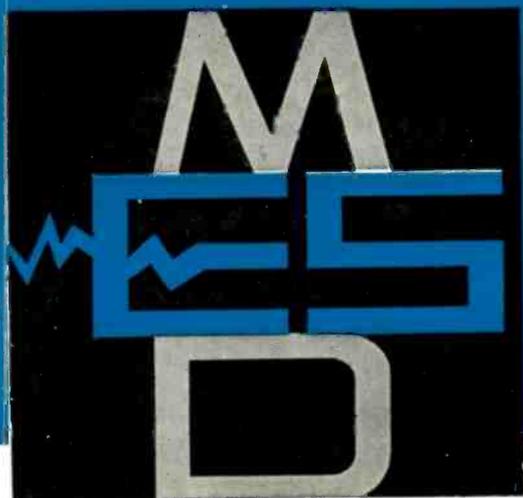


MODERN

1963 "WSBP"
Award Winner



electronic service dealer

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

VOL. 4, NO. 10

FEBRUARY, 1965

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DOUGH BUSINESS

...or slow business?



Let these slick new entertainers by Channel Master put you in the dough business this year.

Looking for a little excitement—sales action—bigger profits... this new year? Get it by featuring the most complete, most money-making electronic entertainment line of all, Channel Master. Here are just a few of the slick new performers guaranteed to help you succeed in dough business. Introducing... Channel Master's dazzling new Multiplex AM/FM stereo radio, Model 6538. Automatic Frequency Control assures drift-free FM. Magic-Eye Tuning Indicator for peak reception. Multiplex Beacon identifies stereocasts instantly. Effortless fly-wheel tuning. Speakers can be separated. Finished in rich walnut and gleaming aluminum. Channel Master's Irresistible FM/AM 8-transistor miniature radio, Model 6475. Wonder-

ful performing midget puts FM right in your pocket. 3 stage IF amplification means sensitivity and tone far beyond its 2 3/4" x 4 1/2" x 1 1/4" size. 6 section monopole antenna. What a beauty! Channel Master's Sophisticrat 6-transistor AM micro-marvel, Model 6474. Tiniest radio of all for people who think small. Sleek as can be in a horizontally-designed cabinet of brushed aluminum and ebony. Surprising pull-in power and tone at the price. Channel Master's Eye-catching 8-transistor personal AM portable, Model 6560. 3-stage AF amplification means extra long distance pulling power. Sounds like a table model. Operates on long-lasting "D" batteries. Luggage-type leatherette cabinet. Sleek-looking 12" all-channel portable TV. Completely separate VHF and UHF tuning.

Delightfully sharp, clear picture due to keyed AGC Circuit. Transistorized UHF tuner. 8-section telescoping VHF monopole antenna. So slim, trim, and light, it's bound to go places. Channel Master's Trans-Lux. Smooth-sounding transistorized AC tape recorder, Model 6547. 2 speeds (3 3/4 and 7 1/2); records up to 6 1/2 hours. Features exclusive Automatic Level Control—adjusts to record voices distortion-free, from far or near, in group conversations. Channel Master's Tradition-shattering Canaveral-82, Model 4006. 6-in-1 antenna puts the profit back into indoor antennas. Truly gets all channels, UHF or VHF, now or in the future. In color and black-and-white. FM, and FM Stereo. These are Channel Master's money-makers of '65. Let us entertain you.

Featuring the most daring guarantee in the industry!

If any Channel Master transistorized radio or battery-operated tape recorder proves defective within 120 days, we will replace it instantly—free of charge. Outstanding guarantees on all other products.

CHANNEL MASTER
ELLENVILLE, N. Y.

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IN
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San Mateo: FI 5-3575
Vallejo: MI 3-4531

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Long Beach 591-1335 & SP 5-1428
IN
Anaheim: KI 7-3527 & 865-0688
Bakersfield: FA 7-5535
Oxnard: HU 3-9541
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MILLER'S RADIO & TV SUPPLY

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Oakland, TE 4-9185
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San Jose: CY 5-6818
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Sacramento, 442-9041

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BE 9-0361

<p>Low power PNP ET1 ET2 ET3 ET4 ET5 ET12</p> 	<p>Medium power PNP ET6</p> 	<p>High power PNP ET7</p> 	<p>Low power NPN ET8 ET9 ET10 ET11</p> 	<p>Signal Diodes IN34A IN60 IN64 IN82A IN198 IN295</p> 	<p>Silicon Rectifiers ET200 ET400 ET600</p> 
					

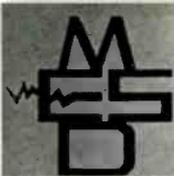
IF IT ISN'T IN THE TUNG-SOL ET LINE YOU MAY NEVER HAVE A CALL FOR IT!

You can service virtually every transistorized car or home radio, TV or other entertainment device, from the Tung-Sol ET line of transistors, diodes and rectifiers. There are only 21 numbers in the entire line. It's easy on your inventory dollar, easy to stock

and easy to renew from a nearby Tung-Sol supplier. Quality is fully equivalent to the original part and in many cases it's even better. So, stay with the line you know you can rely on. Tell your supplier you'd rather have Tung-Sol.



Tung-Sol Electric Inc., Newark, N.J. 07104



EDITORIALLY SPEAKING

By DON MARTIN

THE STATE OF THE ART

The big shift to solid state in most major brand stereo units has caused a great deal of confusion and re-evaluation of the television and electronic repair business. Most of the comments are being made by manufacturers who feel that the electronic repair industry should have been ready for solid state circuits and cannot understand why there seems to be so much goof-up. A so-called "simple adjustment" has now developed into blowing out complete circuits and a yell for help from the local factory units. This, of course, is a cost that must be picked up by the manufacturer and it is growing by leaps and bounds.

Although most manufacturers have had a series of schools, seminars, etc., to acquaint the dealers with this new type of circuitry there is still a lot to be desired. We don't know whether or not the dealers in general have ignored these opportunities to learn but when you start hearing reports like this it makes you think this may be the storm warnings for more direct factory service.

If the service profession doesn't take the time to learn about transistors and solid state circuitry now they are really going to be in the soup later on when the TV set goes the same way.

We realize that the service business is a two-way street and that the independent can hold his own with any factory service but the question now becomes how long? We still have dealers fighting the transistor radios, let alone the new stereo lines. One can only imagine what will happen when the TV goes solid state.

Often times we have tried to interest the service dealer in handling such things as inter-com systems, sound systems, master antenna installations, garage door repairs, etc. This, in my opinion, is the only way in which the electronic service dealer is going to remain in business in future years. I don't say this is going to happen overnight or even in the next five years, but it should certainly be something to think about.

It might be the right time for the service associations, such as CSEA, to take the ball and set up a series of dealer meetings on the new stereo units. I am sure that the association would receive the complete backing of the local distributors and it might be the thing to hold back the tide. The chief reason for factory service, according to the manufacturers, is because of a lack of qualified independents to do the job. They usually state that the consumer demands factory service and they have been forced into the business. I can assure you the same cry is starting now on solid state stereo units and it is going to have to be stopped as soon as possible.

APPRENTICESHIP AND SELF CERTIFICATION

Along these same lines is the CSEA program of apprenticeship and self certification that seems to be getting a full head of steam. It seems like every day you can find ads for TV technicians and the problem is getting more and more acute. Something has got to be done to replenish the supply of manpower to the service profession and fast. Not only do we need well qualified men now, but in the future. Technicians are going to have to know solid state circuitry as well as the products used in commercial and industrial operations. All we can say is let's go.

THE POWER OF THE PRINTED WORD

A few days ago I returned from a trip through Northern California and had the opportunity of attending the charter night of the new San Mateo Chapter of CSEA. On the way back to the hotel, following this event, with the Oakley Dexters and Lee Hoy's we were, naturally, talking about business. In the middle of this conversation Mrs. Dexter mentioned reading an article in some magazine on how to figure the cost of service calls and how to make sure you make a profit. Naturally we were very pleased since she was unknowingly quoting our recent article in the January issue. Of particular interest to her was our mentioning of spending a half hour with a customer and taking time to check all tubes instead of replacing the obvious bad one and leaving as fast as possible. We both agreed that this did upset customers to have a "quicky" but there may be a need to make as many calls as possible. All of this is by the way of introduction to an experience of another Northern California dealer who had recently hired a technician who couldn't work without a tube tester on house calls. The technician only stayed a few weeks so the owner found himself with a \$35 tube tester. Now, since he did own this piece of equipment he decided to use it on his next call and to spend a little extra time checking every tube in the set with the customer watching. Low and behold he started doubling his tube sales and the day before the board meeting in San Francisco he had used this tester on a set and had replaced 27 tubes. Hard to believe? Ask Wes Keys in Walnut Creek.

AN EFFECTIVE ALARM SYSTEM FOR TRUCKS

In my editorial column I have never talked about products until now. The reason for this change in policy, for one time only, is because of a product that solves one of the biggest problems the TV service dealer must face and that is equipment and parts thefts off service trucks. In the past four years I bet I haven't attended one dealer meeting that didn't have some conversation regarding losses of parts and equipment from service trucks.

This brings me to the subject of the new product that I feel has terrific merit and should be of interest to every dealer in the country. The name of the product is "Top Security" and is manufactured in Hawthorne, California. The alarm is in a kit form and when installed is foolproof. The system is connected to all doors, the hood of the truck, and wherever you want to install it. It works on a key system that you turn on when you leave your truck and turn off when you return. If anyone tampers with the doors the alarm is automatically set off and will not stop until you stop it with your key. The door jamb switches work somewhat like a refrigerator light but the depressing of the switch will not turn off the system once it has been activated. The dealer cost is under \$50 and it will probably pay for itself in short order.

It should be available from your local distributor within the near future. If not, contact Dept. B. Aqualarm, Inc., 14238 South Prairie Ave., Hawthorne, Calif.

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ELECTRONIC SERVICE DEALER

FEBRUARY, 1965, Vol. 4, No. 10

10 Bureau Makes Biennial Report to the Governor

This is a review of the Bureau of Electronic Repair Dealers Registration as presented to Governor Brown by the Bureau Chief Dan Weston. It outlines a short history, administration activities and a resume of criminal actions.

12 CSEA Charter Night Held for San Mateo TSDA

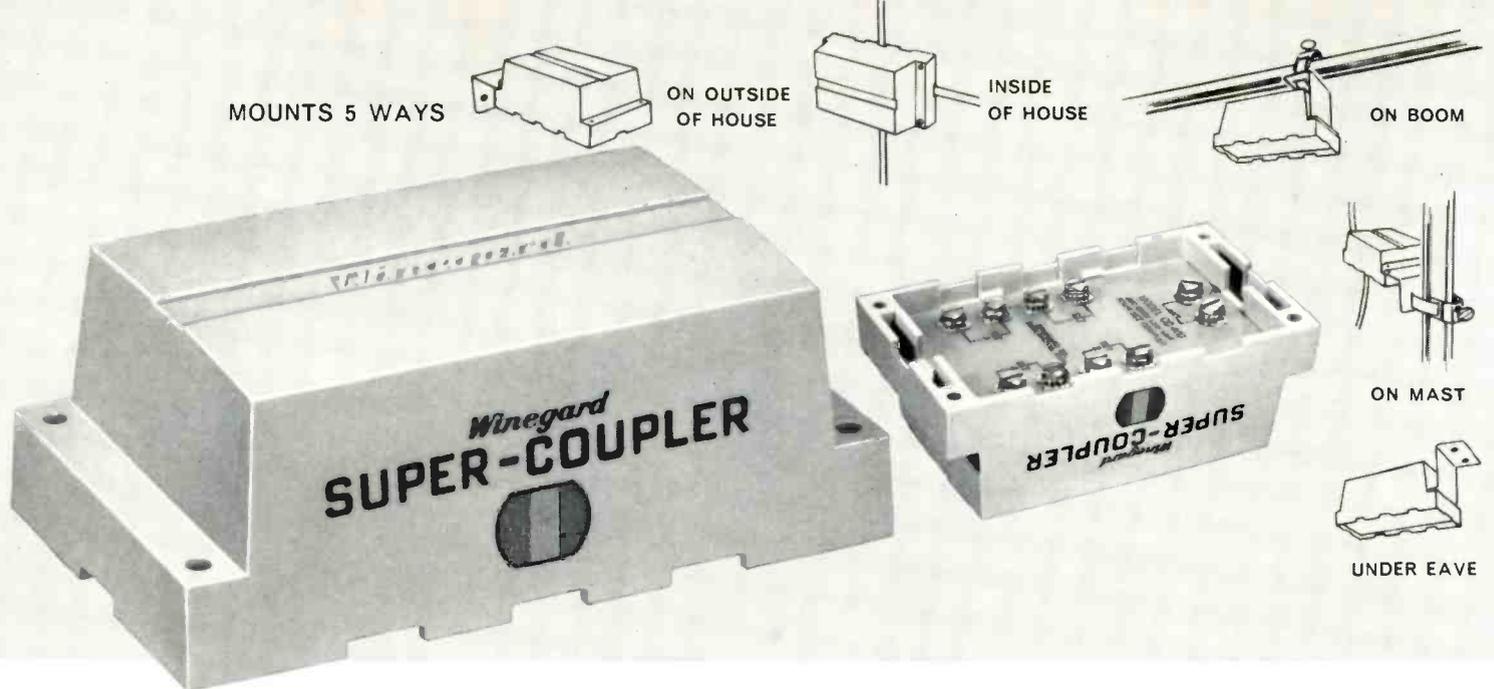
A report of the activities of Charter Night for CSEA's newest Chapter in San Mateo County.

REGULAR DEPARTMENTS

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FRONT COVER

Our front cover top picture is the presentation of the CSEA Charter number 37 to Bob Fichter, President of TSDA San Mateo on the left. Lee Hoy, CSEA Board of Directors member (center) and Jim Wakefield, Executive Secretary for the State Association (right) do the honors. The bottom picture includes members of both organizations who, following the presentation, became one Association under the CSEA banner. A special thanks to Chuck Johnson, editor of the TV Service Magazine, for the fine pictures.



Never before couplers like these! New Winegard Super Color Couplers ...the 2 most efficient TV-FM 2 and 4 set Couplers ever built!

- Constant Isolation between sets ... 22db minimum across all channels (2-13 and FM)
- Lowest Loss of Any Coupler ... -3.2db maximum
- Best Impedance Match from Antenna to Coupler and Set to Coupler
- Allow Best Possible Reception on Color or Black & White Sets

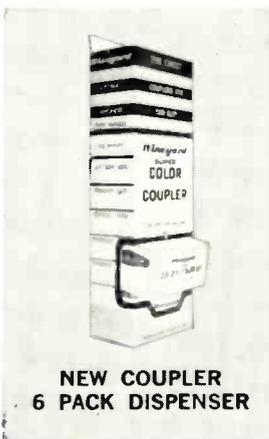
There is a wide difference in the performance of TV-FM couplers. And now, with the new Winegard 2-set and 4-set Super Color Couplers, there is a greater difference than ever.

For example, no resistors are used for isolation of outputs. No resonant coils are used in the circuit. Instead, our research labs have developed an entirely *new coupler circuit* using three high frequency, ferrite core transformers in a unique "Balanced Bridge" circuit.

What does this do to performance? Well, for one thing, the 2-set Super Coupler provides an isolation figure of 22db minimum across *all* channels (2-13 and FM). Until now, the minimum isolation between sets with 2-set couplers was about 10db or 3 times, and was not constant on all channels. With the new Super Color Couplers, it's 12.8 times—*four times better* than the previous best. In fact, isolation is so good, you can put a dead short across one set of output terminals without affecting the set connected to other output.

LOSS is another key factor in measuring the performance of a coupler. The lowest possible theoretical loss in a 2-set coupler is -3db but no coupler on the market had ever approached this ideal. Now, with Winegard's new 2-set Super Coupler (CC200), the MAXIMUM loss is -3.2, nearly perfect and by far the best on the market.

One more very important factor—IMPEDANCE. There are two impedance matches to consider ... "Forward" from coupler to antenna, and "Backward" from set to coupler. A perfect coupler would have a VSWR of 1.1:1 on both matches. Some couplers have good match one way but, until now, no coupler ever had a good match both ways. Winegard Super Couplers have a near perfect VSWR of 1.2:1 both *forward and backward* ... and on *all* channels. This far exceeds other couplers on the market.



NEW COUPLER
6 PACK DISPENSER

What does all this mean to your customers? Most important, it means that the Super Coupler will not spoil picture resolution by adding smear or halos. *The Super Coupler is especially recommended for color installations* where preservation of picture quality is even more critical than on black & white.

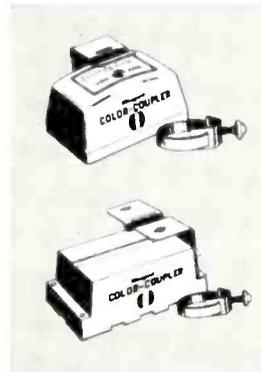
What besides performance? Construction and price. The new Winegard Super Color Couplers have a unique 5-way mount, sleek new weather-proof coupler housing, pre-notched transmission line outlets, 1/4" slotted Hex terminal screws and no-strip terminal connections ... the price is only \$4.50 for the CC200 which includes the special inside-outside mount.

Try the new Winegard Super Couplers now and *see* the difference. Ask your distributor for a 6 pack dispenser. Try them on your next six installations. If they aren't the finest you've ever used, take them back for a *full refund*.

CC200 — For VHF and FM Specifications as above.
List \$4.50 includes 5-way mounting bracket and strap.

CC400 — For VHF, UHF and FM (replaces LT-43).

Max. loss -6.23DB (A theoretical loss for perfect 4 way coupler would be -6.0DB); Isolation 12DB min; Response $\pm 1/4$ DB per 6MC; VSWR: Input 1.15:1; Output 1.4:1 Max; Bandpass 20MC-1000MC; Impedance: Input 300ohm, Output 300ohm. List \$5.50 including 5-way mount and strap.



Winegard's Famous CC23 Color Coupler
Finest VHF/FM color coupler on the market next to our new Super Color Couplers. List Price \$3.95.

Winegard All New CVU-2 UHF-VHF Coupler Efficiently transfers UHF and VHF signals from antennas to sets. Serves as coupler or splitter for channels 2-83 (UHF-VHF). List \$3.95.

	UHF	VHF/FM
Splitter loss	3.5db	4.3db
Isolation	20 db	12 db
VSWR	1.4:1	2:1



Winegard Co.

ANTENNA SYSTEMS

3000A Kirkwood, Burlington, Iowa

EDISCO, INC.

5901 Mission St.
San Francisco
UN 6-7087

**QUEMENT
ELECTRONICS**

1000 S. Bascom Ave., San Jose
CY 4-0464

**HURLEY
ELECTRONICS**

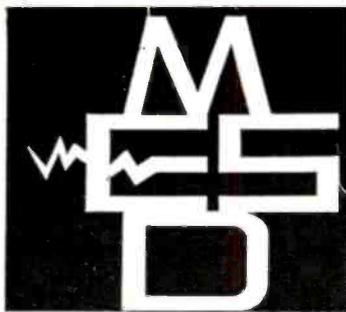
1429 S. Sycamore Ave.,
Santa Ana
KI 3-9236

**DUNLAP
ELECTRONICS**

1800 18th St., Sacramento
GL 2-3171

**RADIO PARTS
COMPANY**

2060 India St., San Diego
232-8951



The California State Electronics Association

NEWS WIRE

DIRECT MAIL AD PROGRAM OUTLINED FOR MEMBERS

A DIRECT MAIL PROGRAM is being designed for use by members of CSEA in order to help them promote their business. At this time special art work is being completed and copy written for the program that will allow each dealer to purchase a limited supply of cards to send to their potential customers. This service will be provided by CSEA and will be available within the next few months at a nominal cost.

PACKARD BELL WINS CASE

LATEST WORD IS THAT PACKARD BELL has won their case in court to be omitted from the Registration of their service stores under the BERD Registration. Full details are not known at this time but our information is that the Bureau intends to appeal this decision as soon as possible.

SELF CERTIFICATION STANDARDS BEING DEVELOPED

A SET OF STANDARDS for the Self Certification program is underway with Jim Souther of Pacoima acting as chairman. Plans now call for the completion of the first two tests by the first of February. The tests have been broken down into twelve categories and three levels of difficulty. Over 1,000 questions had been submitted with over 500 being used to complete the test. Plans call for the first ones to be given in either March or April with a continued program of up-dating and changing as time goes on. The test is designed to touch the practical aspect of servicing radio, TV, Stereo, F.M. and Multiplex. Anyone interested in taking the test or submitting additional questions should make a note of this address: Jim Souther, 13579 Montague St., Pacoima, Calif. Phone EM 9-2432.

CTV STUDIED IN OAKLAND AREA

A RECENT REPORT INDICATED that a community TV firm has approached the Oakland City Council for approval of a franchise to put in a cable system. This request has been turned over to the Oakland City Manager for a complete study and recommendation. As soon as the news was out the ACTRA Chapter of CSEA went to work in order to make sure these governmental bodies were aware of the industries position. In the ACTRA report it set down five important points which include: 1. The need for such a system in Oakland and in what areas, 2. That, if granted, any franchise will include a clause to effect that any grantee will not sell rent, lease or service any TV sets, 3. That any such grantee will make free drops to fire houses, police stations, schools, public recreation facilities, etc., 4. That the franchise be "non-exclusive", and 5. That a bond for faithful performance be required. In our opinion this is an excellent set of standards for any area in the State to stand by and we recommend that each chapter make a copy of them for future reference.

ALL-INDUSTRY MEETING REPORT AVAILABLE

THE COMPLETE TEXT of the September 14, 1964 "All-Industry" meeting held in Sacramento has now been transcribed and is available on a limited basis to CSEA Chapters. The 60-page report includes presentations by Ralph Johonnot, Dan Weston, Helen Nelson, Capp Loughboro, Keith Anderson, Russ Tatro, and others and should be a valuable "state of the industry" yardstick for future reference.

NEW LONG BEACH CHAPTER RECEIVES CHARTER

The New Long Beach Chapter of CSEA was given their charter last month in a special dinner meeting held at Hody's Restaurant in Long Beach. The Charter was presented by CSEA State President Ralph Johonnot with Executive Secretary Jim Wakefield and Zone Executive Secretary Glen Logan taking part in the official greetings. This new chapter was formed as a combination of the old Long Beach RTA and the Los Cerritos Chapter of CSEA becoming one organization. New officers included Charles McKettrick, Pacific Ave. Radio & TV as President; Harold Huff of Huff's as Vice President; Tom Newberry of TV Engineers, Inc. State Association. Walt Rundquist of Rundquistman's TV & Radio as the Delegate to the State Association. Walt Rundquist of Rundquist Radio & TV was elected as the Alternate Delegate.

ELECTION REMINDER

ONCE MORE THE OFFICERS OF CSEA would like to remind all chapters that their election of officers must be completed during January and the new names turned into the State office by February 15th. It is also important that the Zone's hold their elections in March and name their representatives to the State Board of Directors by the first of April. Since new Board members must take over at the June meeting it is important that these things be taken care of as soon as possible.

ZONES TO ELECT NEW OFFICERS IN FEBRUARY

All CSEA chapters are to have elected their representatives to their particular Zone by the First of February and every Zone is directed to hold their annual election of officers during February. Also, along with the election of officers in the Zone, the Zones will elect their representatives to the State Board of Directors who, in turn, will take office following the annual Convention slated for June 5-6 in Fresno.

ANNUAL CONVENTION SET FOR JUNE 5th & 6th IN FRESNO

THE ANNUAL CONVENTION of the California State Electronics Association and the election of new state officers will take place in Fresno on June 5th and 6th. In taking this action the Board felt that by moving the dates back a week it would make it possible for more delegates and their wives to attend the two-day event. Last year it was held a week later and it interfered with school graduations, the beginning of vacations, etc.

PICTURE TUBE REGULATIONS AVAILABLE

THE STATE OFFICE OF CSEA now has available Form No. 3-1 which outlines the new regulation on the grading of picture tubes. At the same time, it was announced, the new stickers are also available in complete sets at a nominal price of under \$1.50 per set. These stickers contain all the information necessary for the dealer to comply with the picture tube grading regulation and all members are urged to order a supply as soon as possible. With the use of this sticker all that is necessary is for the dealer to apply the correct one to his invoice and thereby fulfill his obligation under the law. These stickers are available to any TV dealer regardless of whether or not they are members of CSEA. Just order them from the State office of CSEA in Fresno, Calif.

NEW ASSOCIATION BOOKLET TO BE PUBLISHED

A NEW COMPLETE BOOKLET that tells many of the reasons why a dealer should join a State-wide Association such as CSEA is being produced under the direction of Hugh Wilkins of the Los Angeles Chapter. This booklet is designed to answer most questions dealers have about the Association and will also contain a membership application. It is hoped that this material will be published first in MESD before being distributed through the different chapters to prospective members.

BOARD VOTES NEW DUES PROGRAM

SINCE THE COLLECTION OF DUES seems to be more and more and more acute, a new plan has been worked out by the Board of Directors and adopted at their January meeting. In the future all dues will be paid at the rate of \$10 per quarter in advance or \$30 per year paid in advance (or) \$30 if guaranteed by the chapter. In the past the annual dues have always been \$30 but many chapters have been behind in their quarterly payments. With the increase to \$40, if paid quarterly, the \$30 fee now acts as an incentive to the dealers to pay a full year in advance or, at least, makes the chapter guarantee the dues payments. At times a dealer will get behind in dues and the chapter will not notify the state office. When the state asks for this dealer's dues he is informed that the dealer dropped out, died, went out of business, etc. What this does is to add an additional burden to the state office who is working on an annual budget depending upon so many members.

FRED BOWERMAN WINS TRIP TO LAS VEGAS

FRED BOWERMAN of the San Antonio Chapter of CSEA was the winner in the recent membership campaign contest. The drawing was held late last month during the board meeting and the winning name was drawn by Mike Fusaro, CSEA delegate from the San Francisco Chapter. Bowerman's prize is a free trip to Las Vegas for two.

"BOARD" SNAP SHOTS



SOMETIMES WE HAVE TO SHOW THE WIVES we were there. On the left Jim Wakefield holds the "fishbowl" while Mike Fusaro pulls out the winning number of the Las Vegas weekend for Fred Bowerman of Long Beach. The other two pictures show the board members in action although the "other side of the room" was kind of left out.



BY RALPH JOHANNOT
PRESIDENT CSEA

THINGS ARE HAPPENING

Yes, a new era may soon be at hand to better your industry. I had the pleasure of attending my first board meeting with the N.E.A. (National Electronics Assoc.) this last week end in Des Moines, Iowa. I can frankly say that I met some of the most sincere, dedicated people I have ever met in my life. These men were the cream of the repair industry as each one was a state president. About a dozen states were represented and some were absent due to the terrific ice and blizzard conditions that prevailed. Many members came by train or by car as the airlines were grounded.

The agenda was very similar to our state meetings. The two most important points that affect California were extended warranties and dual distribution.

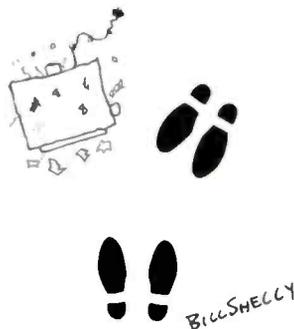
Let's cover each point separately as I think both have great merit and thought. First on extended warranties. About a week ago it was called to our attention that Admiral had a new warranty plan to provide the buyer with one year FREE parts and labor on the purchase of a color receiver. True the independent could preform this service for the consumer but the compensation is so small that very few people with good business sense would undertake this year's warranty. When I arrived in Des Moines a committee of N.E.A. was right in the middle of compiling a survey of three thousand copies sent all over the United States to see if the independent service dealers were in favor of such a plan. Out of the hundreds returned only a handful felt the plan had any merit whatsoever, and most agreed that the cost of doing business today would soon lead to a financial burden for the dealers who attempted to undertake the plan. After all how does the manufacturer know what the cost of doing business is

for the independent? All that is evident is that the fee prescribed by them has a price built into it that lets them sell their product at a competitive price. Again the feeling that since Admiral has its own factory service in many areas that they might possibly enjoy more than their share of the warranties since the independent could not cope with the offered fees. N.E.A. and the committee for extended warranties agreed that this abuse must cease and help from the F.T.C. be asked. On Friday, January 22nd, one of Los Angeles' leading discount chains who claim "one out of every seven sets sold in this area is sold by them," broke with a full page ad in one of L.A.'s leading newspapers, offering to give TWO FULL YEARS' PARTS AND LABOR warranty on any black and white T.V. sold by them and brought into them for service. The names of manufacturers bearing such fine names as Packard-Bell, RCA, Zenith, Philco, GE, etc. This makes you wonder how these companies feel about such an extended warranty since some of them have their own factory service. Do they

also wonder where this extended warranty will end and how it will affect their service income. I found at the N.E.A. meeting that some states have laws which prohibit a guarantee for a longer period than that of the manufacturers. California has enough laws that, as of this writing, these laws are being examined to see if some might pertain to this problem. Anyhow you can be sure that C.S.E.A. and N.E.A. are vitally interested in seeing that warranties are in the best interest of the independent service dealer.

Next on dual distribution — many ideas were discussed about the distributor who sells to our customer at the same prices we pay for the product and several F.T.C. rulings were read. One ruling was about boycott and classification of the distributor as to his eagerness to do business ONLY with the dealer instead of the public. Warning was issued against these programs by the F.T.C. but at the same time in these briefs points were brought out for us to follow up. Both the National and C.S.E.A. are taking positive steps to see what can be done and appointments have been made to meet with the F.T.C. officials next week. I hope that in my report to you next month I can report that ACTION has started and progress has been made. **LASTLY I NEED LETTERS FROM YOU. LOTS OF LETTERS DISCUSSING HOW YOU FEEL ABOUT THESE PROBLEMS SO THAT THESE LETTERS CAN BE SHOWN TO THE VARIOUS GOVERNMENT AGENCIES TO PROVE TO THEM THAT THIS IS NOT JUST THE PROBLEM OF A FEW MEN, BUT YOU WHO MAKE UP OUR INDUSTRY.** Please address your correspondence to C.S.E.A., 1817 W. Verdugo, Burbank, Calif.

FOOTSIES:



"Well, yes sir, we do give a trade-in allowance on your old set but aren't you sort of abusing the privilege?"

A REPORT:

BUREAU MAKES BIENNIAL REPORT TO GOVERNOR



Dan Weston, Chief of the Bureau of Electronic Repair Dealer Registration

"The following is a report just recently submitted to the Honorable Edmund G. Brown, Governor of the State of California, by the Bureau of Electronic Repair Dealer Registration and its chief Dan Weston. Since this report will have a great bearing on whether or not the Registration Law will become permanent we felt it should be brought to the attention of all Service Dealers throughout the State. The law itself now belongs to the People of the State of California and its renewal is dependent upon the State Legislature.

The Bureau of Electronic Repair Dealer Registration was established by the addition of Chapter 20, (commencing with Section 9800) to Division 3 of the Business and Professions Code of California. This Electronic Repair Dealer Registration Law became effective September 20, 1963. The Bureau became operative December 11, 1963.

The duties of the Bureau are to enforce the provisions of the Electronic Repair Dealer Registration Act. This Act provides certain consumer safeguards to California citizens by imposing upon service dealers certain obligations of ethical conduct and business procedures.

The jurisdiction of the Bureau extends to owners of businesses whose activities include the repairing, servicing or maintaining of television, radio, or phonograph equipment, normally used or sold for use in the home. All persons engaged in this business are required to register with the Bureau.

In the event of violations of the Act, the Bureau is authorized to request the Attorney General to initiate proceedings for the suspension or revocation of a service dealer's registration, such proceedings being held before an independent Hearing Officer. The statute also provides procedures for the informal adjustment of complaints between a service dealer and a customer. In appropriate cases, where the service dealer has violated a provision of the Law, the Bureau may suggest measures to the service dealer which will in its judgment compensate the complainant for damages suffered. This conciliation as set forth in the statute can be used as an alternative to, or in conjunction with registration suspension or revocation.

In addition, as indicated in the Activity Report, local District Attorneys have elected to file and prosecute criminal actions against defendants based upon the evidence gathered by the Bureau.

The Chief of the Bureau serves under the supervision and control of the Director of Professional and Vocational

Standards. An Advisory Board consisting of five members, assists the Director and the Chief in the operation of the Bureau by inquiries into the practices of the industry and by appropriate recommendations resulting therefrom. Three members of the Advisory Board are selected to represent the public and two members are selected from the industry. The Chief and the Board are appointed by the Governor with the Board members serving staggered four year terms.

Operations of the Bureau are financed wholly by service dealer registration fees.

The Act, in general, prohibits untrue or misleading advertising, the making of false promises likely to induce a customer to authorize repair, any conduct which constitutes fraud or dishonest dealings and conduct constituting gross negligence in the repair of television and associated equipment. The service dealer is prohibited from making compensation of any employee dependent upon the value of parts placed in any equipment.

The service dealer is required to return all replaced parts to the customer excepting such parts as are specifically exempted by regulation. If a customer requests an estimate, the service dealer must give such an estimate in writing and is forbidden to charge in excess of the estimate without the previous consent of the owner. All work done, parts supplied, or used parts installed must be fully disclosed on the customer's invoice.

THE REPAIR INDUSTRY

According to the best estimates available, the citizens of California spend \$230,000,000 a year on their repair of television, radio and phonograph equipment. This figure does not include any monies spent by the public for the purchase of electronic equipment from service dealers, such as television sets. It appears at this point that in excess of 5% of the total amount paid by the public can be attrib-

utable to fraud and misconduct. If the Bureau, by the enforcement of the Electronic Repair Dealer Registration Law, can reduce this total by a mere 5% this will represent a savings to the public of 11½ million dollars yearly.

The Bureau recently sent twelve of its sets through various service dealers for repair. Of these twelve, one was billed correctly and the other sets were repaired at a cost to the Bureau representing an average overcharge of over 220%. Overcharge is calculated as that amount of the bill increase directly attributable to fraud. These cases represent out and out perpetration of fraud and petty theft and did not involve questions of judgment or electronic diagnosis. This statistic should not be considered as representative of the whole industry as these sets were not shopped on a random basis but rather, were sent to dealers where a number of complaints had been received from the public.

REGULATIONS

Pursuant to the direction of the enabling legislation and after investigation and subsequent recommendation by the Advisor Board, the Director adopted a set of regulations implementing the statute. The regulatory scheme is somewhat analogous to service dealer legislation previously enacted by Kansas City, Missouri, Detroit, Michigan, and the State of Louisiana.

The emphasis and thrust of these regulations is full and fair disclosure to the public concerning the transactions involved in the repair of the television, radio or phonograph equipment. Where the consumer is uninformed or misinformed he cannot make meaningful choices, where the customer's choices are confused or obscured, there can be no effective competition between service dealers which render services of widely differing value and integrity.

PICTURE TUBES

The regulations include a requirement and set forth a method for the service dealer to fully and meaningfully disclose to the consumer the relevant characteristics of any picture tube which is installed in a television set. Most replacement picture tubes are either rebuilt or second hand. Rebuilt picture tubes contain used and new components intermixed in various degrees causing substantial differences in terms of quality or performance life. Prior to adoption of these regulations, rebuilt, seconds, rejects and second hand picture tubes were installed as "new" or were variously and interchangeably described by the undefined and meaningless terms of "rebuilt," "recondition," "revitalized," "reactivated" and others. In one of the hearings before the Board a representative of the television picture tube industry stated that approximately \$10,000,000 per year was being spent by the California public on unlabeled, mislabeled or misrepresented picture tube replacements. The enforcement of these picture tube regulations will save the California public between 3 and 5 million dollars yearly. The adoption and enforcement of these picture tube regulations bring the State of California in line with the jurisdictions of New York, Pennsylvania and Ohio which had previously passed criminal statutes requiring the service dealer to fully disclose the nature of the replacement picture tube.

CONCLUSION

Although it was principally a concern for the consumer which initially inspired and ultimately prompted the passage of this Act to protect the public from serious and extensive misconduct, substantial benefits will inure to the electronic repair industry as a result. The enforcement of this Law will protect the honest repair dealer from unfair competition and from unfair business practices and can have no other effect but to upgrade in the public mind their estimation of the profession.

BUREAU OF ELECTRONIC REPAIR DEALER REGISTRATION

ACTIVITY REPORT

January 1, 1964 - December 31, 1964

TOTAL REGISTRATIONS ISSUED7312
Current Registrations6369
(Renewal in process)

TOTAL COMPLAINTS FILED4686
Complaints Closed1850
Complaints Pending2836

REASONS FOR CLOSING COMPLAINTS

Administrative Action
a. Compliance Achieved1699
b. No Jurisdiction 22
c. Informal Adjustment 29
d. Registrations Revoked 65*
e. Registrations Suspended 0
f. Insufficient Evidence 24
g. Service Dealer Out of Business 8
h. Could Not Contact Complainant 3

REGISTRATION REVOCATIONS—WINAL 2
Revocations Pending With Attorney General.. 3
Revocations Pending With Division
of Investigation 4

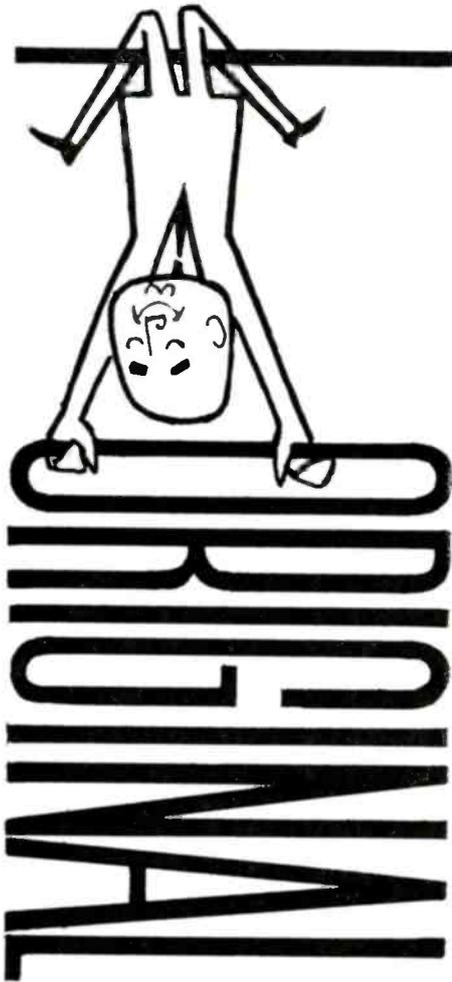
CRIMINAL PROSECUTIONS

Complaints Filed By District Attorney 20
Convictions 13
Acquittals 0
Cases Pending 7
District Attorney Citation Hearings 30

CASES REFERRED TO DIVISION

OF INVESTIGATION1758
Investigations Completed1214
Investigations Pending 544

*These 65 complaints were against the two registration revocations. (Final)



FACTORY REPLACEMENT PARTS FOR T.V. & RADIO

- RCA
 - ZENITH
 - GENERAL ELECTRIC
 - DELCO AUTO RADIOS
- PLUS—THE BEST LINES
OF GENERAL
REPLACEMENT PARTS

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1500 W. BURBANK BLVD.
BURBANK, CALIF.
TH 5-3536 ST 1-3120
VI 9-6014



BOB FICHTER, PRESIDENT OF TSDA, of San Mateo, is shown here receiving the official CSEA Charter for Chapter 37. The presentation was part of the ceremonies for a "Charter Night" dinner and making the presentation is Lee Hoy (center) CSEA Board of Director member and (right) Jim Wakefield, CSEA executive secretary.



REALLY HAMMING IT UP are these "officials" of CSEA who welcomed the new TSDA group into the State-wide Association. The only "odd-ball" in the group is Ed Feio (far left) of the San Mateo group and a past president. Other than Ed are (left to right) Jim Wakefield, Wes Keys, Mike Fusaro, Lee Hoy and Oakley Dexter.

CSEA Charter Night Held For San Mateo TSDA

One of the most historic nights in local Northern California history was held on January 18th as the Television Service Dealers Association of San Mateo County became a chapter of the California State Electronics Association.

In making the Charter presentation CSEA Executive Secretary Jim Wakefield stated that "our State-wide Association is extremely proud to have this outstanding group of Service Dealers become a part of CSEA. TSDA is one of the oldest and most respected groups of independent service dealers anywhere in the United States and their leadership has meant great gains for the service profession." He went on to say, "It has taken many years to bring our two groups together once again even though this was one of the first chapters of the original organization. Right here in this group we have three or four of the original membership cards of CSEA and it was the guiding light of many of the TSDA members that helped build CSEA into the finest State Association anywhere in the nation."

In accepting the Charter from Jim Wakefield, TSDA President, Robert Fichter stated that, "In joining forces with CSEA I feel that we have taken one more step in solidifying TSDA's strong position as a forceful spokesman in the continuing campaign to improve business conditions for the television sales and service dealers."

Special guests who attended the meeting and welcomed the new chapter (37) included Board of Director members Lee Hoy and his wife, Wes Keys and his wife along with Oakley Dexter, Chairman of the Zone "B" Council and MESD Publisher Don Martin. Mike Fusaro and his wife of the San Francisco Chapter were also there to offer best wishes.

The officers of the new Chapter include: Don Marshall as 1st Vice President; Frank Venturelli as 2nd Vice President; Larry Schmitt as Secretary; Gordon Cole as Treasurer and Ray Morris as Executive Secretary. Board of Director members include: Past President Paul Guerrero, Frank Schue, Lloyd Williams, Ernest Meissner, Ed Feio, W. D. "Red" Haines, and Nancy Deedler.

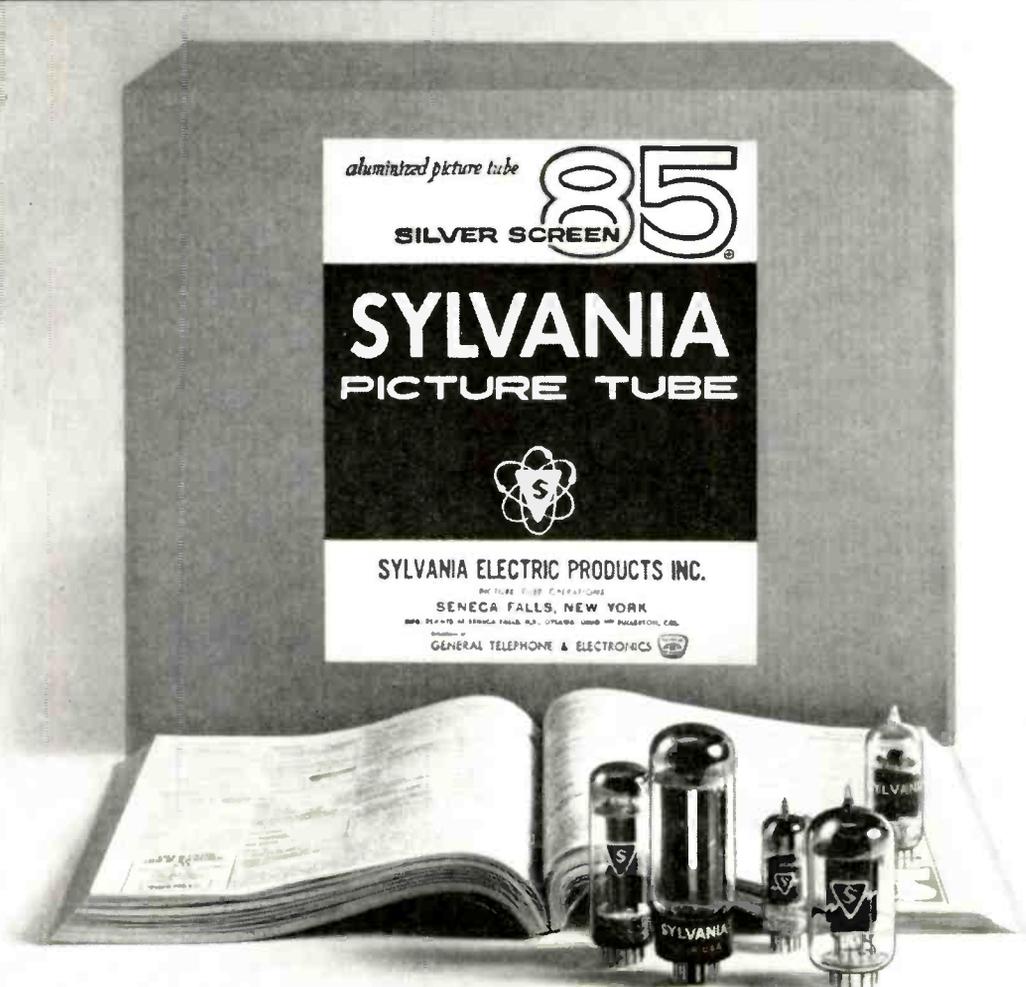


THE HEAD TABLE included (left to right) Jim Wakefield, who presented the new charter, President Bob Fichter's lovely wife and Bob, drinking coffee, plus Ray Morris, the very capable TSDA Executive Secretary.



CANDIDS OF THE GROUP included these unposed photos of group that gathered to welcome the 34 new members to CSEA as the new TSDA Chapter.

you get **PRODUCT PLUS** *from your Sylvania Distributor*



Now your Sylvania Distributor can put you in The Yellow Pages

The Yellow Pages are the first place people look *when they want to buy*. Studies show that 90% of all telephone subscribers consult their Yellow Pages when they want to find a local source for products and services. It's a fact: your potential customers let their fingers do the walking when a TV set needs professional servicing.

Here's a special program that means more customers and extra profits for you. *Our* ads appear in *your* local Yellow Pages, directing customers to you. Your Sylvania distributor can show you how your own listing may be part of the Sylvania ad.

The new Sylvania Trade Mark Heading will be seen—it's big, attractive, and descriptive. It tells

customers that you sell the dependable line of radio and TV tubes, including famous SILVER SCREEN 85® and *color bright 85*® picture tubes.

Your Sylvania distributor has full particulars on how you can share in this program designed especially for you. Check with him today.

Electronic Tube Div., Sylvania Electronic Components Group.

SYLVANIA

SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS **GTE**

NEW CAPABILITIES IN: ELECTRONIC TUBES • SEMICONDUCTORS • MICROWAVE DEVICES • SPECIAL COMPONENTS • DISPLAY DEVICES

INTRODUCING **Jerrold COLORAXIAL™ Program** **COAX IS A MUST FOR COLOR TV**



← **THIS**
NOT
THIS →



Commercial installations have proved that coaxial downlead is *essential* for predictable, consistently good color TV pictures. Coax loss doesn't increase in wet weather, while twinlead loss goes up as much as six times. Coaxial cable can be run anyplace, even next to metal, without mismatch. Coax doesn't deteriorate with age. It won't pick up ignition noises or other interferences. In a word, for satisfactory color reception, even in "ideal" reception areas, your customers need coax.

And now, new Jerrold COLORAXIAL antennas

and kits give you a perfect home-installation package for every color-reception need. With COLORAXIAL, you can offer the whole system, from coaxial antenna to indoor matching transformer, or adapt an existing 300-ohm antenna for coax operation. Listed below are all the COLORAXIAL components packaged individually and in kits, for easy, low-cost conversion. Ask your Jerrold distributor for COLORAXIAL brochure, or write *Jerrold Electronics, Distributor Sales Division, Philadelphia, Pa. 19132.*

CAX-16 • **COLORAXIAL COLORGUARD**

COLORAXIAL Antenna for metropolitan and suburban reception areas. Prematched to 75-ohm coaxial cable; complete with fitting. No outdoor matching transformer required—only an indoor Model T378. List \$11.95

K-CAX-16 • COLORAXIAL Antenna Kit. Everything you need for complete installation—a CAX-16 Antenna, antenna tri-mount with 5-ft mast, 50 feet of coax cable with fittings, and T378 indoor matching transformer. List \$29.95



COLORAXIAL PARALOGS

PAX-40 • COLORAXIAL Antenna for difficult suburban areas. Prematched to 75-ohm coaxial cable; complete with fitting. No outdoor matching transformer required—only an indoor Model T378 needed. List \$22.95

PAX-60 • COLORAXIAL Antenna for suburban to semi-fringe areas. Prematched to 75-ohm coaxial cable; complete with fitting. No outdoor matching transformer required—only an indoor Model T378 needed. List \$32.95



CAT-2 • **COLORAXIAL MATCHING TRANSFORMER KIT**

One TO-374A mast-mounting matching transformer for any 300-ohm antenna, and one T378 set-mounting matching transformer, complete with bracket and mounting strap. List \$8.20

COLORAXIAL matching transformers are also available individually: TO-374A, list \$4.95; T378, list \$3.25



COLORAXIAL CABLE

CAB-50 • 50 feet of sweep-tested RG-59/U 75-ohm coaxial cable complete with F-59A fittings attached, plus weatherboot. List \$9.50

CAB-75 • 75 feet of sweep-tested RG-59/U 75-ohm coaxial cable complete with F-59A fittings attached, plus weatherboot. List \$11.50



A subsidiary of The Jerrold Corporation

CALETRON CORP. OF CALIF.
 33 GOUGH STREET, SAN FRANCISCO
 621-3400

STYLES & ENGELMAN, INC.
 25354 CYPRESS AVENUE, HAYWARD
 352-1933

DUNLAP ELECTRONICS
 SERVING ALL OF CENTRAL CALIFORNIA

WESTERN ELECTRONIC SUPPLY CORP.
 229 S. ORANGE, GLENDALE
 CH 5-4764

FIGARTS RADIO SUPPLY
 6320 COMMODORE SLOAT DR., LOS ANGELES
 WE 6-6218

SOUTHLAND ELECTRONICS
 3618 UNIVERSITY ST., SAN DIEGO
 AT 3-3941



TRADE / TALK

CALECTRON HOLDING COLOR MEETINGS THROUGHOUT NORTHERN CALIFORNIA

Calectron, RCA Victor Distributing Corp. distributor in Northern California, is underway with a heavy schedule of dealer meetings from the Border to Fresno. The purpose of the program is to show dealers the new "RCA 25" CTC 17 Chassis and point out the many new features, procedures, alignment techniques, solid state amplifier and latest servicing tips. Full information concerning the show in your area can be obtained by writing Jim Clake at Calectron, 23 Gough Street, San Francisco or calling them at 621-3400 or any of their branch offices.

R. S. LEWIS TO REP S-K TUNER DIVISION

The R. S. Lewis Company has been appointed as sales representative for the Tuner Division of Standard Kollsman. Lewis, a former employe of S-K, will handle the complete line of VHF, UHF and color TV tuners along with UHF converters and translators in the West.

O'HALLORAN ASSOCIATES MOVES OFFICES

O'Halloran Associates, Los Angeles based Representative firm, has moved its offices to the new O'Halloran-Ventura Building at 10700 Ventura Blvd. in North Hollywood.

NASH JOINS PILOT

Chuck Nash, well known Southern California sales executive, has been named as the Western Regional Sales Manager for the Pilot Corporation. Nash was most recently with Curtis-Mathes Co. but has also been connected with Magnavox and Packard Bell. His sales area will be basically Southern California and Arizona.

TV SET SALES TO HIT 7.7 MILLION

All indications by the nation's Television set manufacturers is that total sales in 1964 will reach the all time high of 7.7 million sets. In addition to this conservative estimates set Color set sales

at close to 1.4 million for a total of almost 9 million sets. Not too many years ago 6 million sets was almost the rule of thumb for production and many felt annual sales would never reach 7 million. A very large portion of the black and white sales are in portables with most of the console sales going into color.

"NEW" PARTS SHOW SLATED FOR APRIL 2-4

The first year away from Chicago the May Parts Show (now called the National Electronic Week Show) new name and month moves into New York on April 2nd through the 4th. Actually, the week of events gets under way on March 29th but the show itself begins the 2nd of April. The place is the New York Hilton Hotel and the last day will be open to the service dealers.

MERCURY APPOINTS DEL BUCCIA FIRM

Ray Del Buccia and Associates of San Francisco has been appointed sales representatives in Northern California for Mercury Electronics test equipment. The announcement was made by Harry Rich, President of the electronic manufacturing firm.

Alvin Grad, who formerly covered the Northern California territory is no longer associated with Mercury Electronics Corp.

FOOTSIES:



"You're absolutely wonderful, Mr. Freebus! . . . how many service men would have answered a call when they were in the shower!"



STYLES & ENGELMAN SET IN NEW HAYWARD STORE

Styles and Engelman, Parts Distributors in Northern California, are now completely settled in their new location at 25354 Cypress Ave. in Hayward, California. This fine dealer type distributor has been located for several years in San Leandro but moved to this new location in recent months. According to Al Styles, one of the firm's partners, "We feel that the trend in population is away from the metropolitan area and we wanted to be located where we could best serve the dealer trade." The phone number of the new store is 352-1933.

EDISCO OPENS NEW BRANCH IN SAN RAFAEL

EDISCO, Inc. of San Francisco has just announced the planned opening of a new store at 70 North Woodland in San Rafael, California. The store is scheduled to open on February 10th and the phone number will be 456-8640.

NEA INTRODUCES NEW NATIONAL PUBLICATION

NEA (National Electronic Association) has just issued their first edition of a new national monthly publication. Although no name has been agreed on several have been suggested and a voting contest is going on to name it. (Our suggestion, which is not in the list of those titles up for consideration, is NEA Journal). The 12-page publication is done in two colors and is a fine "first edition." We certainly want to wish the Association the very best of luck in this publication venture and hope that the publication is a great success.

(Continued on Page 17)

CHANNEL 28 FEBRUARY HIGHLIGHTS

This is a special feature to aid you in selling more converters in the Los Angeles Market. With this preview of coming programs it may provide an ideal sales tool to show potential buyers what is coming up and what they may be missing. If this does help we would appreciate a note and it will be continued as a regular feature.

OPERA

THE MARRIAGE OF FIGARO. One of the most out-spoken pre-French Revolution attacks against privilege and corruption was written by Wolfgang Mozart at the age of thirty. This opera is one of his more than fifteen operas. The story revolves around a state of absolute confusion in a house-

hold that has been hit by love. A production of RAI Corporation of Italy, the opera was filmed in Milan. (Tuesday, February 2 at 8:40 p.m.)
LA SCALA DI SETA. This Italian comic opera is a production of Cine Lirica Italiana featuring the Philharmonic Orchestra of Rome under the baton of Franco Ferrara. Rossini's plot concerns marriage plans that explode

into a comical situation ending the entire cast in a bedroom scene. (Tuesday, February 16 at 8:40 p.m.)

THEATRE

WOMAN OF NO IMPORTANCE. Oscar Wilde's light-hearted romance is set in a country home of Edwardian England. The central figure, Lord Illingworth, a bachelor, engages as his secretary a young man without knowing that he is his own illegitimate son. When Lord Illingworth proceeds to make advances to his own son's fiancée, a situation develops that is ideally suited to the acid brilliance of Wilde's dialogue.

(Tuesday, February 9 at 8:40 p.m.)

THE TYPEWRITER. A British production of Jean Cocteau's famous play starring Margaret Johnson and Patrick Wymark. The plot concerns a scourge of poison-pen letters that have descended upon a community, causing several people madness or suicide. No one knows the culprit, but have nicknamed the villain "The Typewriter."

PERSONALITIES

THE SOLITARY BILLIONAIRE. The life and time of J. Paul Getty, the world's richest man, is the subject of this documentary. Crash the wall of the very rich to see what makes this man tick in a titanic salute to the man who makes more money in one day than most men do in a lifetime.

(Wednesday, February 10 at noon and again Thursday evening, February 11 at 8:40 p.m.)

ONE OF A KIND. The Rugged Individualist seems each year to be declining. Why? Is he eccentric? How is he important to a free society? How is he important to the creative climate of a country? Some of southern California's most interesting individualists appearing in February are Cheyanne Schatz, Simon Rodia, Dizzy Gillespie and Gregor Piagorsky.

Tuesdays at 7:30 p.m.)

THE MAESTRO. KCET's own production which has its debut on Friday, February 19 at 9:40 p.m. is essentially a musical-dramatic biography of the art, life and times of some of our great conductors. This month Bruno Walter will open the series, followed by the story of Eduard van Beinum.

THE INDEPENDENT MR. JEFFERSON. An insight into the time that tried men's souls—the trials and tribulations which accompanied the drafting of the Declaration of Independence.

(Tuesday, February 2 at 12:30 p.m.)

BALLET

APPALACHIAN SPRING. Martha Graham's ballet set to Aaron Copland's music is a folk tale from the Appalachian wilderness of Pennsylvania during the pioneer period of American history. This is a sensitive and delicate masterpiece of the performing art.

(Tuesday, February 16 at 13:30 p.m. and again at 9:56 p.m.)

BEST PERFORMER 1965

**"VENUS" DELUXE
NO. 503**

**world's finest
UHF-TV CONVERTER**

ADVERTISED IN **LIFE** Critics agree on Gavin . . . peak performance, perfect pictures! Only Gavin tests, certifies, even guarantees every converter in writing . . . for one full year. 3 models. You get more, net more with Gavin!

TV GUIDE

Gavin®

**GAVIN GOLD RUSH! BOOTH N49 CONRAD HILTON
GAVIN INSTRUMENTS, INC., SOMERVILLE, NEW JERSEY**

MUSIC

THE WORLD OF MUSIC. Designed to illuminate music through imaginative contact with musical compositions and the ratists and instruments that interpret them. The programs encompass a wide spectrum of styles and personalities.

(Each Tuesday at 4 p.m. and 7 p.m.)

THE FINE ARTS QUARTET PLAYS BEETHOVEN. Members of the Fine Arts Quartet are joined by producer Vincent Park in discussing six of Beethoven's string quartets and then in performing them, first in the rehearsal stage and then in an uninterrupted complete performance.

(Each Wednesday at 8:40 p.m.)

FOREIGN RELATIONS

ONCE UPON A JAPANESE TIME. T. Mikami, outstanding Japanese artist, skillfully blends the art of story telling to brush painting to tell Japan's history through its folk tales.

(Debuts Monday, February 15 at 4 p.m. and 7 p.m.)

JAPAN: THE CHANGING YEARS. A documentary on the changes that have taken place in Japan. This program was produced for N.E.T. by the University of Michigan.

(Debuts Wednesday, February 24 at 4 p.m. and 7 p.m.)

THE INDIAN EXPERIMENT. A new series showing the paradox which is India and a chronicle of conflict and contrast. Film was supplied by the Shell Oil Company for the N.E.T. production. Commentator for the show is Moena Roy, wife of India's Consul-General in New York.

PUBLIC AFFAIRS

COMMENT: CECIL BROWN. Each evening at 8:30 p.m., Cecil Brown comments and makes his timely analysis of current events in today's world.
AMERICA'S CRISES: THE HARD WAY. Emphasizing education in America, this program explores the methods of treatment and efforts to retain underprivileged children and rehabilitate school dropouts.

(Monday, February 15 at 9 p.m.)

GREAT DECISIONS: 1965. A probe of the major foreign policy issues which the United States and the world at large must face during the year. Each program is devoted to a single topic to be developed through interviews with experts in the field, panel discussion and relevant background and historical materials. Host for this feature is Roger Hilsman, former secretary of State and now professor of government at Columbia University.

(Each Monday at 7:30 p.m. beginning February 8.)

METROPOLIS — CREATOR OR DESTROYER? An exploration into urbanism and the problems that exist with an insight of what we can do about them.

(Each Monday at 6 p.m.)

TRADE TALK (CONTINUED)

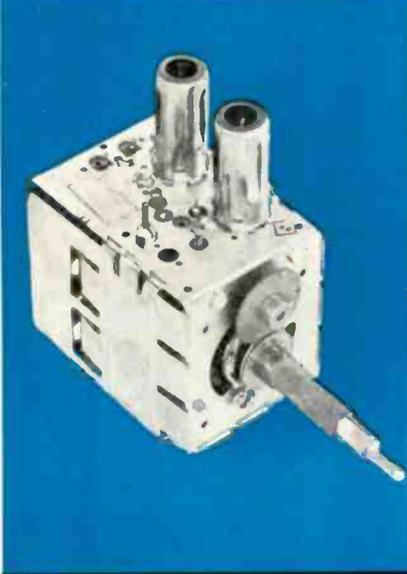
REGISTRATION LAW DUE TO EXPIRE IN SEPTEMBER

During the 1963 legislative year the State passed a law that required the registration of all Television Service Dealers under a Bureau named the Bureau of Electronic Repair Dealer Registration. Following the passage of this law and its enactment in September of 1963 the Governor appointed a commission or advisory council along with a division chief. Now, after the first

full year of operation, the Bureau seems to be making some real progress in the prosecution of dealers accused of criminal fraud but faces the necessity of renewal during the 1965 legislative year. Headed by Dan Weston, Chief of the Bureau, files are being compiled and all dealers having complaints against them are being separated from the others. It may take years to complete this work but a real effort is being made to clean up the television repair industry and eliminate the unfair competition of the fraud peddlers.

As it stands now, a new bill must be introduced and passed before the legislature adjourns in June.

TUNER REPAIRS



\$9.50

FOR COMPLETE OVERHAUL
Includes ALL parts (except tubes)
ALL labor on ALL makes
24-HOUR SERVICE with FULL YEAR WARRANTY

Sarkes Tarzian, Inc., largest manufacturer of TV and FM tuners, maintains two completely equipped Service Centers to serve YOU. Both centers are staffed by well-trained technicians in this specialized field and are assisted by engineering personnel to assure you of FAST, DEFENDABLE service.

⊕ Tarzian-made tuners—identified by this stamping—received one day will be repaired and shipped out the next. A little more time may be required on other makes. Every channel is checked and re-aligned per manufacturer's specifications, not just the channels which might exist in any given area.

You get a 12-month guarantee against defective workmanship and parts failure due to normal usage. Cost to you is only \$9.50 and \$15 for UV combinations, including all labor and parts except tubes. No additional costs. No hidden charges. All tuners repaired on approved, open accounts. You pay shipping. Replacements on tuners beyond practical repair are available at low cost.

When inquiring about service on other than Tarzian-made tuners, always send TV make, chassis and Model number. Check with your local distributor for Sarkes Tarzian replacement tuners, parts, or repair service. Or, use this address for fast factory repair service.

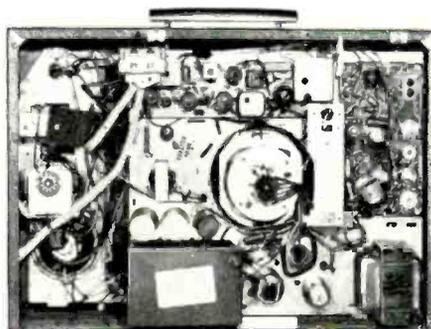
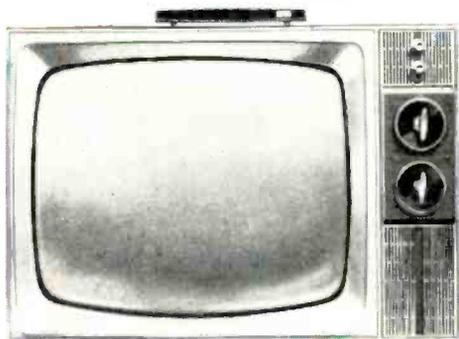
SARKES TARZIAN, INC.
TUNER SERVICE DIVISION

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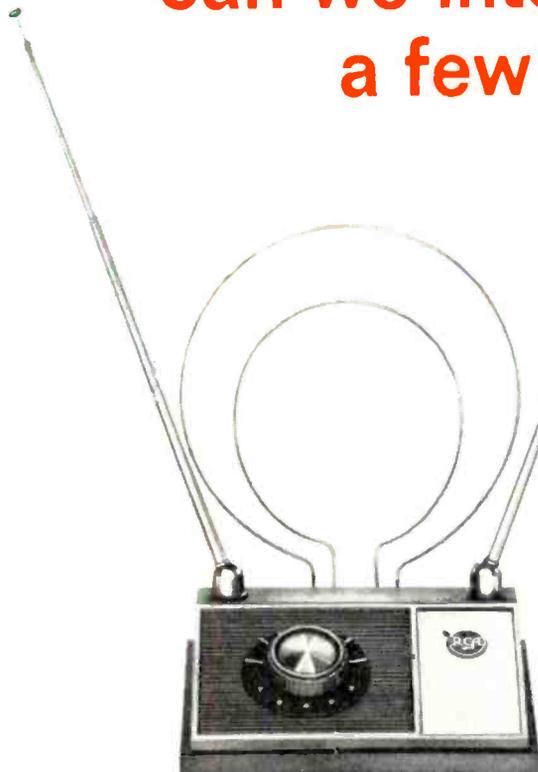
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