has a new executive Secretary and we should see big strides in that area.

Many Chapters have Executive Secretaries: Sacramento, Stockton, San Jose, ACTRA, San Mateo, Zone B and Zone F. I have probably missed others and if so I apologize and wish they would let me know.

To me, all this is very important. It shows the trend and now it must be more members with unity of purpose. Lets all

be good business men, there is no room for petty jealousies, if we are to advance CSEA into an Association that is worthwhile. If a person cannot put aside personal grudges and work for the Association only, he should resign.

As we obtain more and more members, the Chapters will be subdividing for better territory unity. Zone B has had talks to consider dividing the Zone for better autonomous rule, for closer working groups in different areas. This is a natural and desirable indication of growth. All area problems are not the same and it is a sign of advancement that groups will take upon themselves the task of running their own Chapters and their own Zone.

More power to those with the willingness to put their shoulder to the wheel. We must have members or we will become just another paper Association. Wake up, laggard associations and call in to the State Office or call or write me, and someone will be there to install your association. All of you have enough members to be an integral part of a great and upcoming group. Let's go, I know you can do it.

## Know Your Board . . . No. 4



DON REED

This month's featured Board of Directors member is a new face on the Board but a familiar one to CSEA members throughout the State.

Don Reed, representing Zone F, is a native of Los Angeles although he received his basic education in Electronics in Omaha during World War I and in the early 20's. While in Omaha he helped construct the first air mail radio station and was a relief operator at the station after its completion. He was also a Ham (9DTD) during this time.

In 1929 he married Miss Joni Brown and now has two children and six grandchildren.

He has been an officer or a member of the Board of the South Bay Chapter of CSEA since 1955. He is past president of the executive council, RTA of California and has been active in committee work in CSEA since 1956. He has operated his own service shop in Westchester since 1953.

# CSEA Chapter News Roundup

## LOS ANGELES

The Los Angeles chapter of CSEA is trying to organize a class covering transistors. After such a successful color school, it is hoped, an equally successful school on servicing transistor radios can be finalized.

The chapter is also very much interested in collecting old radios, placing them into operation, and distributing them to needy institutions. We hope to cooperate with the Zone F council on this program.

The guest speaker at our last meeting was Mr. Ralph Johonnot, CSEA Board of Directors member and State Vice President. Ralph informed the group that the Licensing Bill will be presented again at the next session and explained that the bill mainly places responsibility for work of the shop's technicians on the shop owner himself. He explained that a plan for self-certification by the industry of qualified technicians on a voluntary basis might be worked out.

Several new members were introduced at this meeting and welcomed into CSEA. They included: Douglas Bryan of D and B TV, Tim Egan of Beverly Hills Radio and TV and Harold Hamm, representing Picture Tube Center. It was also reported that several other shop owners who had attended the color school had joined the Association but were unable to attend this meeting.

## BURBANK-GLENDALE

Ernie Mixon, Service Manager at Westinghouse went over the new 1963 chassis, both black and white and color, at the Oct. 11 meeting of the Burbank-Glendale Chapter of CSEA.

The social and dinner-meeting was held at the Pickwick Dining Room, 1010 Riverside Dr., Burbank. Those in attendance recalled that Ernie gave one of the best programs ever experienced. "We all came away feeling that it was an evening well spent," said chapter members.

Reports were given by Buzz Bizzell, executive secretary Zone F; Jimmy Scarborough described the recent State delegate meeting; Ralph Johonnot informed the members on State news; and Joe Panteleo commented on public affairs.

The next meeting will be held November 8th at the Elks Club, 145 East Palm in Burbank at 7:00 P.M.

Chairman of the By-Laws Committee and CSEA Board Member Don Reed (left) is shown going over the proposed changes during the recent Delegates meeting. President Claire Lanam (center) and Delegate Chairman Ron Kealey (right) look on.

## SOUTH BAY

The South Bay Chapter of CSEA recently held its monthly technical meeting at the Alondra Club, 16411 South Prairie Avenue, Lawndale, on Wednesday, Oct. 24.

The speaker for the evening was James E. Kessinger, of the Pacific Telephone Company who reconstructed the launching and successful bouncing of signals from the huge Echo I Satellite Balloon and the more recent launching and the successful bouncing of signals from the Telestar. He demonstrated and discussed miniature microwave equipment with the aid of a model of the Echo I Satellite.

This interesting meeting was a terrific success and so was the prime rib dinner which was served, mentioned Don Reed, president.

## ACTRA

Last month we were very pleased to have as our guest speakers Mr. Frank Hufford and Mr. Leroy Conyer of the H. R. Basford Co. in San Francisco.

The meeting, held at the Driftwood Restaurant in Alameda, was centered around Stereo and Stereo F.M. with a review of Zenith Color. What with the many FM broadcasts coming up everyone who attended was very pleased to learn more about the future of stereo broadcasting and what it may mean to the service industry.

## PASADENA

Mr. Bill Wray, Sylvania Regional Manager, has chosen the subject of business management and record keeping, to present at the next meeting of the Pasadena Chapter.

At the last meeting progress of the color class sponsored by the Pasadena Chapter was discussed. Students now number 40, and all doing exceptionally well.

Wedge Weber of Blonder-Tongue, was guest speaker at the last meeting. He gave an interesting talk on U.H.F. and the problems of installation of antennas and lead in wire. Weber also touched on the other critical servicing procedures.

## SAN FERNANDO

Al Aird was re-elected president of the San Fernando Valley Chapter of CSEA at the last meeting, held at the Cris & Pitts Bar-B-Q, in North Hollywood.

New officers of the chapter including Al Aird, president are: Ed Sterens, vice-president; L. Villo, secretary; and Philo Londo, treasurer.

Those elected to the Board of Directors were: Hal Holmas, Al Paterillo, and David Thomas.

Along with election of officers the new zone F program was discussed at the last meeting.

## RIVERSIDE

At the last meeting of the Riverside Chapter of CSEA, delegates Jim Williamson, and Emmett Mefford stated facts concerning the state conventions.

Discussion topics also dwelled upon were the membership drive, the delegates meeting to be held in Fresno; the possible constitutional revision of the by-laws; and advertising standards and ethics as published by the B.B.B.

According to A. E. Shoaf, meetings are held on the second and fourth Thursday of the month at various shops.

## VENTURA

King Arthur Restaurant, Oxnard hosted the last meeting of the Ventura County Chapter of CSEA.

Buzz Bizzell and Al Aird gave full details on the ways and means of setting up a CSEA color course.

It was also reported that the Ventura County Sheriff wants CSEA to become a part of the Civil Defense Program.

The Chapter meets Wednesday nights, according to Capp Loughboro, president.



# NEW! WINEGARD NUVISTOR ANTENNA AMPLIFIER



**ENGINEERED FOR TROUBLE-FREE,  
LONG LIFE OPERATION...**

**NO CALL BACKS!**

**INSTALL IT AND FORGET IT... USES 2 NUVISTORS THAT WILL LAST FOR YEARS... COMPLETELY WEATHER-SEALED, WON'T CORRODE... RESPONDS TO WEAKEST SIGNALS BUT STRONG SIGNALS WON'T OVERLOAD IT (TAKES UP TO 400,000 MICROVOLTS INPUT)... NOT AFFECTED BY HEAT OR COLD... DESIGNED FOR COLOR TV... FITS ANY ANTENNA... FULLY PROTECTED FROM LIGHTNING FLASHES, PRECIPITATION STATIC AND LINE SURGES ON 110 VOLT LINES.**

Uppermost in the minds of Winegard engineers in developing the new Colortron amplifier were two things—1. A new high in performance. 2. Long life and trouble-free operation. For example, a special "lifesaver" circuit gives the two nuvistors an expected life of 5 to 8 years at top performance. This is possible because of a heat sink to control operating temperature and an automatic voltage control.

Winegard's revolutionary new circuit enables the Colortron to overcome the service problems and limitations of other antenna amplifiers. Colortron will not oscillate, overload or cross modulate because it takes up to 400,000 microvolts of signal input. *This is 20 times better than any single transistor amplifier.*

The Colortron amplifier will deliver clean, clear, color pictures or black and white, sharp and bright without smear. It can be used with any good TV antenna but will deliver unsurpassed reception when used with a Colortron antenna.

It has an ultra low noise circuit... high amplification... flat frequency response... accurate impedance match (VSWR 1.5 to 1 or better, input and output)... and no phase distortion. Can drive 6 sets or more easily.

Nothing on the amplifier is exposed to the elements—even the terminals are protected. A rubber boot over the twin-lead keeps moisture out. Colortron comes complete with an all AC power supply with built-in 2 set coupler. Colortron (model No. AP-220N) lists at \$39.95. Twin transistor model AP-220T also available. Input 80,000 microvolts without overload—\$39.95. For FM model, AP320 twin Nuvistor, 200,000 microvolts input—\$39.95.

Colortrons will be heavily promoted this fall with big ads in Life, Family Weekly, Parade and other consumer publications. Order now—ask your distributor or write for technical bulletin.

You get an extra bonus of quality and performance in all Winegard products.

## UHF CHANGE OVER DATE RECOMMENDED BY EIA

Industry recommendations for minimum technical standards for TV sets capable of "adequately" receiving all UHF as well as VHF stations were submitted to the Federal Communications Commission recently by a task force of the Electronic Industries Association.

The report was prepared in response to a request from FCC Chairman Newton N. Minow that EIA transmit industry's views following enactment of the all-channel receiver law and preparatory to the issuance of appropriate regulations by the FCC.

Harris O. Wood, chairman of an all-industry conference of chief engineers representing almost all television receiver and tuner manufacturers, headed the task force. The conference which agreed on the recommendations contained in the report was held August 7 in New York City under the sponsorship of the EIA Engineering Department. Mr. Wood is also chairman of the Entertainment Receiver Panel, EIA Engineering Department, and Manager of Television Electronics Engineering of the Philco Corporation, Philadelphia.

In compliance with the FCC's request, the chief engineers of the television set and tuner industries recommended minimum figures for "noise" and "sensitivity" which would assure "adequate" reception of UHF transmission by the all-channel receiver to be required by the FCC.

"The industry recommends that the receiver shall be capable of receiving any UHF channel with a noise figure not to exceed 18 db (decibels," the EIA report said. "The industry recommends that for any given receiver the average of the limits of sensitivity of the UHF channels shall be not more than 8 db below the average of the sensitivity of the VHF channels.

"The industry sees no necessity of specifying additional parameters at this time. It stands ready, however, to assist the Commission should additional parameters become necessary or desirable in the future.

"With respect to the question raised by the FCC staff on 'ease of tuning,' the industry advises that push-button, as well as other means of tuning, has been, and will continue to be, actively pursued.

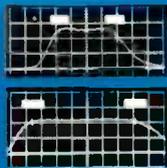
"The industry recommends that the Commission consider a time limit for these standards two years after the VHF-only cut-off date since it is believed that advances in the art, brought on by competition, will, during that time, obviate further necessity for this requirement."



**AMPLIFIER WORKS  
ON ANY ANTENNA.**



**SPECIALLY DESIGNED  
AMPLIFIER CLAMP SNAPS  
ON COLORTRON AN-  
TENNA IN SECONDS.**



**UNRETOUCHED PHOTO  
OF AMPLIFIER GAIN  
CURVE—FLAT RESPONSE  
ALL CHANNELS.**



**COLORTRON  
POWER UNIT WITH  
BUILT-IN 2 SET  
COUPLER.**



**Winegard**  
ANTENNA SYSTEMS

3024-11 Kirkwood Boulevard  
Burlington, Iowa

CHAPTER OFFICES  
SAN DIEGO #13  
3318 Idlewild Way  
274-2320  
San Diego 17  
NORTH COUNTY #18  
930 S. Santa Fe Ave  
Vista, Calif.

California State Electronics Association  
**SAN DIEGO NEWS**

NEXT MEETING  
TO BE  
ANNOUNCED

VOL. 2, NO. 2

NOVEMBER, 1962

Editor: ED FORT, JR.

**North County No. 18  
Moves to New  
Location**

The North County Chapter of CSEA has announced the moving of their chapter to 1930 So. Santa Fe Avenue in Vista.

Along with this change, it was announced, that all future meetings of the group would be held at this location until further notice.

**BUSINESS INDEX**

**90%**

**OF 1959 AVERAGE**

**KIRSTEIN ADDRESSES BBB  
CONVENTION IN SAN DIEGO**

As an indication of the stature acquired by CSEA in the last few years our Executive Secretary Mr. Keith Kirstein was the featured speaker at the annual western regional meeting of the Better Business Bureau.

During this meeting, held a few weeks ago at the Point Loma Inn in San Diego, Mr. Kirstein outlined the progress made by CSEA in the last year and the goals we have set for the near future. The Audience was sufficiently impressed to keep him there for another thirty minutes answering questions.

This merely points up the tremendous growth we've been experiencing these last few years. CSEA is rapidly being recognized as the only organization in California that is truly representative of the Television Service Industry. With this recognition comes respect.

**CSEA #18**

**ANNOUNCES NEW  
OFFICERS**

CSEA chapter #18 has just announced their new officers for the coming year.

Elected as President was Mr. Buzz Powell, B & J Radio & TV Service in Carlsbad. Vice President is Mr. Ed Paden, Douglas Radio & TV, Escondido. Secretary-Treasurer is Mrs. Helen M. Merrill, Merrill's TV Service, Vista.

**ENOUGH SAID!**



**4215 UNIVERSITY AVE.**

**TWO WAY POSTCARD**

DEAR SIR:

**YOUR USED RECEIVING TUBES ARE  
WORTH CASH!**

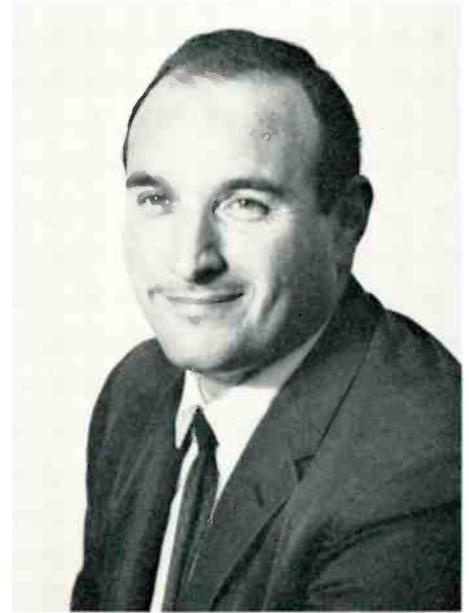
Simply collect all your tubes pulled from sets. No need to sort sizes or retest. Drop them all in a box under your counter.

We will pick them up regularly and pay for them at time of pickup.

To earn this extra money, fill out and mail the attached postage-paid reply card today!

**RETURN ADDRESS: 4215 UNIVERSITY AVE.**

# PROMOTING PRE-AMPLIFIERS FOR GREATER PROFITS



By: Sanford Berlin  
Assistant Manager  
Distributor Sales Division  
Jerrold Electronics Corporation  
Philadelphia, Pennsylvania

There is one thing that all Americans, rich or poor, have in common; it is their interest in watching television.

The U. S. Census Bureau reports that the average American (man, woman and child) spends in excess of 4 hours each and every day watching television.

For millions who live in fringe areas, however, only weak, snowy pictures appear on their television receivers. For years, servicemen in these areas have known that a good mast-mounted pre-amplifier will clean up this kind of trouble. But until recently these pre-amps were sold to a select market, since their list prices ranged from \$90 to \$120.

The recent introduction of mass-produced, low-priced transistor amplifiers, selling for approximately \$40, has considerably broadened the market for this type of product. Dealers can now look forward to selling dozens and even hundreds of low-priced pre-amps in areas where previously one or two were sold—to well-heeled consumers.

In addition to the fact that the price of pre-amplifiers has come down to the pocketbook level of the average television viewer, there are other reasons why the public is now psychologically ready to buy pre-amps in great numbers. First, color television is coming on strong in all sections of the country, and only a strong color signal can give the television viewer at home the picture he saw at the store when he bought his color set.

Second, the public is beginning to realize that it takes more than a good set to get a good picture. Manufacturers and servicemen have partially succeeded in convincing the public that the picture they watch is only as good as the signal that is delivered to their set.

Selling pre-amps in fringe area markets offers a great opportunity. Not all dealers will share in this profitable market, however, even though they may be located in the midst of it. I know a dealer in Minnesota who has sold 220 mast-mounted pre-amps since the first of the year. His store is located less than one-quarter of a mile from another dealer in exactly the same business who hasn't sold 10 in that period. The simple explanation for this phenomenon

is that it is not enough to know that the market exists, the dealer must be anxious to get this business and know how to go after it.

Going after the pre-amp market in semi-fringe areas requires that a dealer expose the product at every available opportunity. Let us examine some of the ways successful dealers have promoted pre-amps for extra profits.

## 1. *Newspaper advertising.*

Manufacturers of pre-amps supply ad mats to dealers through their distributors. All of them, no matter how attractive, are canned ads and it is up to the dealer to add some local flavor, in order to make the reader feel that he is being addressed personally. Try to localize your ads. Refer to specific shows or types of sporting events which you know will appeal to the general public. Example: Add a bold-faced heading to the ad mat supplied by the manufacturer, which says something like this, "Residents of Riverside—Watch football come alive on Channel 5."

Now the ad appears to be made up for the residents of Riverside, and you have increased the possibility that the average TV viewer will read and respond to your ad. As a general rule, newspaper ads are the best form of paid advertising. Someone who is considering this type of purchase will want to read the ad carefully and call you on the telephone.

2. When people call you about your ad, *what you say to them* will either make or break your sale. If your description of the product is unenthusiastic, the customer will be unenthusiastic. If all you do is state the price, the customer will only think of the cost. Tell the customer how much he will enjoy watching television if he buys your product. Offer to demonstrate or to install it on a trial basis. Invite the customer to visit your store and see the kind of pictures you are able to get with the pre-amp. And remember, the sale is seldom made on the telephone; only the personal contact is made. Your real objective in this telephone conversation is to get yourself and your product in the caller's

home. You are not selling the caller a pre-amp; you are selling him a better television picture.

3. Whenever you make a service call, carry a pre-amp with you. When you see a weak and snowy picture, show the pre-amp to the customer and tell him what it will do. Often, hooking the pre-amp into the line behind the set produces a sufficiently improved picture to sell the customer then and there.

#### 4. Free trial installations.

I have spoken to dozens of TV service dealers who regularly offer to instal pre-amps on a satisfaction guaranteed basis. They make this offer because they know the signal conditions in their areas and are reasonably certain that installation of a pre-amp will substantially improve his TV picture. To quote Perry Vinson, a dealer in Ranger, Texas, "Once you show them a better picture, they are not going to let you take the thing down. I have sold dozens of pre-amps this way and I haven't taken one down yet."

5. Most manufacturers provide envelope stuffers to dealers at no cost. Include envelope stuffers explaining mast-mounted pre-amps in your monthly bills. Since you are mailing these bills anyway, it costs you nothing to send them. A certain percentage of people who read these envelope stuffers will contact you and will be sold.

#### 6. Decorate your store.

Use window banners, counter cards and brightly colored mobiles so people visiting your store on other business will ask about a pre-amp for their home.

#### 7. Truck signs.

Jerrold Electronics Corporation provides its dealers with extremely colorful and attractive truck signs to fit all kinds of trucks and station wagons. I assume that other companies also make these available. An attractive truck sign, large enough for people to see at a distance, which advertises pre-amps becomes a moving billboard telling the public what you have to sell.

#### 8. Use the telephone.

No matter how little foot traffic there is at your business

location, you can supply yourself with a continuous flow of customers by calling people on the telephone. If you are the bashful type, begin by calling some of your own customers first. After you have gained confidence in this extremely effective selling technique, call some of the people on a block where you have already installed a pre-amp. Tell them how well satisfied the Jones family is with their television picture. Here is a brief script for those who need something to get them started:

1. Pick up your phone
2. Dial a customer you KNOW
3. SAY THIS:

"Good morning, Mrs. ( ). This is Mr. ( ) of the ( ) Co., your TV dealer. I called you today because I'm excited about something that I think will interest you greatly. I have discovered an electronic unit which can give you the most amazing improvement in your TV picture you have ever seen! It attaches to your antenna and is called a (Name of Product).

I am calling you because I believe we can get a better TV picture for you than the one you are watching now.

I would like to show you what this unit can do for you in your own home.

When would be the most convenient time for a demonstration—tomorrow or the day after."

In appropriate cases offer to install the pre-amp on a trial basis. Remember, you are not annoying people when you call them on the telephone if—you are selling a legitimately useful product.

#### 9. Let the law of averages work for you.

If you want to make extra profits in selling large numbers of mast-mounted pre-amps, hit the market for every side. Use newspaper ads; decorate your store; send out envelope stuffers; use signs on your truck; demonstrate the unit; offer free trial installations; mention the product when making service calls; and use the telephone. You will get a percentage of the market by using each of these techniques. In that way the law of averages becomes an employee of yours.

Remember, if you do business in a fringe area, everyone you meet is a customer for a pre-amp until proved otherwise. Plan it that way.

Pictured here are many of the examples of Manufacturer prepared materials that are available for the asking. These banners and point-of-purchase materials can be extremely valuable in generating additional sales. Most manufacturers of pre-amplifiers can provide you with these and other types of sales tools.



*Revolution in the Air:*

# JFD PRESENTS

**Initially Developed by the Antenna Research Laboratories of the University of Illinois\*, Proved-Out in Air**

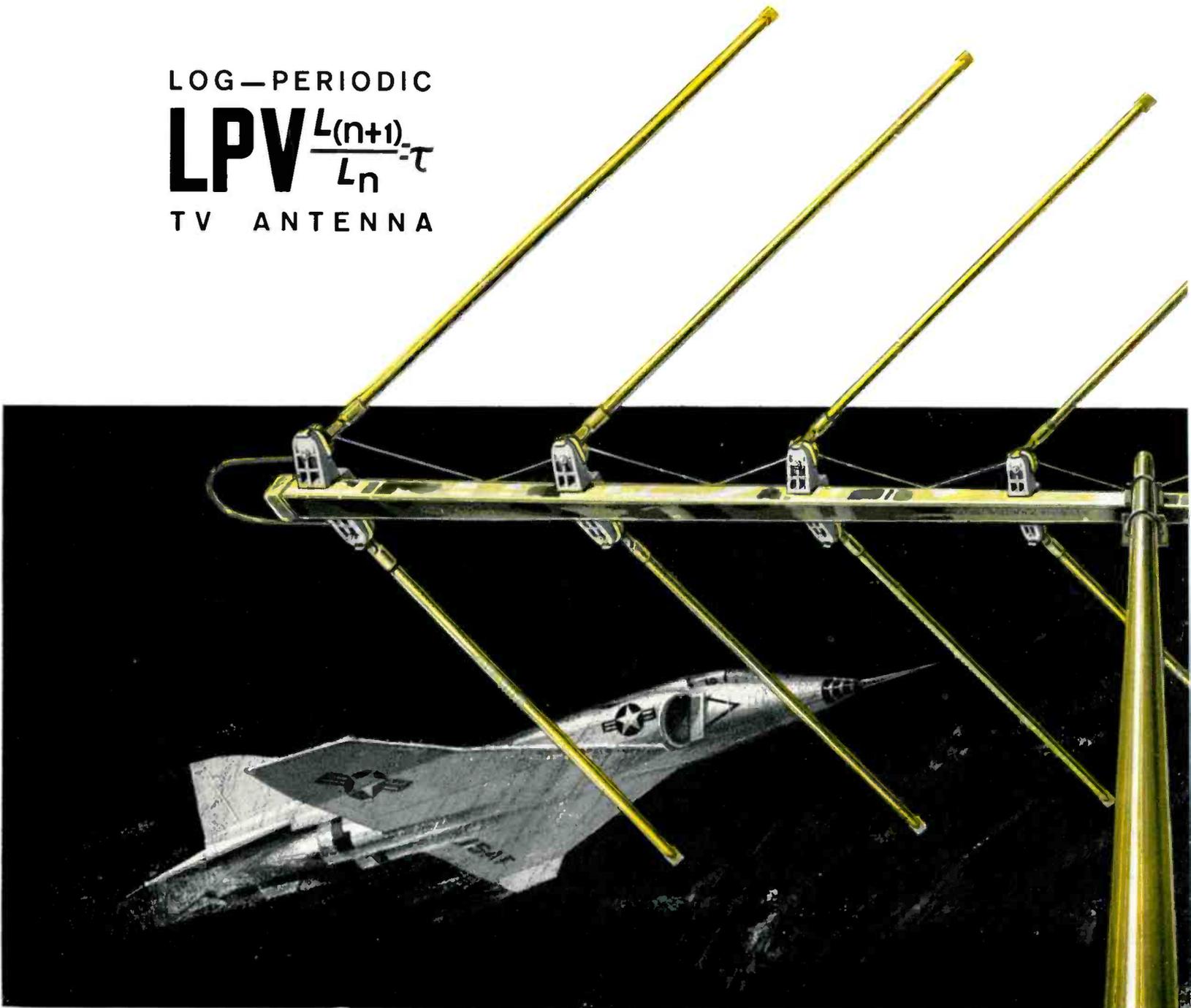
IT COULD ONLY HAVE BEEN PRODUCED by such massed resources as those of a prominent university, the military, and the country's leading antenna manufacturer. BECAUSE ITS GAIN IS INDEPENDENT OF FREQUENCY, the backward-wave log-periodic LPV functions with high efficiency across the entire band. This end-fire array is comparable on any channel to a tuned Yagi cut to that channel. ON VIRTUALLY EVERY COUNT, IT OUTPERFORMS PREVIOUS WIDE-BAND ARRAYS: in gain, in directivity, in bandwidth, in front-to-back ratio. It has gains as high as 14 db. in the 17-element model. It shows flat response across both TV bands—with greater gain on the high band, where it's needed most. Result: An all-channel, all-

purpose antenna with unprecedented gain, a decisive end to snow and ghosts and the truest color reception yet—as well as vivid sharpness in black and white. The basic log-periodic LPV principle will be also adapted to all future UHF antenna needs.

MORE, FAR MORE, THAN JUST A "FRINGE" SOLUTION, the log-periodic LPV gives superior reception in all multi-channel areas. It is the first true "universal" TV antenna. It will open key profit opportunities to you in the months ahead—not only because it puts better reception within the reach of virtually every TV set-owner, but because it enables you for the first time to meet all antenna needs with a single antenna line.

\*PRODUCED EXCLUSIVELY BY JFD ELECTRONICS UNDER LICENSE TO THE UNIVERSITY OF ILLINOIS  
U.S. PATENT NUMBERS 2,958,081—2,985,879—3,011,168      ADDITIONAL PATENTS PENDING

LOG—PERIODIC  
**LPV**  $\frac{L_{(n+1)}}{L_n} = \tau$   
TV ANTENNA



DISTRIBUTED BY:

**ANDREWS ELECTRONICS**  
Burbank, Calif.

**FRANK QUEMENT**  
San Jose

**RADIO TELEVISION SUPPLY CO.**  
Los Angeles - Harbor City

**WRESCO INC.**  
San Francisco - San Carlos

# THE LOG-PERIODIC LPV

Force Satellite Telemetry, Adapted to TV by JFD—Ending the "Era of Compromise" in TV Antenna Design

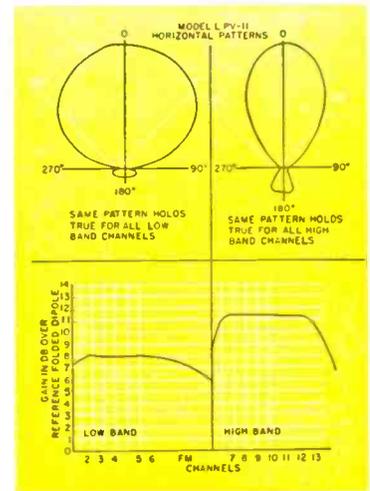
NOT A "CATCH-ALL COMPROMISE"—the log-periodic LPV signals a halt to the endless piling-on of narrow-band elements and parasitics. It is essentially frequency-independent since it is derived from an antenna geometry that repeats the electrical properties of the basic element, or cell, periodically; the periodicity being proportional to the logarithm of the frequency. (Actually, the basic log-periodic design is capable of flat response over a frequency range as broad as 20 to 1.)

BASED ON PRINCIPLES DESIGNED TO MEET RIGOROUS AIR FORCE PERFORMANCE STANDARDS—built to uncompromising JFD specifications—of AAA† Gold Bond Alodized aircraft aluminum for enduring good looks.

100% PREASSEMBLED FLIP-QUIK CONSTRUCTION—with new "tank-turret" aluminum brackets that align and double lock the elements instantly and permanently in place.

RECEIVES STEREO FM, TOO—delivers drift- and distortion-free FM stereo.

SEE THE LOG-PERIODIC LPV AT YOUR JFD DISTRIBUTOR—study the performance figures—try it—see for yourself how the LPV towers over all other broad-line antennas.



# JFD

THE BRAND THAT PUTS YOU IN COMMAND OF THE MARKET  
**JFD ELECTRONICS CORPORATION**

6101 Sixteenth Avenue, Brooklyn 4, N.Y.

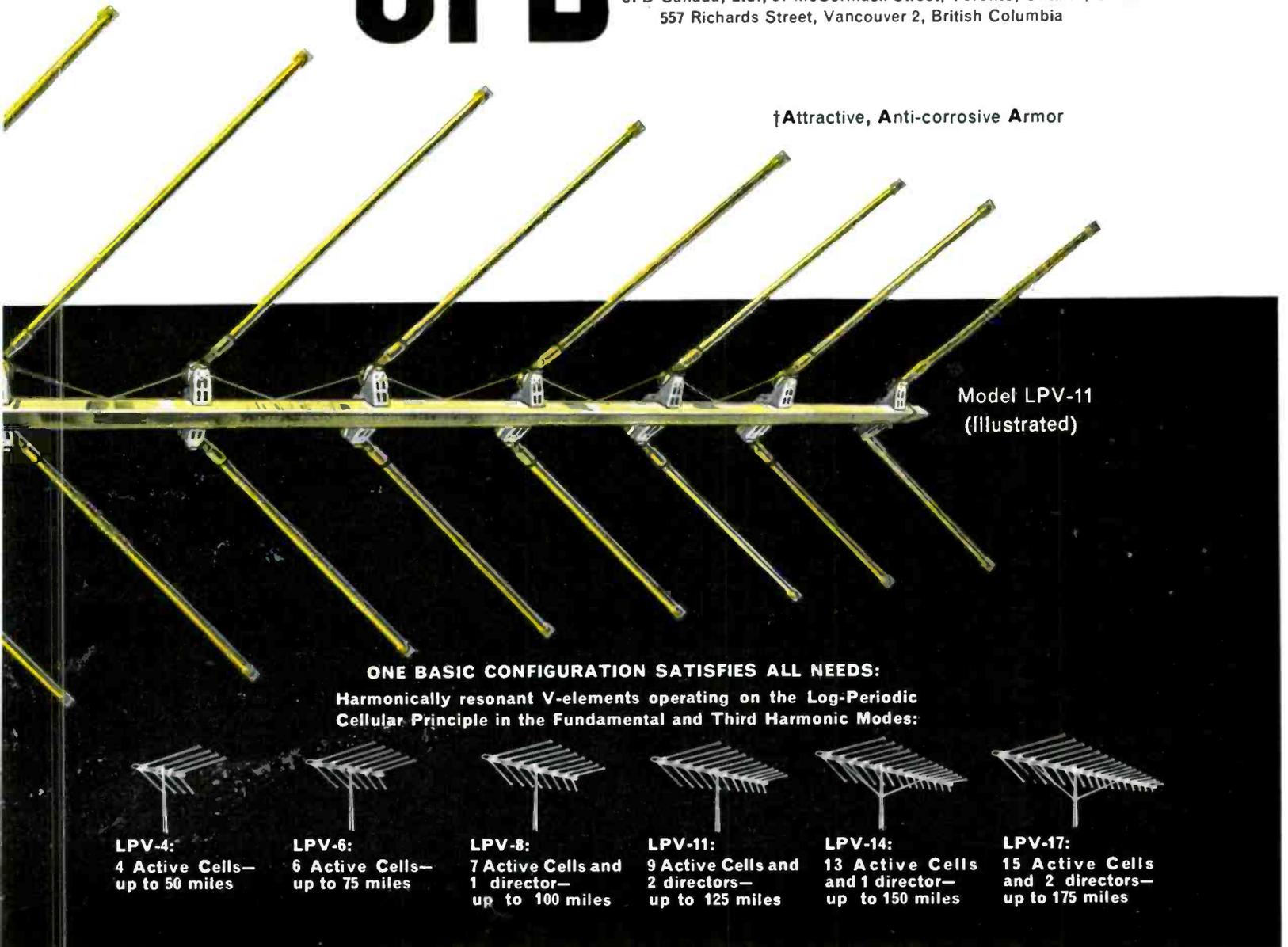
JFD Electronics-Southern Inc., Oxford, North Carolina

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

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

557 Richards Street, Vancouver 2, British Columbia

†Attractive, Anti-corrosive Armor



**LPV-4:**  
4 Active Cells—  
up to 50 miles

**LPV-6:**  
6 Active Cells—  
up to 75 miles

**LPV-8:**  
7 Active Cells and  
1 director—  
up to 100 miles

**LPV-11:**  
9 Active Cells and  
2 directors—  
up to 125 miles

**LPV-14:**  
13 Active Cells  
and 1 director—  
up to 150 miles

**LPV-17:**  
15 Active Cells  
and 2 directors—  
up to 175 miles

**DIINLAP ELECTRONICS**  
Stockton - Sacramento - Marysville  
Chico - Merced - Modesto  
Pittsburg - Walnut Creek - Fresno

**RADIO PRODUCTS SALES CO.**  
Los Angeles

**WHOLESALE ELECTRONICS SUPPLY CO.**  
Ventura - Santa Barbara

**WESTERN RADIO & TV SUPPLY, INC.**  
San Diego

I have not been active as a TV Service Dealer or Serviceman for over 5 years, but have followed the industry with interest by reading "Modern Electronic Service Dealer" and "Electronic Technician" each month. I would still go back to the TV industry if the day would ever come when the industry is recognized with the dignity it deserves by the public. The organized efforts of C.S.E.A. are certainly helping, and I will always put in a good word for your organization every chance I get.

Here are a few thoughts and viewpoints from a past member of the industry who is on the outside looking in.

First let's take up the question of licensing, but the only thing that disturbs me is that I fear the standards for obtaining a license will not be high enough. I have never heard of any licensing proposal that would set up a standard on the ability and qualifications of the men who would receive licenses when the bill becomes law. Any persons engaged in the service business would be licensed, and would not have to pass an examination on theory or have to demonstrate the serviceman who fixed my neighbors TV last week would automatically receive a license. After having the TV in the shop for repairs and bringing it back to the customer, the picture had poor definition and co-channel interference. The customer was told that this was some kind of transmitter interference and that nothing could be done about it. Actually, all the TV needed was an adjustment of the fine tuning slugs in the tuner. Then there was

book, and yet they don't trust you. However, it would be a mistake to assume that every shop that is criticised does not deserve it. When I listen to the individual complaining about a particular shop, I can see where most of the criticism is due to a lack of knowledge of what can be expected of a serviceman or shop, but I also get the impression that most most shops haven't set their standard for competence and ability high enough. For example, too many customers have been told that nothing can be done about their particular TV problem. An intelligent customer believes that for every problem there is a solution, and most of the time this is true. Sometimes it would cost more than the customer would want to pay, but he should at least be given an estimate. However, it does look very bad for the industry if one shop makes a high estimate and another shop can solve the problem at a much lower cost, which quite often happens. Is the other shop trying to run a cut-throat-business? No, not always. The standard of competence and ability at that shop might be the reason the job was accomplished at less cost.

From your issue I note that the weekly salary for Los Angeles technicians is \$115, which comes to \$2.87½ per hour. Taking the average salary of wage earners in the country and comparing it with this figure it doesn't look bad, but TV technicians aren't average people. Any person, who has the theory and practical application of electronics plus all the other abilities a TV tech must have, can easily

## OUR READERS

### Editors Note:

Comments from readers are invaluable to any publication and seem to pin-point general opinion. During the past few months we received the following material from two such readers. We do not necessarily agree or disagree with their individual stands but honestly believe they will be of interest to others in the industry. Both letters, as far as the publication is concerned, will remain unsigned. If these gentlemen wish to have their names published we will do so in the next issue.

another neighbor who recently had horizontal stability trouble in his TV. He had spent a tidy sum of money on service calls and tubes, and his TV still needed an adjustment of the horizontal wave-form-coil to make it operate properly. Does this sound ridiculous? Please believe me, these things happen, and the serviceman is always given a chance to correct the trouble on a call back. Almost every week someone will ask me if I know of any serviceman in town that can be depended on to give good service. These are the people who have become skeptical. (I do not offer my own service and only do it, without compensation, on those occasions when a friend has a problem with their TV which was not repaired to their satisfaction by their regular serviceman.) I would like to think that if an incompetent serviceman did get a license, it would be possible under the licensing laws to terminate his license. However, I am afraid it would be just as difficult to terminate his license as it would be to keep him from being licensed. The only solution I can think of is to raise the requirements for licensing in the beginning before it is too late.

I read, with interest, the article "Why Licensing" in your July issue. You have my sympathy on the problem of being vulnerable to attack by the public. It is true where the PUBLIC is concerned, TV men in general are crooks. You can be so honest with your customer that it hurts your pocket

make 50 cents an hour more in other electronics jobs with the opportunity to work overtime. For those who would say that TV techs stay with it because they like the work and have a feeling of accomplishment, I can only say that I have the same feeling when working as a TV tech, but cannot afford to because I have a family to support. This is not an isolated case. I know of many former TV servicemen who are now working in other industry. I know that the big problem, in order to pay more is to educate the public on what TV service charges should be. I note that servicemen are doing ten house calls in an 8 hour day at \$6.95 per call. Couldn't their salary be a little higher?

I've noted from your July issue that the apprenticeship program in California appears to be shaping up. This is another step up the right direction and can be a great asset to the industry. I hope that dealers and shops will use this program with an eye toward the future natural growth of the industry, and not try to use it as a get rich program. I have seen apprenticeship programs abused in the past by organizations who were interested only in getting low priced labor. They push the apprentices into jobs which were over their heads before giving them the proper training. As a result, the apprentice would learn by experimenting, rather than by practicing on the customers TV. Too much of this will surely give the TV repair industry a bad name.

A recent issue of a local association magazine noted that a tremendous turn over in TV shops persists through out many areas in and nearby California.

The Sales and Service Business has become almost impossible and while the low men on the totem pole are taking the brunt of the beating at the moment, the law of the pendulum must eventually find many manufacturers over a barrel.

Servicemen over a long period of years have recommended specific brands to their customers when repairs on old sets were no longer satisfactory to the service man or the customer.

Zenith for example has been pushed to the degree that it became the number one seller through out the country. Many servicemen made deals with dealers when an opportunity presented itself to make a sale. A small commission plus retaining the customer has been good business.

Like many other name brands Zenith will be in discount stores making it unprofitable to handle for many of their established franchised accounts as well as the independent service dealer. When our president said that many big businesses were S.O.B.'s he had a strong point.

Stores in small communities far from easy access to the discount stores will not be affected by discount sellers but the rumbles will be heard in the larger cities such as San Francisco, San Jose, Oakland and others in this neck of the woods. There will be more discount stores and not less

by discount stores. The TV technician deep in his cups in theory and the tools of his trade will be soon be called upon to find his wedge in the merchandising field if he is to remain in business and the time is not too far off. We have wholesalers selling at retail plus self service tube checkers in super markets and now with standard brand sets selling at ridiculous prices a stand must be made.

The plumbers union here has obtained a \$7.55 wage rate. The fellow who holds the red flag and waves you on at a construction job now gets \$3.22 per hour. These represent the high and the low in the construction industry and you can add a few cents to health, vacation and retirement funds to these wages. Sounds like a fairy tale but these are quotes from this weeks newspapers.

Quotes from the U.S. Dept. of Commerce as of July 2nd, 1962. 1958 business census Calif. had 3,240 TV shops with gross receipts of 48 million. In 1954 1,873 shops had a 23 million gross.

The dollar gross is relative to the population growth. The pie is cut quite thin due to the havoc in the industry. No vacation fund finds many TV men out of work for the summer living off of unemployment insurance. A nearby shop laid off two bench men last year. Each opened up an independent shop.

It has been suggested that shops get together under one roof to save on overhead. This has been done to good advantage in places but there is more to it than this item

# SPEAK OUT . . . .

**FROM THE INSIDE: A Former Dealer Looks At The TV Service Business Through The Eyes Of The Industry Publications**

**FROM THE OUTSIDE: A Current TV Service Dealer Looks At The TV Service Business As It Seems To Affect Him**

and some of our major chain stores and department stores will finance them. It will be a battle of the giants and the little fellows can be crushed if they remain complacent.

The writer spent over twenty years with a retail group that was born because many evils existed in business. Mr. Lincoln Filene Of Filenes Boston, Mass. in the year 1920 or so called several leading retailers together for an exchange of ideas. They called themselves the Retail Research Ass'n. After a few meetings they formed another organization called the Association Merchandising Corp. now known as A.M.C. The latter groups activities were concentrated on purchasing and developing profitable items. The initial years business was around 300 million gross and last figures are nearer to 2.5 billion. This organization was so dynamic that it was obliged to turn down applicants after 1936. The Emporium Capwell Corp. and Bullocks are among this group in Calif. The R. H. Macy Stores emulated the A.M.C. as did the Hale Stores joining with others in other states to accomplish the ultimate and that is to stay in business and make a profit.

Television is far too technical an item for department stores where their first love lies in dry goods and notions. Many big stores would just as soon drop the item. They no more like to sell TV than they do automobiles and bananas.

They are further disgruntled because of selling of TV's

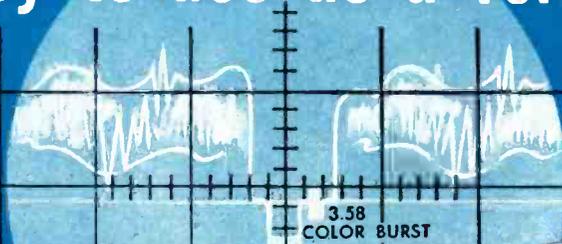
alone. Co-operation from manufacturers of tubes, parts and sets is a must. The public can not respect the service industry as a technical one so long as electronic parts are sold wholesale at the retail level. Co-operation from the State of Calif. should aim in this direction. Every time a sale is made at a 40% discount Calif. most decidedly loses revenue. A picture tube listing at \$50.00 carries a \$2.00 sales tax but when sold over the counter at \$30.00 the tax is only \$1.20 and we all know that the condition exists. It is a gross inequity and herein lies a field for exploration.

Shops getting together under one roof could secure the services of legal and certified public accountant services and possibly incorporate. This would permit them to emulate big businesses by setting up adequate pension plans for themselves as well as their employees. With union labor on the gravy train so to speak members of the family could be taken in, wives or daughters or sons put on the pay roll for various services such as book-keeping, switchboard operators, tube checkers, antenna helpers, file clerks etc. They could improve upon their Social Security status and when lay off time comes during the summer the relief obtained legally should be quite equal to that enjoyed by organized labor. Should this appear to be chintzy it is well to remember that your overhead is very much related to union wages.

The TV service man is low man on the electronic Totem Pole but the means are at hand. THINK AND ACT.

NEW, MODERN, PORTABLE... FOR THE MAN ON THE GO...

as easy to use as a voltmeter



- A new 3 inch Extended View Portable Scope with New Features and Performance Unmatched by even the most Costly 5 inch Oscilloscopes



# NEW

## SENCORE PS120 PROFESSIONAL WIDE BAND OSCILLOSCOPE

Lowest priced  
Wide Band 3 inch Scope  
anywhere. All hand wired.

Only 124<sup>50</sup> net

Here it is, the scope that technicians, engineers and servicemen from coast to coast have been demanding. A portable wide band scope that can be used on the job anywhere, yet has the highest laboratory specifications for shop or lab. Cumbersome color TV sets, remote audio and organ installations and computers are just a few of the jobs that make owning a scope of this type so essential. Why consider a narrow band scope, when for only a few dollars more, this professional wide band sensitive scope equips you for any job.

- The PS120 provides features never before offered. Only two major controls make the PS120 as easy to use as a voltmeter. Even its smart good looks were designed for functional efficiency. New forward thrust design, creating its own shadow mask, and full width calibrated graph increase sharpness of wave form patterns. A permanent chromed steel carrying handle instead of untidy leather strap and a concealed compartment under panel for leads, jacks and AC

line cord make the PS120 the first truly portable scope combining neatness with top efficiency.

- Electrical specifications and operational ease will surpass your fondest expectations. Imagine a wide band scope that accurately reproduces any waveform from 20 cycles to 12 megacycles. And the PS120 is as sensitive as narrow band scope... all the way. Vertical amplifier sensitivity is .035 volts RMS. The PS120 has no narrow band positions which cause other scopes to register erroneous waveforms unexpectedly. Another Sencore first is the Automatic Range Indication on Vertical Input Control which enables the direct reading of peak-to-peak voltages. Simply adjust to one inch height and read P-to-P volts present. Standby position on power switch, another first, adds hours of life to CRT and other tubes. A sensitive wide band oscilloscope like the PS120 has become an absolute necessity for trouble shooting Color TV and other modern circuits and no other scope is as fast or easy to use.

### S P E C I F I C A T I O N S

#### WIDE FREQUENCY RESPONSE:

<b>HIGH DEFLECTION SENSITIVITY:</b>	RMS	P/P
Vertical Amplifier—Vert. input cable	.035V/IN.	0.1V/IN.
Aux. vert. jack	.035V/IN.	0.1V/IN.
Through Lo-Cap. probe	.35V/IN.	1.0V/IN.
Horizontal Amplifier—	.51V/IN.	1.44V/IN.

#### HIGH INPUT RESISTANCE AND LOW CAPACITY:

#### HORIZONTAL SWEEP OSCILLATOR:

Frequency range—	4 ranges, 15 cycles—150 KC
Sync Range—	15 cycles to 8 MC—usable to 12 MC

#### MAXIMUM AC INPUT VOLTAGE:

Vertical input cable—	} 1000 VPP (in presence of 600 VDC)
Aux. vert. jack—	
Lo-Cap. probe—	
Horiz. input jack—	approx. 15 VPP (in presence of 400 VDC)

#### POWER REQUIREMENTS:

Voltage—	105-125 volts, 50-60 cycle
Power consumption—	On pos. 82 watts
	Stby. pos. 10 watts

SIZE: 7" wide x 9" high x 11 1/4" deep—weight 12 lbs.

The PS120 is a must for color TV servicing. For example, with its extended vertical amplifier frequency response, 3.58 MC signals can be seen individually.



# SENCORE

ADDISON 2, ILLINOIS

Distributed By:

**AMETRON**  
567 S. Fairfax Ave., Los Angeles  
NE 6-9314  
**CAPITOL ELECTRONICS**  
17724 Van Owen, Reseda  
ST 6-5870

**CHANNEL RADIO SUPPLY CO.**  
18 E. Ortega, Santa Barbara  
WO 5-8551  
**STYLES & ENGELMAN**  
2255 Bancroft Ave., San Leandro  
357-9431

**DUNLAP ELECTRONICS**  
P.O. Box 1970, Stockton  
HO 6-3373  
**SOUTHLAND TV SUPPLY CO.**  
555 El Cajon Blvd., El Cajon  
HI 2-9638

**GROSSMAN & REYNOLDS**  
1900 W. Valley Blvd., Alhambra  
CU 3-4706  
**SOUTHLAND ELECTRONICS, INC.**  
3610 University Ave., San Diego  
AT 3-3941

# ADVERTISING PRACTICES

. . . FOR PRODUCT AND SERVICE INDUSTRY

## EIA Recommended Advertising Practices Comparative Sales Price Advertising

A. When an advertisement, by words, figures or in any other manner states or implies a reduction from the advertiser's usual price of the model advertised, the advertiser himself should have made actual sales at the higher price in his recent, regular course of business.

B. A statement representing or implying a reduction or savings from an established retail price should be used in advertising only if for the specific model advertised, such price has been either (a) the advertiser's usual price of the same model in his recent, regular course of business; or (b) the price charged for the same model by other sellers in the trade area in their recent, regular course of business; and (c) the advertisement clearly shows from which of these two prices the saving or reduction is claimed or implied.

C. The terms "sale," "special sale," "clearance sale," "E.O.M. (end of month) sale," "advance sale," or any other terms which imply a price reduction should not be used unless in his recent, regular course of business, the advertiser's price of the model advertised has in fact been higher. (If the advertiser has not himself offered to sell the model to which the price reduction applies, the advertiser should use such terms only if the usual and customary retail price of other sellers is higher in the trade area where the claim is made and the advertisement clearly shows that the claim is based on such comparison, i.e., the prices of other sellers. The claim should not be made if it is based on infrequent or isolated sales by other sellers.)

D. No article should be 'pre-ticketed' with any price figure, either alone or with descriptive terminology, which exceeds the price at which the article is usually and customarily sold in the trade area or areas where the 'pre-ticketed' article is offered for sale. This rule applies to those who disseminate 'pre-ticketed' price figures for use in connection with the offering for sale of articles at retail by others, even though they themselves may not be engaged in retail sales. The term 'pre-ticketed' in-

cludes the use of price figures affixed to the article by tag, label, or otherwise, or in material such as display placards, which are used, or designed to be used, with the article at point of sale to the consuming public.

## Other Price Advertising Practices

A. Whenever a price is advertised:

1. The model to which the price applies should be identified by model number, and also,
2. Any other model illustrated in the same advertisement should be identified by model number.

B. The terms "as low as," "from," etc., should not be used in connection with a price unless a particular model is in fact available at such price in reasonable quantities and the model is identified in the advertisement by model number.

C. When prices of display models are being advertised, such models should be specifically identified in the advertisement as display models. Display models include floor samples, demonstrators, and the like.

D. When the price quoted in an advertisement is "with trade," and the trade allowance is dependent upon the model or condition of the item to be traded in, this fact should be stated.

E. Outbidding. When the advertised price does not include delivery, normal installation, service, or warranty, the advertisement should clearly and conspicuously state that there will be an additional charge for an such excluded item.

F. When reference to periodical payments is made in an advertisement:

1. If a down payment or trade-in may be required, the advertisement should so state.
2. If a terminal or balloon payment may be required, the advertisement should so state.
3. If the periodical payment applies only to certain models, the advertisement should so state.

G. When the word "free" is used in advertising the offer should be bona fide factual. If the offer is conditioned in any way, the conditions imposed should be clearly and conspicuously disclosed at the outset of the advertisement (and

not merely by a footnote) so as to leave no reasonable probability that the terms of the advertisement might be misunderstood. The word "free" should not be used where the advertiser has, in connection with the offer, increased the price of the merchandise required to be purchased or reduced its quality.

H. If a premium is offered in connection with the purchase of an instrument, the statements about the premium should also conform to these advertising practices.

I. No statement should be made in advertising which implies that the advertiser's prices or terms have any special factory sponsorship or endorsement, unless the statement is true.

## Bait Advertising

A. No advertisement containing an offer to sell a product should be published unless the model advertised is then being displayed by the advertiser, is available for prompt delivery at the price and upon the terms set forth in the advertisement, and will be willingly sold by the advertiser.

B. If display models are advertised as being available at specified prices or at savings, the quantity of such models available should be specified in the advertisement, or the advertisement should state that the quantity available is limited in supply.

C. If an advertised model will be sold at all outlets listed in the advertisement, a sufficient quantity of the advertised product should be available to meet reasonably anticipated demands, unless the advertisement clearly and adequately disclosed that the supply is limited and/or the advertised product is available only at designated outlets.

D. When an advertiser anticipates that the demand for an advertised model, such as a close-out item, will exceed his ready supply (from stock, from supplier or from another regular source), the advertisement should state that the quantity available is limited.

E. The advertiser should not disparage by acts or words the advertised product or the guarantee, credit terms, availability of service, repair or parts, or in any other respect.

(continued next page)

## ADVERTISING PRACTICES

(continued)

F. The advertiser should not show or demonstrate an advertised product which is defective, unusable or impracticable for the purpose represented or implied in the advertisement.

### Product Claims

A. When an advertisement contains a claim as to the quality, performance, or features of a particular product, the person originating the claim should be prepared to support it by suitable demonstration or credible statistical data. No illustration should be used in any advertisement which creates a false impression of the quality, performance or features of a product.

B. Comparisons between products of different manufacturers, whenever made, whether on radio or television, on the sales floor or elsewhere, should be bona fide factual and not made in such a way as to mislead the listener or viewer. There should be no unfair comparisons between the advertised product and the other product with regard to performance, features or other characteristics. There should be no comparisons under any condition unless the advertised product and the other product are of similar and comparable merchandise generally available for purchase at a comparative price in the same trade area or areas as the advertised product or, if not so available, that fact is clearly disclosed.

C. When an advertisement specifies a warranty period, but the warranty period applies only to certain parts, and not to all parts, then that fact should be stated.

D. The terms "Satisfaction or Your Money Back," "10-Day Free Trial," or similar terms, should refer to the return of the full purchase price, unless otherwise specified.

E. No advertisement containing a warranty should be published, unless the advertiser will promptly fulfill his obligations and stand behind his representations.

### Federal Trade Commission— Abstract Of Guides Against Deceptive Pricing

In determining whether or not pricing practices are violative of the laws administered by the Commission, the facts in each matter are considered in view of the requirements of the Federal Trade Commission Act, as amended, and principles enunciated by the Courts in the adjudication of cases. The foremost of these principles are:

1. Advertisements must be considered in their entirety and as they would

be read by those to whom they appeal.

2. Advertisements as a whole may be completely misleading although every sentence separately considered is literally true. This may be because things are omitted that should be said, or because advertisements are composed or purposely printed in such way as to mislead.
3. Advertisements are not intended to be carefully dissected with a dictionary at hand, but rather to produce an impression upon prospective purchasers.
4. Whether or not the advertiser knows the representations to be false, the deception of purchasers and the diversion of trade from competitors is the same.
5. A deliberate effort to deceive is not necessary to make out a case of using unfair methods of competition or unfair or deceptive acts or practices within the prohibition of the statute.
6. Laws are made to protect the trusting as well as the suspicious.
7. Pricing representations, however made, which are ambiguous will be read favorably to the accomplishment of the purpose of the Federal Trade Commission Act, as amended, which is to prevent the making of claims which have the tendency and capacity to mislead.

### Limitations

No statement which represents or implies a reduction or saving from an established retail price or from the advertiser's usual and customary retail price should be used if, (a) an artificial mark-up has been used to provide the basis for the claims, or (b) the claim is based on infrequent or isolated sales, or (c) the claim is based on a past price, unless this fact is clearly and adequately disclosed.

### "Two For One Sales"

No statement should be made in connection with the offering for sale of a product to the consuming public of a "factory" or "wholesale" price, or other such expression, which represents or implies that the consuming public can purchase the article at the same price that retailers regularly do, and provides a saving from the usual and customary retail price for the article in the trade area, or areas, where the claim is made unless such statement is true.

### "Pre-Ticketing"

No article should be "pre-ticketed" with any price figure, either alone or with descriptive terminology, which exceeds the price at which the article is usually and customarily sold in the trade

area, or areas, where the "pre-ticketed" article is offered for sale.

### Bait Advertising Defined

Bait advertising is an alluring but insincere offer to sell a product or service which the advertiser in truth does not intend or want to sell. Its purpose is to switch consumers from buying the advertised merchandise, in order to sell something else, usually at a higher price or on a basis more advantageous to the advertiser. The primary aim of a bait advertisement is to obtain leads as to persons interested in buying merchandise of the type so advertised.

### Guarantees In General

In general, any guarantee in advertising shall clearly and conspicuously disclose—

- (a) The nature and extent of the guarantee.

This includes disclosure of—

- (1) What product or part of the product is guaranteed,
- (2) What characteristics or properties of the designated product or part thereof are covered by, or excluded from, the guarantee.
- (3) What is the duration of the guarantee,
- (4) What, if anything, any one claiming under the guarantee must do before the guarantor will fulfill his obligation under the guarantee, such as return of the product and payment of service or labor charges;

and

- (b) The manner in which the guarantor will perform. This consists primarily of a statement of exactly what the guarantor undertakes to do under the guarantee. Examples of this would be repair, replacement, refund. If the guarantor or the person receiving the guarantee has an option as to what may satisfy the guarantee this should be set out;

and

- (c) The identity of the guarantor, should be clearly revealed in all advertising, as well as in any documents evidencing the guarantee. Confusion of purchasers often occurs when it is not clear whether the manufacturer or the retailer is the guarantor.

### "Satisfaction Or Your Money Back" Representations

"Satisfaction or Your Money Back," "10-Day Free Trial," or similar representations will be construed as a guarantee that the full purchase price will be refunded at the option of the purchaser.

## INDUSTRY NOTES

# Hall Reports ACTRA Dinner-Dance Highly Successful—Record Attendance

Mr. Lou Hall, President of the ACTRA chapter of CSEA, reported the outstanding success of their annual Dinner-Dance held on September 22nd.

According to Mr. Hall, "we want to take this opportunity to thank all of those who helped make this annual affair such a success. Renard's of Alameda, which caters to many of the airlines at Oakland Airport, furnished a splendid buffet, our own 3-piece combo did a great job furnishing the dance music and our 'refreshment tender' did a grand mixing job. Ben Follrath, of Ben's TV in Alameda, and past president of ACTRA, along with his committee are to be congratulated for a job well done."

"At the same time," he went on, "we do wish to add that much of our success must be attributed to the many distributors and manufacturers in our area that took an active part in the affair. It is not just incidental but very much to the point, when we note that when distributors and manufacturers join with local service dealers in a purely social get-together, much can be gained by both parties. In today's commerce, it is not just axiomatic but outstandingly true that there are times when business and pleasure do mix to mutual benefit."

"We would like to publicly thank the following firms and people for joining with us and adding so much to this pleasant evening:

Admiral Corporation (San Francisco) Mr. and Mrs. Roger Delander and Harry Fay.

W. J. Lancaster Co. (Motorola) (San Francisco) Mr. and Mrs. William B. Muller.

California Electric Co. (Philco) (San Francisco) Mr. and Mrs. Hal Grey.

Styles & Engelman, Alameda County Distributors Mr. and Mrs. Tom Dalton, Mr. and Mrs. Don Schramm, J. C. Dalton and Charlotte Hamilton.

H. L. Basford Co. (Zenith) (San Francisco) Mr. and Mrs. Leroy Conyers, Mr. and Mrs. Richard Owen, Mr. and Mrs. B. J. House, Mr. and Mrs. Marty Edwards.

Cass Altschuler Co., Alameda County Distributors Mr. and Mrs. John Altschuler.

Westinghouse (San Lorenzo) Mr. and Mrs. W. J. Weinert, Mr. and Mrs. Don Johnson.

General Electric Co., Mr. and Mrs. Richard Stern.

Miller's Radio & TV Supply, Alameda County & Bay Area distributors. The night of our party was the long scheduled night of this firm's annual Bay Boat



The new General Electric "Add-Venture" sales kits for dealers receive a final going over by General Electric Dealer Products Sales Manager Mr. T. A. Knight (left) and Mr. J. A. Moir, Distributor Advertising Representative.

### G.E. OFFERS KITS FOR YOUNGER CHILDREN CALLED "ADD-VENTURE"

An exciting new series of eight inexpensive toy construction kits for younger children now is available through authorized General Electric tube distributors.

Called the "Add-Venture" series, the new kits are for children seven years and older. They supplement the more advanced electronic laboratory and project kits the company announced last year. A complete series of sales promotion aids is available for advertising the projects.

"A child can explore the exciting world of satellites and space travel, learn to write with light, and actually broadcast Morse code to any home radio," said Thomas S. Knight, dealer products sales manager at the company's Electronic Components Division headquarters in Owensboro, Ky. Made by the Radio Department, the kits now are being offered to wholesale parts distributors through the G-E distributor sales operation.

Listed at a suggested retail price of \$3.98 each, the "Add-Venture" kits consist of the following:

"Code Broadcaster" (AV-1) "Magnetics in Action," Weather Station," "Electricity in Action," "Alarm System," "Motor Generator," "Astroscope" and "Lite-Writer."

"Magnetics in Action" (AV-2).

"Weather Station" (AV-3).

"Electricity in Action" (AV-4).

"Alarm System" (AV-5).

"Motor Generator" (AV-6).

"Astroscope" (AV-7).

"Lite-Writer" (AV-8).

### Oakland "Raiders" Tickets Offered By Miller's Co.

In keeping with the season, a football promotion with some unusual features has been kicked off by a local wholesaler of electronic parts to spur fall sales.

Tickets to the Oakland "Raiders" games are being offered by Miller's Radio & Television Supply Co. (580 East 8th Street) to television service technicians with wholesale purchases of General Electric replacement picture tubes.

Packed in each tube carton is a "yardage gain" certificate which may vary from 5 to 80 yards. A service dealer starts in possession of the ball on his own 20-yard line and advances according to the certificates he accumulates. For every 80 yards of gain, he scores a "touch-down" and is awarded a ticket to a Raiders game.

A special feature of the promotion is scheduled for Nov. 18 which will be "Miller's Day"—when the Raiders play the Buffalo Bills. Miller is urging service dealer customers to accumulate tickets and jointly attend this particular game. The distributor offers to host the group at a pre-game "fizzes and brunch" get-together.

### TRADEMARK INFRINGEMENT CHARGED AGAINST LOCAL SAN FRANCISCO FIRM

Trademark infringement is charged in a suit brought against a local firm by Raytheon Company. Filed in U. S. District Court, San Francisco, the complaint seeks an injunction and damages against Harold Stanley Haas doing business as Haas Electronic Products of 1149 Mission Street, and marketing widely used radio and television tubes under the brand name of "Raytron."

The complaint entered by the law firm of Naylor and Neal representing Raytheon Company states that the name is confusingly similar to the coined word "Raytheon" which has been a part of the company's name since 1925.

Ride Party. Because none could attend, this firm sent a very fine door prize instead.



### *Kremer Named Advertising Manager For Jerrold Corp.*

Philadelphia, October 3. Selman M. Kremer has been named Advertising Manager for The Jerrold Corporation, Sidney Harman, corporation president, announced recently. Mr. Kramer will direct corporate advertising and coordinate the advertising and promotional programs for the five subsidiary companies of The Jerrold Corporation: Harman-Kardon, Inc., Plainview, New York; Jerrold Electronics Corporation, Philadelphia; Technical Appliance Corporation (TACO), Sherburne, New York; Pilot Radio Corporation, Long Island City, New York; and Analab Instrument Corporation, Cedar Grove, New Jersey.

Mr. Kremer has been Advertising and Promotion Manager for Jerrold Electronics for the past six years, and has been associated with the company for nearly 13 years. He has been responsible, also, for promotion activities of TACO's Consumer Products Division and Analab Instrument Corporation since those companies became a part of The Jerrold Corporation. He will continue to function in all these areas of responsibility, stated Mr. Harman.

Mr. Kremer is a graduate of the Charles Morris Price School of Advertising in Philadelphia, with specialized courses of study at John Hopkins University, Baltimore and Temple University in Philadelphia.

The subsidiaries of The Jerrold Corporation design and manufacture for the consumer, industrial, military and government markets, a broad line of electronic products including equipment for communication systems, data systems, high fidelity components and kits, TV/FM reception aids and antennas, high fidelity consoles, commercial sound equipment, and electronic test instruments, including oscilloscopes.

## Western Electronic Week Proclaimed

The Mayor of the City of Los Angeles, and the Chairman of the Board of Supervisors, County of Los Angeles, have proclaimed and resolved that WESTERN ELECTRONIC WEEK shall reign over Southern California February 4th through 10th, 1963.

The Mayor's Proclamation and the Supervisors' Resolution reads as follows:

### **"TO THE CITIZENS OF LOS ANGELES CITY AND COUNTY, GREETINGS:**

"WHEREAS, the Association of Electronic Distributors is sponsoring its Third Annual Convention and Exhibit on February 4-10, 1963, in Los Angeles, and

"WHEREAS, the Association is the exclusive non-profit organization of Western Electronic Distributors whose members represent the total Distributor Industry in the West, and

"WHEREAS, WESTERN ELECTRONIC WEEK will emphasize "Sell America First," calling attention to the opportunities and responsibilities of America's selling forces to defeat business uncertainty at home and Communism abroad through promoting the products and services ordered through the American wholesaler, and

"WHEREAS, through ten major attendance attractions, seven days of formal activities; manufacturers, distributors, dealers, and industrial users throughout the industry will participate in a comprehensive program of management seminars, dealer workshops and technical symposiums, climaxed by a Shrine Convention Hall rally for the purpose of bringing together all citizens interested in the constructive growth of our community and our nation through salesmanship, one of America's foremost contributions to the advance of civilization.

"NOW, THEREFORE, BE IT RESOLVED that I, SAMUEL WM. YORTY, Mayor of the City of Los Angeles, and I, ERNEST E. DEBS, Chairman of the Board of Supervisors, county of Los Angeles, do hereby designate and proclaim the week of February 4-10, 1963, as WESTERN ELECTRONIC WEEK in the City and County of Los Angeles, and we do further urge all citizens to participate and cooperate in the observance of this worthy event.

"Signed SAMUEL WM. YORTY  
Mayor, City of Los Angeles

"Signed ERNEST E. DEBS  
Chairman of the Board of Supervisors, County of Los Angeles"



In the above picture, Cap Kierulf (left), President of the Pacific Electronic Trade Show, the main event of WESTERN ELECTRONIC WEEK, is shown accepting the Resolution from Ernest E. Debs, Chairman of the Board of Supervisors, County of Los Angeles.

## R.D. Schnepf Gains Double Position At I. R. Stern & Co.

The appointment of Mr. Richard D. Schnepf to the position of Vice President and Director of Sales for I. R. Stern & Co., inc was announced after a meeting of the Board of Directors this past month.

Dick Schnepf joined the company after his retirement from the U.S. Air Force in 1956. He has been recognized in the field of representation for the electro-acoustical industry as an outstanding member of the profession. Dick has returned to full duty with the company after an extended sick leave and will concentrate his efforts in his new position on more supervisory and technical responsibilities in the company offices, minimizing his activity in the field for the predictable future, although he will be continually available for special field projects and customer relations as the occasion warrants.



**R. M. KARET NAMED  
SALES VICE PRESIDENT  
AT DYNASCAN**

Robert M. Karet has been named vice president in charge of sales for Dynascan Corporation, according to Carl Korn, president of the recently formed Chicago electronics firm.

Mr. Korn also announced three other appointments: Bernard Golbus as sales manager for the B & K Manufacturing Division, Werner McKinsey Jr., as sales manager for Telemotive Division, and Milton Mann as sales and application engineering specialist for the B & K Division.

Mr. Karet was formerly sales manager of B & K Manufacturing Co., one of the firms which merged earlier this year to form Dynascan. He had been with the firm since it started manufacturing in 1954. Mr. Karet is a graduate of New York University.

Mr. Golbus is responsible for sales of B & K service equipment for television and radio servicemen, industrial and laboratory electronic test devices, and antennas for commercial, amateur and citizens band two-way communication systems. He was formerly assistant sales manager for B & K Manufacturing Co. Mr. Golbus is a graduate of Northwestern University. He lives at 6645 North Greenview, Chicago.

Mr. McKinsey is in charge of sales of the new Telemotive remote-radio controls for industrial cranes. He formerly was with The Robodyne Division of U.S. Industries and Syntron Co. Mr. McKinsey attended John Hopkins University.

Mr. Mann will work on application and sales engineering projects with B & K distributors on a nationwide basis. Mr. Mann was previously with Newark Electronics and the Fermi Institute of Nuclear Studies. He attended the University of Illinois.

Dynascan was formed earlier this year through the merger of two groups of Chicago area electronic firms, which included B & K Manufacturing Co. and Mark Products Co.

**August Factory Tube Sales  
Soar 10 Million Units  
Over July's**

Factory sales of receiving tubes in August soared by more than 10.5 million units over the total for July, according to the Electronic Industries Association's monthly report released last month.

The steep rise ranked August as the second highest month of 1962, with 31,616,000 tubes sold at a value of \$29,222,000. July, the month of vacation

closings by many plants, was the year's lowest month, with sales at 24,122,000 units worth \$19,612,000.

Despite the August increase, total 1962 sales through August dropped just behind those for the same period last year, while the cumulative dollar value remained just ahead of the 1961 total.

Sales of television picture tubes at the factory also increased strongly in August to 795,121 units worth \$15,035,830 from July totals of 565,022 valued in units remained at about the same at \$11,064,357. The year's total sales level as last year's while revenue accrued was about \$4 million under that of the same period in 1961.

**PICTURE  
TUBE  
SAVINGS!**



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AND

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- ONE YEAR GUARANTEE

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Westinghouse Receiving Tubes—Rogers Transformers & Yolks—  
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RE 1-2177

**LYNWOOD**  
10906 Atlantir  
NE 9-6248

**EAST LOS ANGELES**  
5916 Wilshire Blvd.  
PA 1-2907

# CURRENT LITERATURE AVAILABLE

## FROM GENERAL ELECTRIC . . .

A radio transistor replacement guide now is available from the General Electric Company in the form of a 17 x 22 inch wall chart. The chart (ETR-3315) cross-references the company's 8 basic "universal" replacement transistors with 1,218 types of transistors commonly used. Available from authorized distributors of G-E components, or from the General Electric Company, 3800 North Milwaukee Avenue, Chicago, Ill.

## FROM DYNASCAN . . .

Specialized, time-saving, professional test equipment for radio and television servicemen is described in a new catalog from B & K Division, Dynascan Corporation.

Complete description of three new units are included in the 12-page, two-color brochure. They are the Model 850 Color Analyst for color tv sets, the 3-in-1 Dyna-tester that is a combination tube tester, volt-ohm millimeter and cathode rejuvenator tester and Model 960 Transistor Radio Analyst.

Other units described are cathode rejuvenator testers, tube testers, Model 1076 Television Analysts, circuit analyzers, automatic V.O.M. and vacuum voltmeters.

Photos, prices, and information on how to use the equipment for quicker, easier and more profitable servicing are included for all equipment.

Copies of Catalog AP20 may be obtained by writing B & K Division, Dynascan Corporation, 1801 West Belle Plaine Ave., Chicago 13, Ill.

## FROM SHURE . . .

A new catalog exclusively devoted to Shure high fidelity products has been announced by Shure Brothers, Inc., Evanston, Illinois.

Described in the eight-page booklet is Shure's complete line of monophonic and stereo Dynetic phonograph cartridges, including the new M33 and M77 models. The catalog also describes Shure's tone arms and the company's line of stereo preamplifiers.

In addition to an illustration of each unit, the catalog lists complete technical specifications and prices.

Copies of the Shure High Fidelity Products Catalog are available at no cost from Sales Dept., Shure Brothers, Inc., 222 Hartrey Avenue, Evanston, Illinois.

## FROM KIDDE . . .

"Who's Minding The Store?"—a new quick-reading 12-page booklet for store owners describing the whys and ways of store protection with the latest intrusion detection equipment is offered by Walter Kidde & Company, Inc.

The booklet notes the inadequacies of such old-fashioned burglar alarms as contact switches and metallic window foil and describes the adaptability and efficiency of modern systems. Among the new devices are ultrasonic sound, photoelectric, and proximity units which can trap the most knowledgeable thief—even one locked in the store on closing.

The booklet points out that modern systems allow ample time for police or other outside agency to respond before the intruder has fled. Signals can be received at a number of places simultaneously, including your own home.

For a copy of "Who's Minding the Store," write: Walter Kidde & Company, Inc., Belleville, N.J.

## FROM GENERAL ELECTRIC . . .

—GEA-7727, 16 pages, describing General Electric's a-c and d-c portable indicating ammeters, voltmeters, and wattmeters for use in utilities, universities, repair shops and laboratories. Specifications and ratings are listed for three accuracy classes: L 1/4%, L 1/2% and L 3/4% of full-scale value. Design features and service and rental facilities are also discussed. General Electric Company, Schenectady 5, N.Y.

## FROM CENTRALAB . . .

The Electronics Division of Globe-Union Inc., has just published its Components Catalog 200, a 16-page book which gives full price and product information on the Centralab distributor line of controls, switches, ceramic capacitors, and PEC\* packaged circuits.

In addition to detailed replacement data on over 1815 components, the catalog includes full descriptions of the contents of 15 Centralab kits, including the brand new FRK-100 kit of Fastatch II controls.

The catalog also contains control taper charts, showing standard resistance curves and standard tapped resistance curves. The book is completely indexed for easy use.

Copies of Components Catalog 200 may be obtained free of charge by writing Centralab, The Electronics Division of Globe-Union Inc., 900 East Keefe Avenue, Milwaukee 1, Wisconsin.

## FROM WINTRONICS . . .

Magnetic Reed Relays the design engineers answer to problems involving high reliability, weight, space, and cost. They offer high speed switching, low operating power, long life, and low contact resistance for millions of operations at rated contact loads.

Each magnetic reed contains two or more nickel-iron alloy reed elements with precious metal contacts enclosed in a glass capsule and hermetically sealed from environmental conditions in an atmosphere of inert gas. Application of a magnetic field of the proper power will open the closed contacts and close the open contacts.

Wintronics, Inc. Reed Relays are color coded for easy identification. All standard relays are encapsulated in an epoxy resin.

Reed Relays are finding extensive applications in computing, instrumentation, telemetry, automation control, and general control requirements.

Our newly equipped engineering and manufacturing facility assures superior service, quality and reliability.

Standard types of Reed Relays, include Multipole, Latching, Magnet Biased, Differential, High Speed, High Voltage, Polarized, Rotary Subminiature, Stepping, and Time Delay.

## FROM WARD TERRY . . .

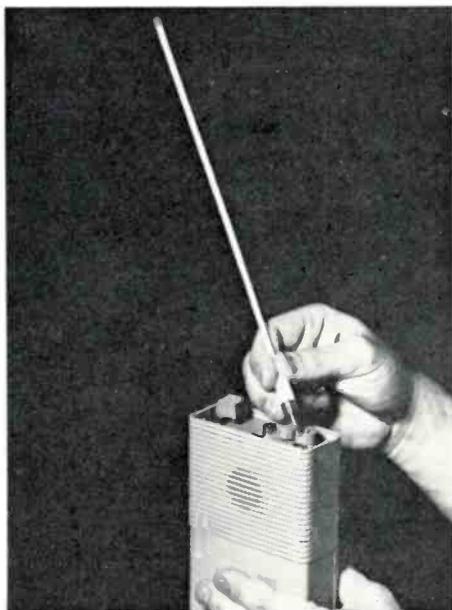
The products of 109 manufacturers are listed in the new 292-page catalog just issued by Ward Terry and Company of Denver, Colorado.

The book contains complete price and product information on a comprehensive variety of electronic parts, equipment and accessories for radio, television, audio, amateur radio, high fidelity, stereo and industrial applications.

Electronic Publishing Company, Inc. of Chicago, Illinois, prepared the new catalog for Ward Terry. The book is fully indexed by products and manufacturers. Special features include the NEDA Battery Cross Reference Chart and a listing of products for which OEM prices are available from Ward Terry.

Copies of the catalog are available from Ward Terry and Company, 90 Rio Grande Blvd., Denver 1, Colorado.

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



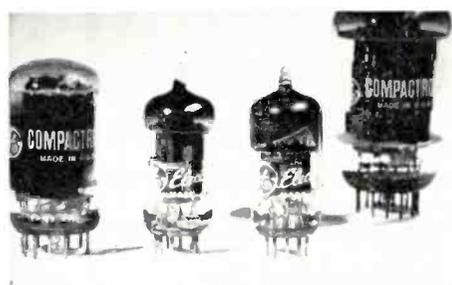
**A NEW MARK HELIWHIP . . .**

antenna for Citizens Band Communications with hand-held transceivers has been introduced by the B & K Division, Dynascan Corporation.

Designated the HWP, the new light, flexible antenna has two lengths—12 or 18 inches. However, these new models give more power and extend transmission and reception range over lengthier, comparable antennas. The short length also helps eliminate antenna breakage.

A universal base makes the HWP easy to use any model hand-held transceivers. It may be mounted directly to the existing collapsed whip. Top-loaded, 50-ohm load design and exclusive Mark Static Sheath plastic covering help assure maximum efficiency with little interference.

Citizens Band net price for the HWP is \$7.20. Further information may be obtained by writing B & K Division, Dynascan Corporation, 1801 West Belle Plaine Avenue, Chicago 13, Ill.



**A NEW COMPACTRON . . .**

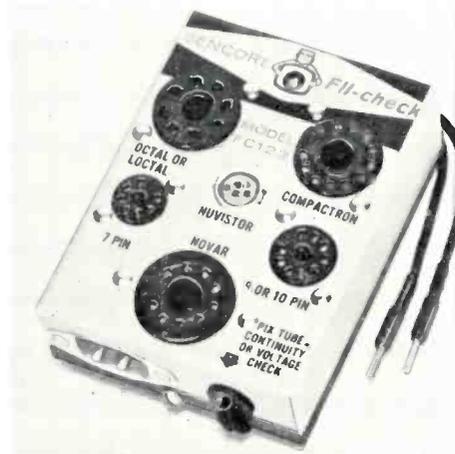
and two 9-pin miniature transmitting tubes specifically designed for reliable and economical high-band mobile communications have been registered by the General Electric Receiving Tube Department, announced E. L. Davis, industrial tube sales manager.

The new registrations complement the high power (46 watts at 175 megacycles) mobile compactron type 7984 announced earlier this year, and thus round out the company's new mobile transmitting tube line.

The new compactron, type 8156, is a medium power transmitting tube with 15 watts plate dissipation at 175 megacycles. A new multiplier-driver tube, type 8106, is rated at 6 watts plate dissipation. The 8106 can double and drive the 7984, can drive two 7984's in push-pull, or can double and drive a pair of 8156's. For frequency tripling and FM modulator, the triode-pentode type 8102 now is available.

Average characteristics include 9000 micromhos transconductance and 90,000 ohms plate resistance with 300 plate volts, 150 screen volts and minus 3.5 grid volts while drawing 16 ma. plate and 3.2 ma. screen current.

Plates are rated at 330 volts maximum and 2.5 watts dissipation. The pentode plate resistance is 200,000 ohms and the triode 5,400 ohms. In typical operation at 125 volts, the anodes draw 12 and 13.5 ma. respectively.



**A NEW FILAMENT CHECKER . . .**

has just been released by Sencore for continuity speed testing of all tube filaments, including the new compactrons, novars, nuvistors and 10 pin tubes. E. Flaxman, vice-president sales, says, "Just about everybody . . . servicemen, engineers and experimenters need a filament checker for quick checks and the FC123 is one of the first to check the new types as well as the old." Test leads are provided for CRT filament testing, continuity tests and AC or DC neon light indication voltage tests. TV cheater cord is also used to power TV set to check power cord on set. The FC123 is sold through electronic parts distributors. Net price \$3.95.



**A NEW SELF-SERVICE . . .**

men to promote in-shop do-it-yourself Tube Tester designed to enable service-tube testing and also use on service calls has been announced by Seco Electronics, 5015 Penn Avenue South, Minneapolis 19, Minnesota.

Called Seco—ETA Model 88SS this new instrument is said to be a complete TV Tube Tester and will test all new tubes including 9-pin novars, 12-pin compactrons, 10-in tubes and nuvistors plus all previous popular TV tube types and all modern radio tubes and hybrids.

The ETA Model 88SS, which stands for Electronic Tube Analyzer, is compact in size—9x10½x5½ inches—enabling the serviceman to simply lift the instrument from counter display and take with him on service calls.

Incorporated in the tester is the patented Seco Grid Circuit Tester plus a reliable Cathode Emission test using a low impedance, low test voltage circuit and a vacuum tube meter. Unit also checks filament continuity and provides an open element test.

Specifications include: 12AU7 two stage DC amplifier, Selenium rectifier power supply, single 5 m.a. meter which indicates results for both grid circuit and tube merit tests, high quality rotary and lever switches for pin isolation and transposition.

The Seco ETA Model 88SS costs \$79.50 complete with self-service display and Seco warranty that unconditionally guarantees that adaptor kits or set-up data will be furnished without cost to keep your tester current for one year from date of purchase, the company said.

*(continued next page)*

## NEW PRODUCTS

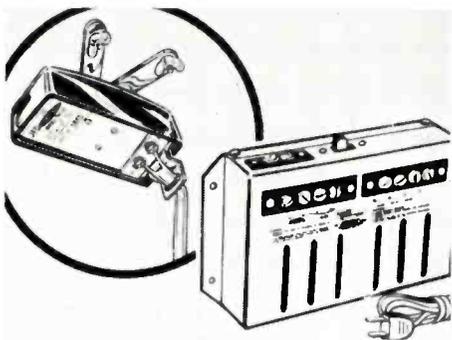
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**SYLVANIA ANNOUNCES . . .** the production of two new 27-inch bonded shield television picture tubes.

George C. Isham, Product Manager for Picture Tubes, said the construction consists of a glass panel cut to size, shaped, and then bonded to the face of the bulb. The system readily adapts to almost any bulb design.

The Sylvania tubes, designated 27-ADP4 (above) and 27ACP4, feature a spherical bonded shield face plate and are of the rectangular type. Both tubes have an aluminized screen, electrostatic focusing, and an internal conductive coating. The 27ADP4 employs 110° magnetic deflection and has a neck diameter of 1 1/8-inches. Type 27ACP4 features 90° magnetic deflection with a neck diameter of 1-7/16-inches. Sylvania engineering samples of 16 and 19-inch tubes with bonded-on plate glass panels also are available.



### NEW FROM JFD . . .

A transistorized FM stereo and mono signal amplifier.

The TNT106FM amplifier is attached directly to the terminals of any FM antenna to add up to 25db. gain to that of the antenna with uniform frequency response the FM band.

The FM stereo Transis-tenna converts any FM antenna into an electronically amplified antenna system capable of operating 2, 3, or 4 FM sets with fully balanced and separated high fidelity stereo.

It includes amplifier, 115 V.A.C. power supply and distribution system with 300 ohm jack type outlets, at a price of \$36.95, retail.

Write for Bulletin FMI for further information.



### VALUE-CONSCIOUS . . .

Electronic technicians will be especially interested in a new special offer on television tube brighteners just announced by Perma-Power Company, 3100 N. Elston Avenue, Chicago, Illinois.

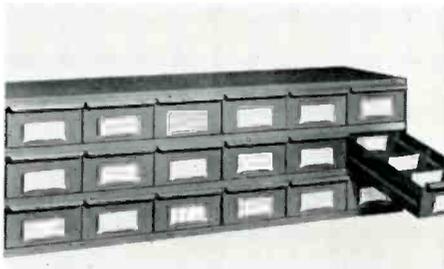
A ball-point desk-pen set, valued at \$2.00, is currently being offered free with each package of 12 Perma-Power Vu-Brite television tube brighteners.

"The set is an attractive addition to home or office, and also makes an excellent gift," according to Norman Ackerman, general sales manager. It is also a logical follow-up to Perma-Power's previous Vu-Brite bonus, which was a clipboard, Ackerman said.

Packages of twelve C-401 parallel Vu-Brites and of twelve C-402 series Vu-Brites are available with the pen set.

Perma-Power from time to time offers these free items with a Vu-Brite twelve-pack purchase for two reasons, Ackerman said. "It gives the service dealer an incentive for buying in quantity, which is more efficient for him, his distributor, and for Perma-Power; and it is a way of saying thank-you for his choice of our brand."

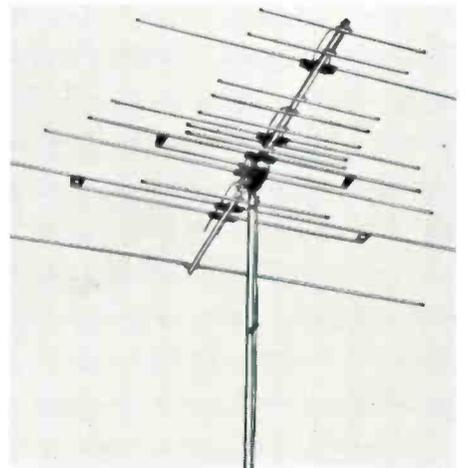
Perma-Power distributors now have these special packages in stock; the limited offer will be discontinued when present supplies are exhausted.



### IN EVERY PLANT . . .

Countless man-hours are spent looking for small parts—and the smaller they are the harder they are to find. These special drawer cabinets have been designed to solve this problem. Standard models have either 18 or 24 drawers and each

drawer can be sub-divided into various size compartments by adjustable cross dividers. In addition, the cabinets can be stacked on top of each other to form modular storage walls or partitions. Cabinets are 31" wide, 11" high, and either 11" or 17" deep. Construction is all steel finished in gray baked enamel. For complete information, contact Bay Products, 1801 W. Cambria St., Phila., 22, Pa.



### A NEW ALL CHANNEL YAGI . . .

with extreme sensitivity has just been introduced by Winegard Company, Burlington, Iowa. Called the Colortron, the new antenna was designed specifically for color and is available with or without a 2 Nuvistor amplifier.

There are 4 Colortron models priced from \$24.95 and all guaranteed for performance satisfaction by the factory. Colortrons have a flat frequency response (plus or minus 1/2 DB across any 6 MC channel), no "suck-outs" or "roll-off" on end of bands . . . accurate 300 ohm impedance match, (VSWR 1.5 to 1 or better) . . . unilobe directivity for maximum ghost and interference rejection. All models are gold anodized.

The Colortron Nuvistor amplifier clamps on the antenna adding a powerful electronic signal boost. Designed with 2 Nuvistors, Winegard claims that the Colortron amplifier overcomes the limitations of other antenna amplifiers. Oscillations, strong signal overloading and cross modulation picture interference are not problems with a Colortron amplifier because it will take up to 400,000 microvolts of signal input. It can be used to amplify weak signals from distant stations even though there are strong local signals from TV and FM stations.

The Colortron amplifier is completely weather-sealed to eliminate maintenance problems caused by corrosion. Available in 300 ohm and 75 ohm models. It comes with an all AC power supply with built-in 2 set coupler and lists for \$39.95.

## NEW RECEPTACLES . . .

and Caps for TV and Radio antenna systems, has been introduced by Pass and Seymour, Syracuse electric device manufacturer.

The new receptacles and caps are designed so that they may be installed in a regular wall outlet box.

The new units are being offered complete with caps, and provide for not only antenna wires, but also grounding wires.

Ideal for hotels, motels, hospitals, apartments, television and radio studios for monitors and for use in private homes, the devices are attractive and available in either brown or ivory.

A one-gang installation of two receptacle-cap units will provide connections for both UHF and VHF.

For more information, write to: Pass and Seymour, Solvary Station, Syracuse 9, New York.

## ADDING EXTRA VALUE . . .

to a newly-offered kit of auto radio electrolytic capacitors, General Electric has included, at no additional charge, two service tools and a 12-page replacement guide.

The kit (K-202) consists of ten of the most popular types of twist-prong electrolytics, a magnetic service light, tab adjuster tool, and a pocket-size booklet (ETR-3378A) listing replacements for all makes of auto radios.

The kit is offered to service dealers through authorized General Electric tube distributors.

## WHEN SOLDERING . . .

connections on Printed Circuit Boards, smearing of the solder over the rest of the Circuit Board can be easily eliminated through the use of a "Little Joe" Excess Solder Remover. This is a handy Rubber Syringe with a Special Removable Teflon Tip which quickly sucks up the excess solder. This model SR-25 also helps to eliminate possible damage to the Circuit Boards both from scratching or from excess heat. In addition, it saves time and promotes neatness in solder work of this nature. It is most effective in removing solder from hard-to-reach and otherwise inaccessible places. The solder pellets cool quickly inside the Syringe Bulb and may be rolled or shaken out by removing the Teflon Tip.

Prices: SR-25—each, \$1.10. \$12.00 per dozen. Teflon Tips, 1 1/8" length—70¢ each. Rubber Bulbs—40¢ each. Shipping weight only 1 1/2 oz.



## PACO ELECTRONICS CO., INC. . . .

announced that a new kit is being marketed. Called the PACO Model T62 Grid Circuit Analyzer Tube Tester, it is available in both kit and factory wired form. The T62 will test:

- 10 and 9 pin miniatures (including battery types).
- 12 pin compactrons
- 7 and 5 pin nuvistors
- 9 pin novals
- novars, octals, loctals
- Many industrial and European tubes

Designed as a fast, accurate and easy-to-use test instrument, the PACO T62 checks:

- Inter element shorts
- Cathode emission at optimum pre-selected plate loads
- All TV picture tubes by means of cathode emission
- Gas content and grid emission

The PACO Model T62 is reported to be the only kit of its kind on the present market. The new PACO unit sells for: \$19.95 (kit) \$67.95 (wired).

For more detailed information write to PACO Electronics, Glendale 27, Long Island, N.Y.

## FIVE NEW EXACT REPLACEMENT . . .

television coils and two new radio replacement loop antennas have been added to the Stancor line and are described in Stancor Bulletin 608, according to an announcement from George Mena, distributor sales manager.

The new coils include exact replacements for Admiral and RCA horizontal oscillators, for Crosley and Hallicrafters second sound I. F. coils, and for an Admiral Sound Take-off coil.

Of the two new radio replacement loop antennas, one is a miniature unit especially designed for use in imported AM transistor radios. Its inductance range can be adjusted between 360 and 440 uh; and its tuning capacitance is 200 to 240 mmfd. "Q" is over 300.

The second antenna is a ferrite rod unit that is said to improve performance to the extent that no external antenna or ground will be required even for distant stations. It has an adjustable inductance which make it possible to peak the antenna stage by merely sliding the coil along the ferrite rod, thus permitting its use with a variety of tuning capacitors. "Q" is 450.

Stancor Electronics, Inc., 3501 West Addison Street, Chicago 18, Illinois.

## THE NEW TRANSISTOR . . .

and Tunnel Diode Analyzer said to provide a medium priced semi-conductor test set with accuracy and testing features found only in more expensive units has been announced by Seco Electronics, Inc., 1201 South Clover Drive, Minneapolis, Minnesota.

Called Model 250 this new test instrument reads both collector-to-base (Icbo) and collector-to-emitter (Iceo) leakage currents. It operates as a comprehensive transistor circuit analyzer and tests both tunnel and zener diodes.

With the Model 250, transistors can be tested in or out of circuit. Instrument can be set to indicate: transistor leakage and gain, tunnel diode negative resistance characteristics, diode forward conductance and reverse current leakage. In addition the Model 250 can be used to: instantly identify NPN and PNP transistors, match transistors of similar type by AC dynamic test or DC analysis, operate as a sine wave and harmonic signal generator, operate as a comprehensive circuit analyzer. The Seco 250 Transistor and Tunnel Diode Analyzer is available in both AC power model at \$86.50 or battery powered model at \$74.50. Wood or heavy plastic cover is optional at no additional cost, the company said.

## MERCURY ELECTRONICS CORP. . . .

has just introduced their new Model 203-LB Deluxe Self-Service Tube Tester.

The Model 203-LB tests all tube types, including the latest NUVISTORS, NOVARS, COMPACTRONS and new 10 Pin Tubes. Also tests auto radio vibrators, batteries, fuses and pilot lights.

The modern lo-boy cabinet design is attractively finished in an eye-arresting light green, white and gold color combination. The tube compartment has four sliding drawers with tube dividers and drawer sheets for automatic inventory control. The panel is etched aluminum which always retains its handsome appearance. The 63 phosphor-bronze beryllium sockets assure positive contact and long life.



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## TV TUNERS

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For Major Broken Parts  
**FAST GUARANTEED SERVICE**  
MOST TUNERS SHIPPED  
SAME DAY RECEIVED  
Send Tuners with all parts to:  
**VALLEY TV TUNER SERVICE**

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Mailing—PO Box 675  
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Hoffman, one of So. California's largest TV service divisions since 1948 needs experienced T.V. servicemen; also one opening for an experienced transistor radio repairman.

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4041 Marlton Ave.  
Los Angeles 8, Calif.

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100's OF SETS TO CHOOSE FROM  
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**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.

**APPLIANCE Service & Sales Store.** Good opportunity for exp. party. Priced right for quick sale. Complete stock.

Write Box 15H102  
4041 Marlton Ave.  
Los Angeles 8, Calif.

## WESTERN T. V. TUNERS

VHF Rebuilt .....\$9.95  
UHF Combo .....\$17.50

Broken or mutilated MAJOR parts are extra at net price. Most tuners shipped same day  
4130 El Cajon Blvd.  
San Diego 5, Calif.  
AT 4-2733

## 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 GRAYCE KENNEDY.

**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 QUINN'S Classified Dept., 4041 Marlton Ave., Los Angeles 8, Calif.

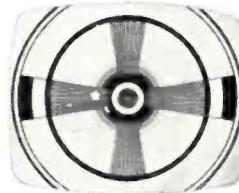
### RATES

95c PER LINE, one time. **MINIMUM** 5 lines.  
**BOX NO.:** Add 50¢ service charge, and allow 2 lines for reply address.  
**RE-RUNS:** 2nd and 3rd times, less 10% each, 4th and thereafter less 15% each. Some copy.  
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## Partners in Progress

Ever think of the items in a product line that aren't really products at all? Take the G-E line, for example. It only begins with the electronic components you need. It also encompasses our genuine interest in making your job easier, more profitable, more satisfying—a partnership with you in furthering the progress of the independent service dealer. Here are a few examples:



**WORLD SERIES TV TUNE-UP**  
This preventive maintenance campaign brought measurable results last fall for more than 6,000 dealers.



### PROFITABLE SERVICE MANAGEMENT COURSE

A complete business management and development program. Course includes 2 volumes, plus phonograph record and workbook.

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This nationwide program of public service awards brings national recognition to television service technicians who perform outstanding community service.



### TECHNI-TALK

This bi-monthly publication contains information, short cuts and service helps; keeps you abreast of latest developments.



### ORIGINAL G-E SERVICE AIDS

A complete line of tools and other items specially designed to help the technician in his daily work. New Service Aids are constantly being developed and tested.

## PROGRESS IN SERVICE-DESIGNED PRODUCTS



Compactrons



"SG" Picture Tubes\*



Capacitors



Entertainment Semiconductors

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General Electric's demonstrated leadership in research, analysis and product innovation provides you with the finest electronic components—has pioneered the Service-Designed "universal" replacement concept which simplifies your purchasing, inventory and service requirements.

\*All new parts in a reused envelope

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for more business



with colorful service signs from RCA

#### RCA signs for service technicians:

- Identify your business
- Call attention to your services
- Dress up your shop or truck
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#### Another Way RCA Helps You in Your Business

RCA ELECTRON TUBE DIVISION, HARRISON, N.J.



Metal Outdoor Hanging Sign—double-faced with hanging bracket, 40" x 28". (1A1275)



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All-Purpose Panel Sign Kit—for wall, truck, anyplace. Contains two 40" x 14" signs. (1A1278)



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Decal—12½" x 8½"—for wall, window, door, or truck. (1A1279)

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**Install a Channel Master  
golden Crossfire  
up HERE...and see the  
sudden difference**



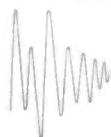
All over the country, the new Channel Master Golden Crossfire is bringing primary area picture quality into difficult fringe areas.

The Crossfire delivers the sharpest, clearest pictures you've ever seen... even at great distances. It's perfect for either color or black and white. And the Crossfire is an excellent FM antenna, too... a fact that gives you *extra* sales potential.

***The case against all-in-one "transistorized antennas"***

A booster can't replace an antenna...or compensate for an *inefficient* antenna. In order to get peak fringe area reception with a booster, you must start with the highest-gain antenna you can get... and that antenna is the Channel Master Golden Crossfire!

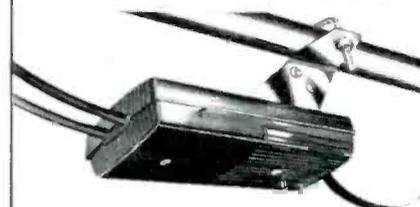
That's why you can install the powerful Golden Crossfire with full confidence that it will give your customers finer TV and FM reception than any other type of antenna available today.



**CHANNEL MASTER** ELLENVILLE, NEW YORK

*works wonders in sight and sound*

**New Improved JETRON  
Booster with built-in  
AM interference filter.**



This powerful transistorized booster mounts on antenna or mast. It cleans up snow and adds miles to TV and FM reception... dramatically improves the performance of any antenna... new or old. The Jetron has the lowest noise figure of any booster. Separate in-the-home power supply also serves as a 4-set coupler.

For more details, circle 22 on page 48

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