

electronic service dealer

Vol. 6 / No. 4

August, 1966

the official publication of the california state electronics association



**SCENE OF THE 1966 ANNUAL CONVENTION OF THE
NATIONAL ELECTRONIC ASSOCIATIONS AUGUST 18th-21st**

No patent on profits

Just the patents that can lead up to them

The appliance business is tough . . . nobody has a "sure thing".

But maybe that toughness is good. It certainly stirs up inventiveness . . . makes you scramble to lead the pack.

It's a fast track in research and manufacturing and retailers have to move fast to keep on top of the improvements. Last year's hot line can become this year's dog.

The public appetite is fickle.

To stay profitable you have to offer it something new.

That's why it is so important for you to connect with a creative manufacturer. A manufacturer whose products are inventive enough to catch the public's imagination . . . different enough to bring you top markup and good profits.

How does Motorola score on pure inventiveness?

Very high. Our rectangular Color TV proves this with up to 16 Motorola patents.

Does our inventiveness pay off for retailers? Ask any man who has our new rectangular Color TV in his store.

At Motorola we are committed to leadership... the kind that starts with a bright idea and ends up leading to good retail profits for you.

We can't manufacture profits for you—but Motorola speaks for top retailer profits . . . thinks you deserve profits . . . leads with ideas that can produce top profits.

For it takes profit for progress . . . profit to grow.

 **MOTOROLA**

new leader in the lively art of electronics

electronic service dealer

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Vol. 6 / NO. 4

AUGUST, 1966

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

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First UHF/VHF/FM 2-83 antenna that really works in fringe areas

New Winegard Chroma-Tel CT-100



NEW! Model CT-100 \$52.50

Winegard's sensational new CT-100 Chroma-Tel has 29 elements in all. And they're all working to provide the finest all-band reception (UHF-VHF-FM) even in difficult fringe areas.

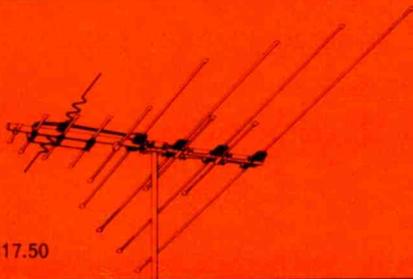
In addition to those 29 elements, the CT-100 incorporates a unique matching network that guarantees maximum signal transfer to the downlead—and on all channels 2-83 plus FM. Gives sharpest color and black & white reception.

And like all Chroma-Tels, it has Winegard's exclusive Chroma-Lens Director System (intermixes both VHF and UHF directors on the same linear plane without sacrificing

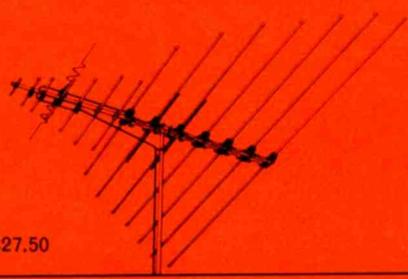
performance) . . . and our Impedance Correlators (special phasing wires that automatically increase the impedance of Chroma-Tel's elements to 300 ohms).

That's Winegard's new CT-100 Chroma-Tel. Bigger and better. But not too big. The full-line of Winegard Chroma-Tels still offers half the bulk; half the wind loading; half the truck space; and half the weight of all other all-band antennas—and at much lower prices. No wonder Winegard Chroma-Tels (now 4 models) are the hottest performing, hottest selling all-band antennas on the market! Better call your Winegard distributor or write for Chroma-Tel Fact Finder 242.

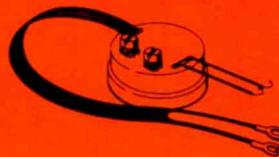
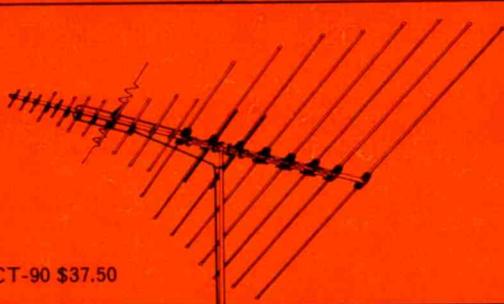
Model CT-40 \$17.50



Model CT-80 \$27.50



Model CT-90 \$37.50



FREE!

Every Winegard Chroma-Tel, including the new CT-100, comes complete with free CS-283 UHF-VHF Signal Splitter. Hangs behind set and separates UHF and VHF signals coming from antenna to the two pairs of set terminals.

Winegard ANTENNA SYSTEMS Winegard Co. • 3000 Kirkwood • Burlington, Iowa 52602



EDISCO, INC.
5901 Mission St.
San Francisco
UN 6-7087

**HURLEY
ELECTRONICS**
OF INGLEWOOD
210 East Hardy
678-7644

**SCHAD
ELECTRONIC
SUPPLY, INC.**
499 S. MARKET St.
SAN JOSE, CALIF. 95113

**PENINSULA
ELECTRONIC
SUPPLY**
980 So. First St.
San Jose

**MILO OF
CALIF., INC.**
Formerly
Electronic Components
2060 India St., San Diego
232-8951

**DUNLAP
ELECTRONICS**
1800 18th St., Sacramento
GL 2-3171

DON MARTIN



\$10.00 & \$12.50 SERVICE CALLS ARE HERE

It's really true! The "conventional" price for a service call is rapidly becoming \$10.00 for a Black & White call and \$12.50 for Color.

It seems to have all started in Orange County (Calif.) where the dealers have actually started, or have announced plans to start, charging the new \$10.00 & \$12.50 rates. It happened somewhat like spontaneous combustion. Apparently one dealer told another that starting September 15th, he was going to raise his prices to the \$10.00 & \$12.50 level.

The dealer then said something special. Something that he very likely wouldn't have been saying a few years ago. Because of the severe shortage of qualified technicians and the knowledge that he (nor almost everyone else in the industry) wouldn't be able to handle all of his potential business this fall anyway; he was able to say that "HE FRANKLY DIDN'T CARE WHAT THE 'OTHERS' INTENDED TO DO," that he was going ahead completely on his own. He said that if the "others" wanted to do likewise or if they wanted to continue with their old "money losing" service rates, that was their own business but he intended to begin basing his rates on the costs and problems that truly exist in this business, not on "What the other guy is doing."

It seems as if Orange County was really ripe for this change because apparently in a matter of only a few days one dealer began hearing about it from another and soon the idea spread like wildfire.

Los Angeles County Too

The same spontaneous explosion seems to have blasted its way across into Los Angeles as well. Not stopping there, news of these new \$10.00 & \$12.50 prices has even reached as far north as the state capitol in Sacramento.

In a survey, we have learned that many firms in Los Angeles, both large and small, are now seriously considering these new \$10.00 & \$12.50 rates and many agree on the need for upgrading the price structure for service calls (that includes the giants, "Nielsen & Nielsen" and "Universal").

Factory Service Companies

Although we have received no announcements "officially," we've learned that the factory service divisions of *each* of the following firms have also become fully aware of these new \$10.00 & \$12.50 rates. Those firms are: RCA Service Company, General Electric, Packard Bell Service, Admiral, and Sears.

We also understand, through reliable sources,

that this same fever has apparently caught them too; and now each is separately reviewing its own pricing structure.

G.E. Already There

\$11.05 for Black & White and \$12.05 for Color have been General Electric's rates for simple home calls (tube replacement only) since last June 13th. It is \$17.70 for the *home call* on Black & White and \$19.20 for Color if the chassis has to be removed, in the home, for any reason. If the job is complex then G.E. pulls it into the shop and the service rate becomes \$37.95 on a Black & White set (broken down, the in-home fees are \$13.45 and the bench fee is \$24.50; making the total of \$37.95). Shopwork on Color sets is \$49.95 (\$18.45 in-home fees plus \$31.50 bench). Convergence is still extra, if needed.

G.E.'s procedure is to break these figures down for the customer by showing the trip separate from the working time. For example, if a simple tube replacement is required in a Black & White set, they break the \$11.05 service fee down for the customer as \$5.95 for the trip and \$5.10 for checking the set & putting in the tube, totaling \$11.05.

G.E. has analyzed all phases of their service operation through their centralized computer (all of their service operations are just about completely computerized). Last spring their computer told them that they would have to charge the above rates to *exactly break even on service* (making their only profit on parts). They went to those rates on June 13th. Changes in conditions since then, however, have told them that even with the above rates their service is still a bit below break-even.

Another tidbit of information from G.E.'s computer is that it costs 30¢ per minute to have a man working in the home and 15¢ per minute in the shop (taking into account for transit time, supervision, training time, coffee breaks, vehicle breakdown, call backs, etc.).

Over-The-Counter Rates

Over-the-counter rates have become involved as well. From a survey, it seems that the rates on sets that the customers bring in will center somewhere around \$7.50 minimum for Black & White service, \$10.00 for Color, \$12.50 for tape recorders, and a minimum of \$3.50 to check a small five tube radio.

The attitude seems to be that if a set isn't worth fixing at these rates then it's best for all concerned to forget it.

(Continued next page)

Can't Handle All The Work

Most shops apparently feel that they won't be able to handle all of their work this fall anyway (with the shortage of technicians as there is) and they are also concerned about transistors reducing the sales of parts; so the attitude seems to be "What better time than now to begin improving their position in the industry" and to wipe out that old adage "We lose a bit on the labor but it's made up on the parts."

Service Discounters

Interviews with some of the few remaining service discounters (shops that advertise service calls for around \$3.00) indicate a mixed reaction running from:

"I don't really care because I'm getting out. You can't make any money in this business anyway"

to:

"I'm going to watch the others and still keep discounting my service, but I hope to base my discounts down from the new \$10.00 & \$12.50 rates rather than from the old figures"

and:

"To heck with trying to make it on parts alone. With transistors here, and customers testing their own tubes; I'm going to try it the other way (by charging the full service fee)".

Governmental Reaction

Dan Weston, Chief of the Bureau of Electronics Repair (for the entire state of California) and his Field Representatives George Busman and Harold Bell Wright who administer the southern half of the state (from Fresno to the Mexican Border), under Mr. Weston, are all aware of the news within this article.

Also intensely interested is Mr. Niels Pedersen, Area Manager of the California Department of Employment, who's responsibility covers the state from San Luis Obispo to the Mexican Border, excepting only Metropolitan Los Angeles.

Dan Weston

In an interview, from Sacramento, concerning these new \$10.00 & \$12.50 rates, Mr. Weston commented as follows:

"Those service dealers which advertise low and unrealistic service calls are in reality preying upon the public because they must proportionately increase the price of their other repair activities to compensate for a below cost service call.

"Our experience has demonstrated that many service dealers which price their service calls at less than cost make up the difference by charging for parts which were allegedly placed in the set but were not, or for parts which were installed but which were not needed. We have had very little problems with dishonesty from those service

dealers which advertise realistic house call prices. When we see a service dealer advertising with below cost service calls, we always take a second look. *To us it is like waving a red flag.*"

Niels Pedersen

Mr. Niels Pederson (Area Manager of the California Department of Employment) has informed us that he is of the opinion that the natural rise in technician's income which should result from more equitable service fees would do much to attract and retain increasing numbers of individuals with demonstrated potential for success in this field.

Messrs, Busman & Wright

George Busman & Harold Wright both commented that they are well aware of the shortage of qualified technicians today. They agree that anything which would enhance the stature of the technician would benefit the industry toward more competent service and would tend to interest qualified personnel towards this field *and retain them*. They also believe that an improvement in the television technician's position would allow the servicing firms to increase their competition with the defense industries for good men.

General Reaction

Interviews with people in the servicing business; in government; and even with many housewives with no connection at all with this business, other than having a set or two that may need fixing once in awhile; seemed to indicate these conclusions:

1. The apparent rush by the television servicing dealers to adjust their pricing to the needs of today will actually cost the public only two or three dollars more as most "legitimate" companies have already been charging around \$7.95 to \$10.00 for some time now (take a survey for yourself and see). That difference nowadays really is small if . . .
2. The increase in the shop's ability to pay better wages really would interest more qualified men into the servicing field, and . . .
3. If it will keep them there, because naturally through time and experience, they will continually improve their skills and eventually give the public better service than has heretofore been generally available.

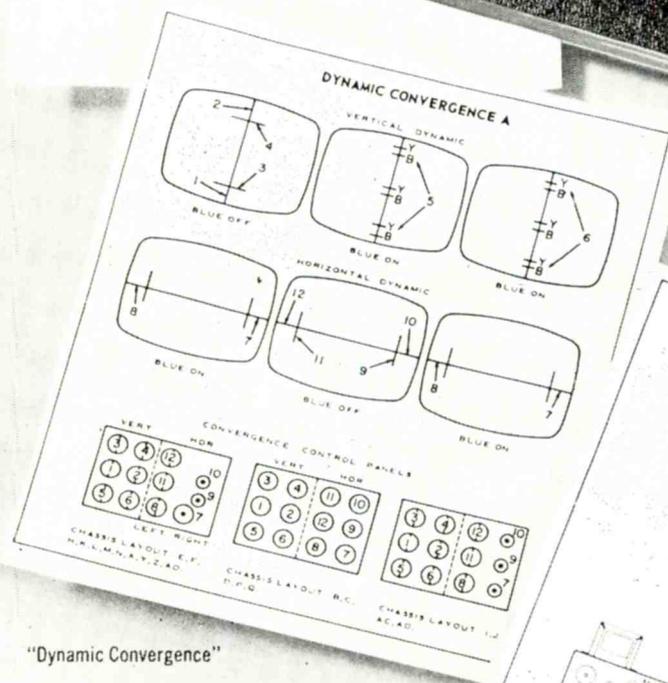
I've been told by many of the dealers that my editorial in the May issue of this magazine, titled "THE FUTILITY OF THE SERVICE CALL CHARGE" was a big spark in setting off this blast towards a more equitable service call fee. I must admit, however, that although that editorial may have gotten many to thinking; the real force behind this was the overpowering needs within the industry itself (costs, technician shortages, etc.).

Next month we'll print many of the reactions we've had from both the dealers and the public.—

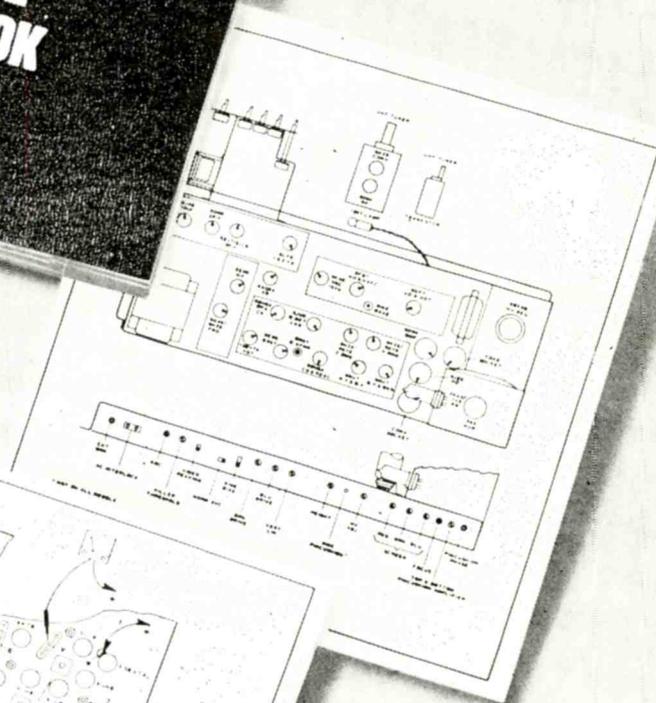
Now in one handbook...the service information you need for 12 makes of color TV sets

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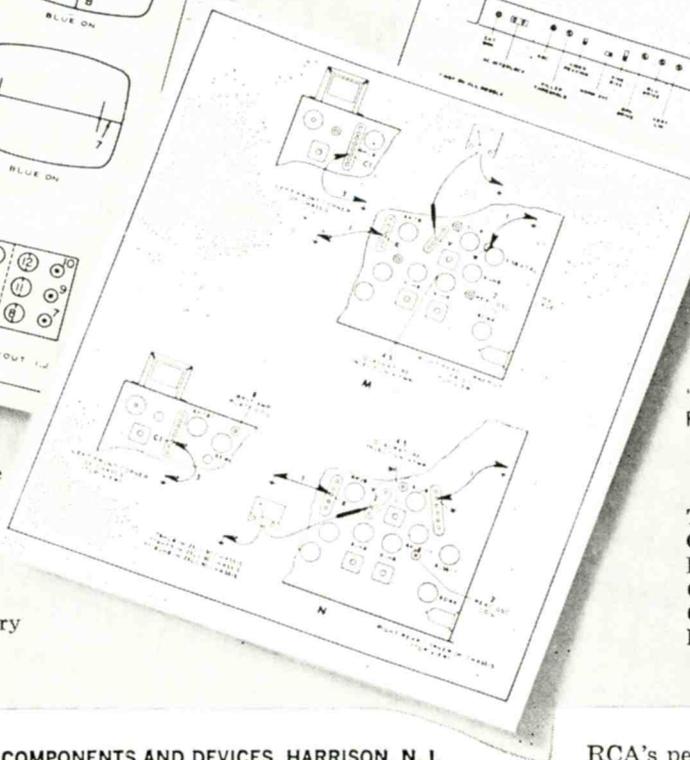
- INTRODUCTION
 HOW TO USE THIS HANDBOOK
 ABBREVIATIONS USED IN THIS HANDBOOK
- Section 1. CHASSIS INDEX
 CHASSIS LAYOUTS
- Section 2. PURITY ADJUSTMENTS
- Section 3. CONVERGENCE ADJUSTMENTS
 STATIC CONVERGENCE (general)
 DYNAMIC CONVERGENCE (specific)
- Section 4. BLACK AND WHITE SETUP ADJUSTMENTS
- Section 5. PHASE AND MATRIX ADJUSTMENTS
- Section 6. COLOR AFPC FIELD ADJUSTMENTS
- Section 7. MISCELLANEOUS ADJUSTMENTS
- Section 8. FUSES AND CIRCUIT BREAKERS
- Section 9. TEST EQUIPMENT FOR COLOR TV SERVICING
- Section 10. RECEIVING TUBES FOR COLOR TV



"Dynamic Convergence"



"Color AFPC Field Adjustments"



"Chassis Layouts"

Just look up the chassis number of the set you are working on in the CHASSIS INDEX and you will be guided to the proper sections of the 140-page RCA Color TV Service Handbook. All the information is based on the manufacturer's own service notes. You'll want to carry a copy in your tube caddy on every color TV service call.

TO KEEP UP WITH COLOR, SEE YOUR RCA DISTRIBUTOR ABOUT GETTING THE RCA COLOR TV SERVICE HANDBOOK (1A1553).

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N.J.

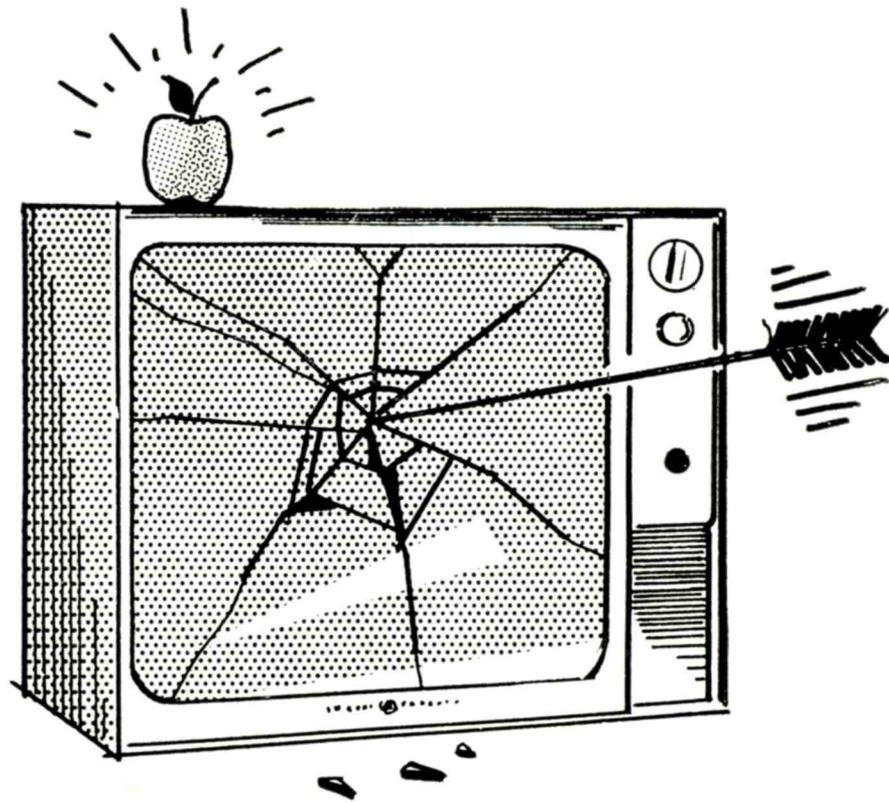


The Most Trusted Name in Electronics

AUGUST, 1966

RCA's personal quality performance program aims for missile-type reliability in commercial receiving tubes. Under this program thousands of RCA people have pledged to strive for error-free performance so that when you replace with RCA receiving tubes you're sure of a satisfied customer.

FOR ANY
EMERGENCY...



SEE YOUR AUTHORIZED G-E DISTRIBUTOR
FOR SERVICE-DESIGNED RECEIVING TUBES
AND DAYLITE III PICTURE TUBES.

GENERAL  ELECTRIC



CSEA NEWS WIRE

A ROUND-UP OF STATE AND LOCAL NEWS OF
THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

The Zone B Council of CSEA has instigated a program of an all out consumer acceptance promotion of all members as ethical, professional local businessmen interested in performing top service at reasonable costs.

The idea came up at the recent zone meeting and the first efforts will be made with the organization's own members. Every dealer will be asked to carry the CSEA "bug" in all of their advertising, on their trucks, letter heads, and wherever possible in order to achieve the greatest degree of consumer awareness of the Association.

At the same time, there was some discussion of the proposed CSEA uniform for all members with the thought being that each shop should be distinctive rather than all the same. In general, the same type of thinking held for the painting of trucks, signs, etc.

ESD ESD ESD

The Pasadena Chapter of CSEA has started a round-up of names of camera dealers doing tape recorder warranty work without being registered with the BERDR. The program is designed to detect this type of unfair competition and report the activities to the Bureau. Last month the chapter held a dinner meeting and invited all wives to attend as well. The blending of a social evening as well as business was a great stimulus to a fine turnout of members. The chapter is also planning a family weekend program for later in the summer.

ESD ESD ESD

The Glendale Burbank Chapter of CSEA has announced a three month program of general business presentations. The July meeting was devoted to information of all types of insurance with August set for investment and September for managerial advice.

ESD ESD ESD

The Los Angeles County Fair booth has been definitely dropped for 1966 according to latest Zone F reports. Although many feel it was of real benefit last year it was generally felt a program of year round promotion was more important at this time. At the same time, Harry Midkiff announced that the San Antonio chapter will continue its present course of technical meetings with Jim White of Craig to present the Motorola Color chassis at their next meeting.

ESD ESD ESD

Ed Fort, newly elected State President, made a surprise visit last month at the Zone F Council to report the first month's activities directly to the Zone's representatives. He went over most of the programs as they now stand and outlined what is to be accomplished over the next three months by the State office. He pointed out that all local problems should be worked out by the Zone and asked for full cooperation during these first months of his being in office. The Zone voted 100% in favor of his suggestions and voiced wholehearted support to his objectives for 1966-67.

ESD ESD ESD

The new CSEA insurance plan is being discussed throughout the State with many having some apprehension in regards to the change in carriers. Emmett Mefford, insurance chairman, informed the members that this is unfounded and that the program is far better than anything we have ever had before.

Sunday August 14th is the date set for the annual (seems like it has become that) spaghetti feed and Zone meeting. The event will be held at the home of Oakley Dexter in Larkspur and all Zone B delegates are invited to attend. Those attending are asked to come after lunch and use the Dexter pool. The Beer, Spaghetti and Salad feed will take place later in the day along with Zone business.

ESD ESD ESD

Dick Lindheim will be the guest speaker at the ACTRA chapter meeting to be held August 2nd at the Hotel Alameda. His subject will be Antennas...with emphasis on UHF/VHF and MATV systems.

ESD ESD ESD

The Bay Area boat ride has been finalized and set for November 19th, according to Larry Schmitt. The ride starts in San Francisco, includes dinner at the Galleon Restaurant in Oakland and return boat ride. The total cost is \$15 per couple but reservations must be in early in order to guarantee the facility will be available. It seems like a long way off but time really goes in this industry.

ESD ESD ESD

Floyd Cox, one of the most outstanding members of CSEA passed away on July 2nd just after ESD went to press. Floyd was the originator of the Operations Santa Claus and many outstanding programs within the Southern California area. He was a fine leader in the fight for ethical practices and he will be deeply missed by us all. He was born in Texas and was 52 when he passed away.

ORIGINAL



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- **GENERAL ELECTRIC**

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PRESIDENT'S MESSAGE

By ED FORT

As I mentioned in last month's message, our first program scheduled for completion is the Self-Certification Pilot Program. Here is an excellent opportunity for self evaluation in our industry—an industry badly in need of some bona-fide criteria for measurement of job capability.

Of course, we have all used the argument that "all I need do is to have a man work for me for a couple of days, and I'll know his capabilities." This is probably true. But have you considered how much that man may have cost you—not only in wages and time invested, but also in customer good-will? I am also fully aware of the argument that "no amount of testing will indicate a person's ability to cope with the general public." And this also may be very true. But a man equipped with the necessary knowledge is certainly going to make a better impression on the public than one who lacks this knowledge. As an employer, this could mean dollars in your pocket.

There is another by-product to this pilot program that is especially significant—particularly to the individual technician and the one-man operation. Unless a shop is highly specialized, a technician is called upon to service an almost infinite variety of merchandise—from AC-DC radios to the highly sophisticated color and solid state equipment. In a small operation, the individual has

no way of evaluating his efficiency—there is nothing he can measure it against. The San Diego Pilot Program disclosed a need for this method of self-evaluation. Some of the technicians showed wide variations in their ability to perform in different areas. The exam is broken up into four basic areas. These are radio theory, TV theory, practical application in radio, and practical application in TV. When the results were tabulated, they showed that a high performance in one area did not ensure an equal competence in other areas. This means that in specific areas the efficiency of these technicians could be improved. The examination points out which areas these are. Local chapters are continually conducting classes which offer opportunities to brush up on specific weaknesses. Again, in Dollars and Cents, increased efficiency means more money in your pocket.

Because these programs currently under way are pilots (the results are being used as a feedback mechanism to help evaluate the exam itself), the mechanics of the examination are set up in such a way that only the individual himself will have access to his score. Once the Pilot Programs have been completed, this opportunity for self-evaluation will not again be available.

Those chapters not yet having a pilot program under way need only contact the CSEA state office for complete details.

Population of the United States	185,937,000
People 65 or older	61,000,000
Balance left to do the work	124,937,000
People 21 or younger	65,000,000
Balance left to do the work	29,937,000
People working for the government	25,014,211
Balance left to do the work	34,925,739
People in Armed Forces	4,000,000
Balance left to do the work	30,925,739
People in State-City offices	18,920,780
Balance left to do the work	12,005,009
People in hospitals, insane asylums and meetings	10,126,000
Balance left to do the work	1,879,000
Bums, others who won't work	1,762,000
Balance left to do the work	117,000
Persons in jail	116,998
Balance left to do the work	2

TWO — You and Me . . . You'd better get with it . . .
I'm tired of running this country alone!

**RCA
ACCESSORIES
FOR
INSTALLATION
AND
SERVICING**

TV RECEIVERS | RADIOS | RECORD PLAYERS



\$10.75

Dealer Net Price

video detector test block

Used during chroma bandpass alignment and chroma board troubleshooting. Connects directly from the circuit under test to the Oscilloscope. Also used with VTVM during the sound take-off transformer adjustment.

Type 8B105



\$10.75

Dealer Net Price

IF test block

Used to connect a load to the plate of the 2nd IF amplifier and as a detector at the plate of the 1st IF amplifier during adjustment or checking of the over-coupled IF link circuit. The output connects directly to the vertical amplifiers on the Oscilloscope.

Type 8B106



\$13.60

Dealer Net Price

degaussing coil

Used to demagnetize color TV kinescope and chassis. Complete with momentary switch, 110V power cord and plug.

Type 205W2 Coil.



\$10.63

Dealer Net Price

degaussing coil

For demagnetizing color TV kinescope and chassis. Complete with 110 V power cord and plug.

Type 205W1 Coil



**FOR FAST
EFFICIENT SERVICE
CALL YOUR
RCA VICTOR
DISTRIBUTOR
FOR ALL YOUR
NEEDS.**



sound detector test block

Used during peak alignment of the sound take-off transformer and the audio driver transformer as a detector probe for the VTVM.

Type 8B107

\$9.80

Dealer Net Price



mixer grid matching pad

Used to couple the output of both the sweep and signal generators to the mixer grid during picture IF alignment, link alignment, and trap adjustments on both B/W and Color receivers.

Type 8B108

\$8.80

Dealer Net Price



tuner IF input head

A matching pad used to couple the sweep generator to the IF input jack during adjustment of the 40 mc input coil on VHF tuners used as UHF IF amplifiers on both Color and B/W receivers.

Type 8B109

\$8.80

Dealer Net Price

Los Angeles: 723-6661

San Diego: 234-6316

San Fernando Valley, 781-6501

Pasadena and Burbank, 246-8373

San Gabriel Valley, 443-6907

Long Beach, Downey, 639-6950

Inglewood, Redondo, 675-4401

Orange County, (714) 521-6700

Whittier, Alhambra, 728-7295

FREE, 7 EXTENSION CABLES

with the purchase of our new RCA COLOR Test Jig.

kinescope socket extension cable

For use with all color TV receivers using 70" deflection picture tube to extend kinescope socket cable when chassis is removed from cabinet for servicing.

\$ 3.90 *

Type 220X1 Kine Cable



deflection yoke extension cable

For use with RCA 600 and 700 Series Color TV Receivers (CTCA and CTC5) to extend yoke cable when chassis is removed from cabinet for servicing. Can also be used as Convergence Magnet Extension Cable when servicing CTC7, CTC9, CTC10, CTC11, CTC12, CTC15, CTC16, and CTC20 chassis.

\$ 1.85 *

Type 221X1 Deflection Cable



Type 228X1 Deflection Cable



\$ 2.75 *

Now

SERVICE ALL 19", 23"
21" AND 25" COLOR
CHASSIS.



high voltage extension cable

For use with CTC11, CTC12, CTC15, CTC16, CTC17, CTC19 and CTC20 Series Color TV receiver chassis to extend kinescope high voltage lead when chassis is removed from cabinet for servicing with RCA color test jig.

\$ 2.50 *

Type 13A100 voltage extension cable

deflection yoke extension cable

For use with RCA CTC17 and CTC19 Series Color TV Chassis to Connect to the RCA Color Test Jig equipped with a 21-inch Kinescope.

\$ 1.75 *



deflection yoke extension cable

For use with CTC7, CTC9, CTC10, CTC11, CTC12, CTC15, CTC16 and CTC20 Series Color TV chassis to extend yoke cable when chassis is removed from cabinet for servicing.



kinescope socket extension cable

For use with RCA CTC17 and CTC19 Series Color TV Chassis to Connect to the RCA Color Test Jig equipped with a 21-inch Kinescope.

\$ 4.80 *



Stock #13B111—Kinescope Socket Extension Cable

kinescope socket extension cable

For use with RCA CTC17 and CTC19 Series Color TV Receivers to extend Kinescope Socket Cable when Chassis is removed from cabinet for servicing.

\$ 4.05 *



Stock #13B113—Kinescope Socket Extension Cable

EVERYTHING SHOWN ABOVE FOR ONLY....

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AND SAVE !**

\$135.00 *

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high voltage interlock plug

For opening high voltage shorting switch in RCA 600 Series Color TV Receivers (CTC4) when cabinet back is removed for servicing.

Type 206P1 Plug



\$3.90

Dealer Net Price

kinescope socket extension cable

For use with all color TV receivers using 70° deflection picture tube to extend kinescope socket cable when chassis is removed from cabinet for servicing.

Type 220X1 Kine Cable



\$1.85

Dealer Net Price

deflection yoke extension cable

For use with RCA 600 and 700 Series Color TV Receivers (CTC4 and CTC5) to extend yoke cable when chassis is removed from cabinet for servicing. Can also be used as Convergence Magnet Extension Cable when servicing CTC7, CTC9, CTC10, CTC11, CTC12, CTC15, CTC16, and CTC20 chassis.

Type 221X1 Deflection Cable



\$10.40

Dealer Net Price

convergence magnet extension cable

For use with RCA 600 Series Color TV Receivers (CTC4) to extend convergence magnet leads when chassis is removed from cabinet for servicing.

Type 222X1 Convergence Cable



deflection yoke extension cable

For use with CTC7, CTC9, CTC10, CTC11, CTC12, CTC15, CTC16 and CTC20 Series Color TV chassis to extend yoke cable when chassis is removed from cabinet for servicing.

Type 228X1 Deflection Cable

\$2.75

Dealer Net Price



deflection yoke adapter cable

For use with RCA 110° Black and White Kinescope when deflecting yoke leads are soldered to yoke.

Type 229X1 Yoke Adapter

\$4.60

Dealer Net Price



grid shunt switch and cable

For use with all color TV receivers in making convergence and matrix adjustments by individually shunting out color control grids of tri-color kinescope.

Type 226X1 Convergence Grid Shunt

\$4.95

Dealer Net Price



kinescope extension cable

For use with RCA 110° Black and White Kinescope to extend kinescope socket when chassis is removed from cabinet for servicing.

Type 238X1 Kinescope Cable

\$1.60

Dealer Net Price

Los Angeles: 723-6661
San Diego: 234-6316
San Fernando Valley, 781-6501

Pasadena and Burbank, 246-8373
San Gabriel Valley, 443-6907
Long Beach, Downey, 639-6950

Inglewood, Redondo, 675-4401
Orange County, (714) 521-6700
Whittier, Alhambra, 728-7295

\$1.15

Dealer Net Price

high voltage extension cable

For use with RCA 600 Series Color TV Receivers (CTC4) to extend kinescope high voltage lead when chassis is removed from cabinet for servicing.

Type 223X1 High Voltage Cable



\$4.95

Dealer Net Price

convergence magnet extension cable

For use with RCA 700 Series Color TV Receivers (CTC5) to extend convergence magnet leads when chassis is removed from cabinet for servicing.

Type 224X1 Convergence Cable



\$1.25

Dealer Net Price

high voltage extension cable

For use with CTC5, CTC7, CTC9, CTC10 Series Color TV chassis to extend kinescope high voltage lead when chassis is removed from cabinet for servicing.

Type 225X1 High Voltage Cable



radio-phono switch

For operation of record players through radios that do not have a phono input. Slide switch permits instant change-over from radio to phonograph. Has mounting holes for neat back-of-the-cabinet installation. Complete with shielded cable, phono plug and instructions.

Type 240X1 Switch

\$2.00

Dealer Net Price



high voltage extension cable

For use with CTC11, CTC12, CTC15, CTC16, CTC17, CTC19 and CTC20 Series Color TV receiver chassis to extend kinescope high voltage lead when chassis is removed from cabinet for servicing with RCA color test jig.

Type 13A100 voltage extension cable

\$2.50

Dealer Net Price



high voltage extension cable

For use with 600 Series Color Receivers (CTC4) to extend kinescope high voltage lead when chassis is removed from cabinet for servicing with RCA color test jig.

Type 13A101 High Voltage Cable

\$2.00

Dealer Net Price

Los Angeles: 723-6661
San Diego: 234-6316
San Fernando Valley, 781-6501

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San Gabriel Valley, 443-6907
Long Beach, Downey, 639-6950

Inglewood, Redondo, 675-4401
Orange County, (714) 521-6700
Whittier, Alhambra, 728-7295

\$4.80

Dealer Net Price

**kinescope
socket extension cable**

For use with RCA CTC17 and CTC19 Series Color TV Chassis to Connect to the RCA Color Test Jig equipped with a 21-inch Kinescope.

**Stock #13B111—Kinescope
Socket Extension Cable**

**\$1.75**

Dealer Net Price

**deflection
yoke extension cable**

For use with RCA CTC17 and CTC19 Series Color TV Chassis to Connect to the RCA Color Test Jig equipped with a 21-inch Kinescope.

**Stock #13B112—Deflection Yoke
Extension Cable**

**\$4.05**

Dealer Net Price

**kinescope
socket extension cable**

For use with RCA CTC17 and CTC19 Series Color TV Receivers to extend Kinescope Socket Cable when Chassis is removed from cabinet for servicing.

**Stock #13B113—Kinescope
Socket Extension Cable**

**Servicing Accessories for RCA Color Television**

	CTC4	CTC5	CTC7	CTC9	CTC10	CTC11	CTC12	CTC15	CTC16	CTC17	CTC19	CTC20
205W1	•	•	•	•	•	•	•	•	•	•	•	•
205W2	•	•	•	•	•	•	•	•	•	•	•	•
206P1	•											
220X1	•	•	•	•	•	•	•	•	•			•
221X1*	•	•	•	•	•	•	•	•	•			•
222X1	•											
223X1	•											
224X1		•										
225X1		•	•	•	•							
226X1	•	•	•	•	•	•						
228X1			•	•	•	•	•	•	•			•
237X1	for use with RCA 21CYP22A monogram kinescope											
8B105	•	•	•	•	•	•	•	•	•	•	•	•
8B106	•	•	•	•	•	•	•	•	•	•	•	•
8B107	•	•	•	•	•	•	•	•	•	•	•	•
8B108	•	•	•	•	•	•	•	•	•	•	•	•
8B109	•	•	•	•	•	•	•	•	•	•	•	•
13A100						•	•	•	•	•	•	•
13A101	•											
13B111										•	•	
13B112										•	•	
13B113										•	•	

* Type 221X1 cable serves as deflection yoke extension for the CTC4 and CTC5 series chassis; and convergence extension for CTC7, CTC9, CTC10, CTC11, CTC12, CTC15, CTC16 and CTC20 series.



Scene of the Second
Convention of NEA to
be held August 18-21 in
Winston-Salem, No. Carolina

NEA TO HOLD SECOND ANNUAL CONVENTION IN WINSTON-SALEM NO. CAROLINA AUG. 18-21

The Second Annual Convention of the NATIONAL ELECTRONIC ASSOCIATIONS is destined to be one of the most exciting, worthwhile, business, social and family affairs ever held in the service industry.

Pete Fabbri of Michigan, and his committee consisting of Dick Tamer, M. D. Tedrow, Paul Cartrette and Dave Drage of North Carolina, Vince Lutz of Missouri and John Betz of Iowa have done a tremendous job of preparing for the event with special sessions, social functions and planned programs for the entire family.

Winston-Salem North Carolina has long been known as the Industrial Capital of North Carolina. It is the home of R. J. Reynolds Tobacco Company, of Hanes Hosiery to name only a couple of the more widely known firms. However, the State Association (Electronic Technicians Association of N.C.) has gone all out to make it a vacation wonderland and an event every delegate will long remember.

The Convention gets under way early this year starting with special "early bird" activities that no one will want to miss. NEA's first "Open" Golf Tourney will start things off followed by a special "Tarheel Barbecue" with the Mayor of Winston-Salem, R. C. "Red" Benton, acting as our host. This will be followed by a Hospitality Shindig party and dance.

On Friday morning a special breakfast will be held and a film of CATV presented. Ray Demonbrun of Louisville, Kentucky will act as M.C. for this kick-off affair.

The entire morning has been set for a series of panel discussions starting with Warrantee and Extended Warrantee procedures. It will be moderated by Fred Haddad. The next panel will concern itself with Distributor-Manufacturer relations and our guest moderator will be Mr. Forest Belt, Editor of Radio Electronics Magazine. The final morning panel will be moderated by Dean Mock and will be a discussion of serviceability.

JFD Electronics will be our host for lunch on Friday and the guest speaker will be Mr. Rufus Wilson, who has been with the Federal Trade Commission since 1939, and will review many of the activities of the FTC. Mr. Wilson was an outstanding speaker at the 1965 NEA Convention held in Chicago and has returned at the request of many of the members who heard him last fall.

Mr. Wilson will be introduced by Henry Olszewski, of Tesla, Connecticut.

In the afternoon delegates will meet to nominate new officers for 1966-67 and this will be under the direction of Dave Drage. The afternoon session will also include a major Apprenticeship Conference with guest speakers being Mr. G. C. Barkoukis, OJT Field Coordinator for NEA, and Mr. Joseph Phillips, U.S. Department of Labor in the Bureau of Apprenticeship Training.

Later in the afternoon, Howard Bonar of Iowa will review the self certification examination program and make available an examination period for those who wish to take the test.

Friday evening is also a big event with dinner and a keynote address by Morris L. Finneburgh, Sr., Chairman of the Board of Finney Company of Bedford, Ohio. Mr. Finneburgh's address will be "the future belongs to those

(Continued next page)



NEA CONVENTION

(Continued)

who prepare for it" and anyone who has ever heard him will agree that he is one of the nation's top speakers. All Hospitality rooms will be open following the banquet.

On Saturday morning RCA will be the host for a special Breakfast and the guest speaker will be Mr. Lysle O. Shanafelt, Manager of Sales Coordination for the Distributor Sales of RCA Electronic Component and Devices from Harrison, New Jersey. His topic will be "The Electronic Business."

Presentation of national awards will also be made at this event by President Dick Glass. This meeting is open to all representatives and guests.

Lunch on Saturday will be sponsored by Sylvania Electronic Tube Division and will feature the presentation of distributor awards and special citations to manufacturers demonstrating the importance of the independent service dealer.

Lunch will be followed by the annual general meeting for the election of new NEA officers for 1966-67.

That evening, the Howard W. Sams Company will sponsor a special cocktail party with Bill Reiner acting as host. This will be followed by the new "President's Banquet" sponsored by the General Electric Company. Guest speaker for the evening will be Mr. Olavai H. Haltunen, Manager—Distributor Sales. He will be introduced by Gordon Burns, Manager of Customer Relations for General Electric's Electronic Tube Division from Owensboro, Kentucky.

NEA's new President will then make his formal address and present awards to the most outstanding Local Associa-

tion President, State President, National Committee Chairman, National Officer and Publication editor.

The evening will be concluded with special entertainment by the O. W. Donald Singers and a dance contest.

On Sunday a special Brunch will be held and will feature two panel discussions of particular importance to Association work. Clark Pohl will moderate a panel discussion on "State Associations Better Methods" and this will be followed by Leon Howland who will moderate a panel on "Local Associations—Better Methods."

At Lunch, Dick Glass will make his farewell address as outgoing President and will set the scene for next year. A short Board Meeting will follow this and the convention will formally close at 3:00 p.m.

LADIES EVENTS

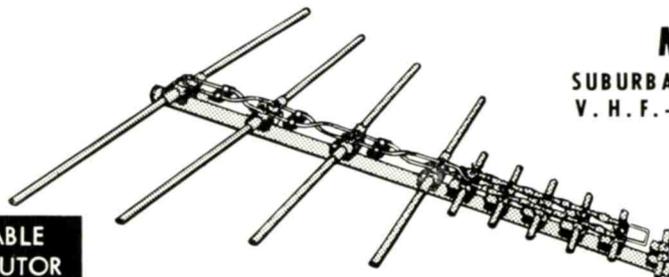
All through the four-day convention there will be special events for the children and ladies. Tours of the Haines Hosiery Mill and the R. J. Reynolds tobacco factory as well as the home of R. J. Reynolds are already scheduled with other side trips on an optional basis. For the children, there are games, a weiner roast and a professional baby sitter has been set up. There will be plenty of time for swimming and general hospitality.

REGISTRATION FEES

Registration for the four-day event is \$12 for a NEA member, \$10 for his wife and \$5 for all children under 12. Registration for non-members is \$15 and includes all meals and events. Reservations with the Sheraton Motor Inn must be made directly with the Inn. Address reservations to the Sheraton Motor Inn, Interstate 40 at Knollwood, Winston-Salem, North Carolina as soon as possible.

NEW *Signal* **MULTIPLIER ALL BAND**

GOLD ANDI-IZED COMBINATION UHF - VHF - FM STEREO ANTENNAS
- PERFECTION IN RECEPTION -



Model 4010

SUBURBAN AND NEAR FRINGE
V. H. F. - U. H. F. - F. M. STEREO

\$24⁹⁵ LIST

**OTHER MODELS AVAILABLE
SEE YOUR ANDI DISTRIBUTOR**

ANDI'S NEW GOLD ANDI-IZED ALL BAND COMBINATION VHF - UHF - FM STEREO SIGNAL MULTIPLIER ANTENNA IS THE IDEAL ANTENNA FOR AREAS THAT NOW HAVE BOTH VHF AND UHF TV STATIONS. THE GROWING ALLOCATION OF UHF TV CHANNELS MAKES THE ANDI SIGNAL MULTIPLIER COMBINATION ANTENNA THE BEST BUY FOR NOW AND THE FUTURE. THE NEW GOLD ANDI-IZED SIGNAL MULTIPLIER COMBINATION ANTENNA DELIVERS THE EXTRA STRENGTH NEEDED FOR BRILLIANT COLOR RECEPTION AND SHARP CLEAR BLACK AND WHITE TV ON BOTH VHF AND UHF CHANNELS. ANDI'S NEW ANTENNA ALSO BRINGS IN RICH FULL BODIED FM STEREO ALL FROM ONE ANTENNA AND ONE DOWNLEAD.



Antenna Designs, Inc. — BURLINGTON, IOWA —

Second Annual Convention Of The NATIONAL ELECTRONIC ASSOCIATIONS

Sheraton Motor Inn (Interstate 40 at Knollwood)
WINSTON-SALEM, NORTH CAROLINA

AUGUST 18, 19, 20 and 21st, 1966

PROGRAM

THURSDAY, AUGUST 18TH

1:00 p.m. to 5:00 p.m.	Registration Opens
1:00 p.m.	NEA Open Golf Tourney, Prizes! ! !
6:00 p.m. to 8:00 p.m.	Tarheel Barbeque, featuring Mayor M. C. "Red" Benton, Mayor of Winston-Salem
9:00 p.m. to Midnight	Hospitality Shindig, Party and Dance
	Special Meetings: Convention Committee meets at 12:00 Noon. All National committees reports and final resumes must be submitted between 1:00 p.m. and 9:00 p.m. Credentials pickup from 12:00 noon to midnight

LADIES PROGRAM

(All meetings are open to the ladies but special sightseeing tours are being arranged to the hosiery mills and cigarette factories.)

FRIDAY, AUGUST 19TH

9:00 a.m. to 9:30 a.m.	Breakfast, Film on CATV, M.C. Ray Demonbrun of Louisville, Kentucky
9:00 a.m.	Tour of Haines Hosiery Mill
10:30 a.m.	Tour of R. J. Reynolds Cigarette Factory
2:00 p.m.	Tour of Reynolds Home

SESSIONS

9:45 a.m. to 10:30 a.m.	PANEL—Warrantee Procedures, Fred Haddad, M.C.
10:40 a.m. to 11:30 a.m.	PANEL—Distributors and manufacturers relations, Forest Belt, Editor Radio Electronics Magazine
11:40 a.m. to 12:30 p.m.	PANEL—Serviceability, Dean Mock, M.C.
1:00 p.m. to 2:00 p.m.	LUNCHEON Sponsored by JFD Electronics Guest Speaker: Rufus Wilson, FTC Henry Olszewski, Tesla, Connecticut, M.C.
2:30 p.m.	Nomination of National Officers, Dave Drage
3:00 p.m. to 4:00 p.m.	Apprentice Conference G. C. Barkoukis, OJT Field Coordinator and Joseph Phillips, U.S. Dept. of Labor BAT
4:00 p.m. to 5:00 p.m.	Certification Exams and Conference, Howard Bonar
7:00 p.m. to 8:30 p.m.	BANQUET: M. L. Finneburgh Sr., Finney Company, Keynote Speaker, "The Future Belongs to Those Who Prepare for It"

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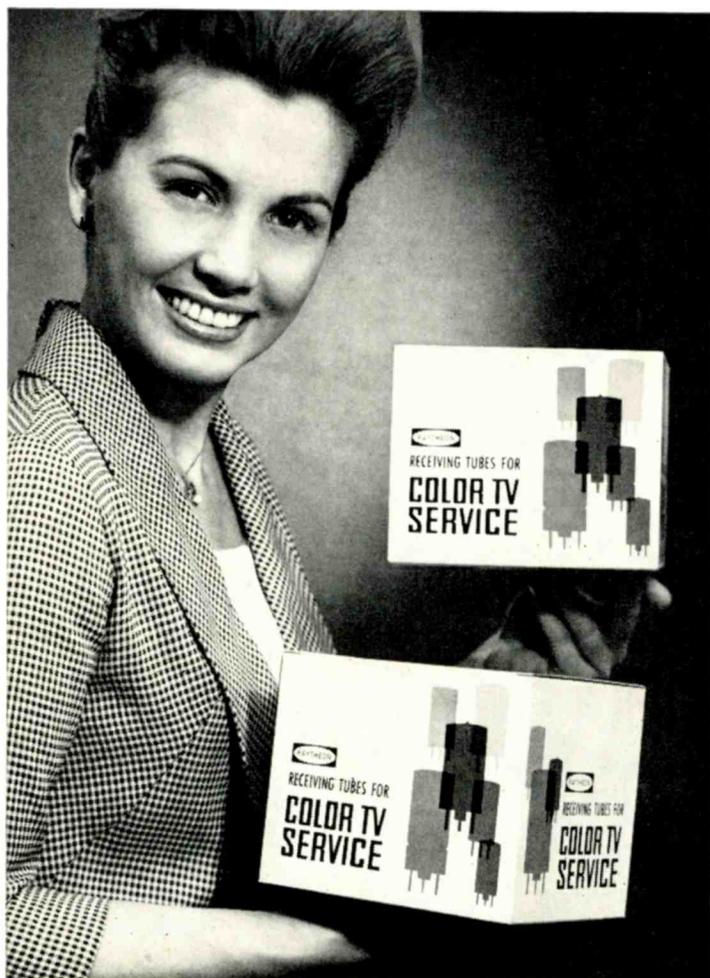
HOSPITALITY ROOMS OPEN: Motle Club, Konakai Lounge—FREE TIME

SATURDAY, AUGUST 20TH

- 8:00 a.m. BREAKFAST, Sponsored by RCA Components and Devices
Guest Speaker: Lysle Shanafelt, Manager of Sales Coordination.
"The Electronic Service Business"
Presentation of Awards
(open to all members, guests and non-members)
- 1:00 p.m. LUNCHEON (Sponsored by Sylvania Tube Division)
(Speaker to be announced)
- 6:30 p.m. to 7:30 p.m. NEA National Representatives Meeting and Election of New Officers
ANNUAL COCKTAIL PARTY (Sponsored by the Howard W. Sams Company)
- 8:00 p.m. BANQUET: Sponsored by the General Electric Company
Guest Speaker: Olavai H. Halttunen, Manager—Distributor Sales.
Introduced by Gordon Burns, Manager of Customer Relations
Address by new NEA National President
Presentation of Awards to Outstanding Local Association President,
State Association President, National Committee Chairman, National
Officer and Magazine Editor
- 10:00 p.m. DANCING AND ENTERTAINMENT:
O. W. Donald Singers (skit) Dance contest

SUNDAY, AUGUST 21ST

- 9:00 a.m. to 10:00 a.m. Brunch—PANEL—"State Associations, Better Methods"
Clark Pohl, Moderator
PANEL—"Local Associations, Better Methods"
Leon Howland, Moderator
- 1:00 p.m. to 2:00 p.m. LUNCHEON
Farewell Address—Dick Glass
- 3:00 p.m. Short Board Meeting of new Board of Directors



Brighten your profit picture— with Raytheon's new color tube kits

Both pack 25 of the most popular tubes for color TV service. You'll use them fast—because they're selected for sales now in the fast-growing color tube market.

Ask your distributor for Raytheon color kits now—and the price that packs more profit into every pack.



**BETZ FABBRI, HOWLAND
LEAD LIST OF
CANDIDATES FOR NEA**

JACK BETZ, of Iowa, PETE FABBRI, of Michigan and LEON HOWLAND, of Indiana, are the leading nominees for the Presidency of the NATIONAL ELECTRONIC ASSOCIATIONS when the national convention is held August 18-21st in Winston-Salem, North Carolina.

JACK BETZ is married and has four children. He is the past President of TSA of Iowa for two years, was Vice President of TSA Iowa for two years and a Board member for another two years. On a local level he has held many different offices in TSA Black Hawk County chapter and has been a national director of NEA since it was formed some three years ago.

PETE FABBRI started in the Service Business in 1957. He joined TSA Michigan in 1958 and was elected secretary in 1963. He served as Secretary until 1965 when he was elected President and was re-elected in 1966. He became familiar with NEA in 1964 as Michigan's representative. He has held the position of nomination committee chairman, is currently convention chairman and was elected East-Central director of NEA last year. He is also currently the editor of the TSA News in Michigan.

LEON HOWLAND has also been very active in NEA since it was formed and is well known for this tremendous job in Indiana. At press time we had not received a resume of his activities but know him as one of the most outstanding Association men anywhere in the country. The only picture we have is a snap shot taken while he took his recent certification examination.

Also nominated for national office in NEA are the following:
VICE-PRESIDENT

East-Region: Fred Haddad, Connecticut and M. D. Tedrow of North Carolina.

East Central Region: Clement Raffauf, Kentucky, Bill Frank, Ohio and John Graham of Ohio.

West Central Region: W. G. Tucker, Kansas, Lauen Matson, Kansas, Emmett Hughes, Kansas, and James Yordy of Iowa.

West Region: Emmett Meffort, California, and Darrell Petswal of California.

For the office of Secretary is John Graham of Ohio and for NEA National Treasurer is Ed Vilimek, Iowa, Bill Frank, Ohio, and O. C. Brown of Kentucky.

CANDIDATE FOR NEA PRESIDENCY



JOHN BETZ



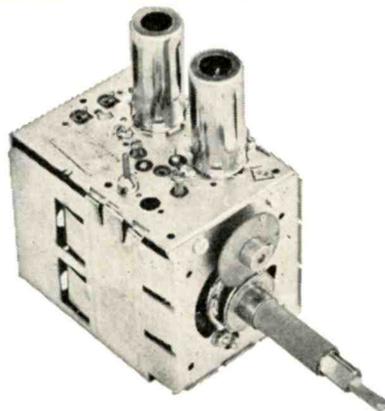
PETE FABBRI



LEON HOWLAND

Tarzian offers
**FAST, DEPENDABLE
TUNER REPAIR
SERVICE (ALL MAKES)**

ONLY
\$9.50
INCLUDING



**ALL PARTS
(except tubes)
and LABOR**

**24-HOUR SERVICE
1-YEAR WARRANTY**

It just makes sense that a manufacturer of tuners should be better-qualified, better-equipped to offer the most dependable tuner repair and overhaul service.

Sarkes Tarzian, Inc. pioneer in the tuner business, maintains two complete, well-equipped Factory Service Centers—assisted by Engineering personnel—and staffed by specialized technicians who handle ONLY tuner repairs on ALL makes and models.

Tarzian-made tuners received one day will be repaired and shipped out the next. Allow a little more time for service on other than Tarzian-made tuners.

Tarzian offers a 12-month guarantee against defective workmanship and parts failure due to normal usage. And, compare our cost of \$9.50 and \$15 for UV combinations. There is absolutely no additional, hidden charge, for ANY parts except tubes. You pay shipping costs. Replacements on tuners beyond practical repair are available at low cost.

Ⓢ Tarzian-made tuners are identified by this stamping. When inquiring about service on other tuners, always give TV make, chassis and Model number. All tuners repaired on approved, open accounts. Check with your local distributor for Sarkes Tarzian replacement tuners, replacement parts, or repair service.

**TWO SERVICE CENTERS
TO SERVE YOU BETTER**

See your distributor, or use the address nearest you for fast factory repair service

10654 Magnolia Blvd.
North Hollywood, Calif.
Tel: 769-2720

SARKES TARZIAN, INC.
Bloomington, Indiana

MANUFACTURERS OF TUNERS . . . SEMICONDUCTORS . . . AIR TRIMMERS . . . FM RADIOS . . . AM/FM RADIOS . . . AUDIO TAPE . . . BROADCAST EQUIPMENT

HURLEY TO PROMOTE CHANNEL MASTER ANTENNAS ON TV

Santa Ana, California—Charles Hurley, of Hurley Electronics, has just announced an all out saturation promotion of Channel Master antennas, during the month of August, on KTLA Channel 5 as well as outdoor billboards.

According to Hurley, "the all out ad campaign is designed to tie-in with the Southern California outdoor antenna promotion of the Institute for Better TV Reception."

David Stegner, Southern California Channel Master Representative, stated that this will be a cooperative advertising promotion and probably the largest ever handled by a local distributor. Dealers have been asked to tie-in with the program and most of the advertising will have dealer tag lines. "This is the first time, to our knowledge, that outdoor and local television time has been used for the promotion of antennas," he went on, "and we feel sure it will do a big job in this market."

ANDREWS ELECTRONICS TAKES ON CHANNEL MASTER

Burbank, California—Andy Futchik, of Andrew's Electronics, has just announced the addition of the complete Channel Master line of antennas to his list of top quality electronic products and accessories.

"We feel that it is important to carry several top lines of antennas in order to give our customers a choice of products. Channel Master has always been known as a good dealer item and is in step with our philosophy of selling. We are very pleased to make this announcement to our customers and the industry in general."

AMPHENOL TO HOLD DEALER WORKSHOPS

Encino, California — Paul D. Keiser, Sales Engineer for Amphenol in Southern California, has just announced a series of workshop sessions for dealers in this area.

Amphenol, who have just re-entered the electronic home entertainment test equipment field, will hold these meetings in conjunction with local distributors starting on August 15th at Western Radio and Television Supply Company, Inc. in San Diego. This will be followed by another on the 16th at Dean's Electronics in Long Beach and at Figart's in Los Angeles on the 17th.

All dealers interested in attending any of these workshops are encouraged to contact any of these distributors for further information.

PACKARD BELL APPEALS REGISTRATION LICENSE RULING TO SUPREME COURT

RCA EXECUTIVE URGES DEALERS TO KEEP UP WITH CHANGES

The nation's television servicemen were urged to: "retread yourself as often as necessary, just like the physician or engineer, to keep pace with new developments in consumer electronics?"

This advice came from Paul B. Garver, in his keynote address at the Tri-State Council of the Television Servicemen's Association's Telerama '66 convention in Atlantic City.

"The consumer appreciates the improved performance of products using new techniques," Paul Garver said. "He is equally appreciative of the serviceman who understands, accepts and can repair the product using the newest developments."

"The introduction of new techniques into the manufacture of television sets has not reduced the demand for qualified service technicians," he said. "The increase in use of television sets has placed a demand on technicians. This demand has far overshadowed any reduction in service caused by the improved reliability."

Los Angeles, Calif.—The Packard Bell Electronics Corporation has filed an appeal with the California State Supreme Court against the Second District Court of Appeal's ruling that it must register under the California Electronic Repair Dealer Registration Law.

The appellate court unanimously reversed a superior court decision which held that Packard Bell was exempted from registration since it was already registered as a contractor under the contractor's regulations.

In making the decision the appellate court ruled that it was apparent from reading the contractor's license law that the ordinary repair of TV, radio and phonographic equipment normally used in the home is not regulated by that law. Therefore Packard Bell was ordered to comply with the BERDR.

Action is also pending on this same decision in regards to Sears Roebuck & Co., the Service Corporation of America, and others. The petition to the Supreme Court will wait the decision as to whether or not they will hear the case. In the event that they decline, the decision of the Appellate Court would stand.



Jack Carter of Carter & Rossney Associates, JFD sales representatives, surprise Mort Leslie, JFD Electronics Co. with special award in recognition of his talented sales guidance, at annual JFD sales meeting held in San Francisco.

TRADE TALK

(Continued)



JFD EXPANDS MARKETING STAFF

Mr. Edward Finkel, Executive Vice-President of Sales, JFD Electronics Company, Brooklyn, New York, announced a new expansion of the JFD marketing staff to better serve its distributors and their service-dealers.

Two new positions of special interest to the trade were formed. Appointed to the newly created position of vice-president in charge of the Distributor Sales Division is William E. (Bill) Clancy, formerly in charge of JFD marketing for the central United States.

Mr. Clancy is well known in the electronics industry, having been associated with it for many years. Previous to his coming to JFD, Bill Clancy was Vice President of Marketing for Thordarson-Meissner and Gramer-Halldorson. He also served as President of United Aircraft Supply Company and as Vice President of the Components Corporation of America.

Mr. Finkel also announced the appointment of Martin L. Roth, as mid-west sales manager for the JFD Distributor Sales Division.

RCA PARTS AND ACCESSORIES NAMES NEW DISTRIBUTOR SALES MGR.

Deptford, N.J.—Appointment of John E. McKelvey as Manager, Distributor Sales, RCA Parts and Accessories, was announced recently by Paul R. Slaninka, Manager, Commercial Operations.

A veteran of 27 years with the Radio Corporation of America, Mr. McKelvey will be responsible in the newly created post for the development and implementation of policies and programs aimed at providing optimum sales of RCA Parts and Accessories' products in the distributor market.

B & K DISTRIBUTORS PLAN SERIES OF SEMINAR PROGRAMS

It has just been announced that B & K Test Equipment Distributors will hold a series of seminars throughout Southern California during August.

The following distributors will participate and the exact time and place can be obtained from contacting them directly:

DATE	SPONSOR
Monday, August 15	Raber Wholesale Electronics 265 South Laurel Ventura (648)-3163
Tuesday, August 16	Milo of California 2060 India Street San Diego (232)-8951
Wednesday, August 17	Hurley Electronics 390 South Mount Vernon San Bernardino (885)-0721
Thursday, August 18	Hurley Electronics 210 East Hardy Inglewood (678)-7644
Friday, August 19	Kiesub Corp. 14745 Oxnard Street Van Nuys (781)-3930



RCA Hi-Lite color picture tubes bring OEM quality to your replacement tube customers

Odds are that when a dealer is called to replace a customer's color picture tube and he replaces it with an RCA Hi-Lite, he's giving the set owner a better product than he had when his set was new.

That's because RCA Hi-Lite picture tubes are RCA's best... the same quality... the same tubes... that go into today's original equipment sets. RCA Hi-Lites are all-new... glass, gun, the works! And incorporate the continued advancements in picture tube technology achieved by the world's leading color picture tube manufacturer. So your dealer literally "up-dates" his customer's color set when he installs one.

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KNOW YOUR BOARD MEMBERS



NORMAN WILLARD JAMES

President (in second term), Alameda County TV & Radio Association, Inc. (California).

Member Board of Directors of the California State Electronics Assn. Inc. (in second term).

Member of the Civic Affairs Committee of the Berkeley Chamber of Commerce.

Vice-president of the South Berkeley Businessmen's Association.

In the April, 1965 edition of "BERKELEY BUSINESS," published by the Berkeley Chamber of Commerce, appeared the story of Norman W. James first election as president of the Alameda County Television and Radio Association. With the article was a photograph of him being congratulated by John R. Liscomb, chairman of the chamber's Civic Affairs Committee. The statement made in the article included the following: "He (James) becomes the first Negro to head so large a trade group in California's history."

James was born in Dayton, Ohio. A high school graduate, he became interested in electronics early. For seven years he served in the Signal Corp. at Patterson Wright Field, Ohio, as a spe-

cialist in 2-way radio communication.

In 1944 he came to California, and has engaged in private and advanced electronics work. He has had his shop at 3238 Adeline Street in Berkeley, specializing in television, radio, hi-fi, sales and service, for over 15 years.

In 1953 the Alameda County (California) Television and Radio Association (ACTRA) was organized. James joined the association believing in the ethical business principles of the new group. He worked hard. Shortly he was elected a director on the association's board. A few years later, he was a vice-president. When the eleven Bay Area Council of the state association elected him as one of its three directors on the state association board. In 1964 he was elected president of the Alameda County Association, to serve in 1965. In December '65 he was re-elected, to serve through 1966. Then the Zone Council of the California State Electronics Association re-elected him for a second term as a state director. His belief in association activity in his industry, for the benefit of both TV service dealers and customers alike, has brought him prestige and honor throughout the state.

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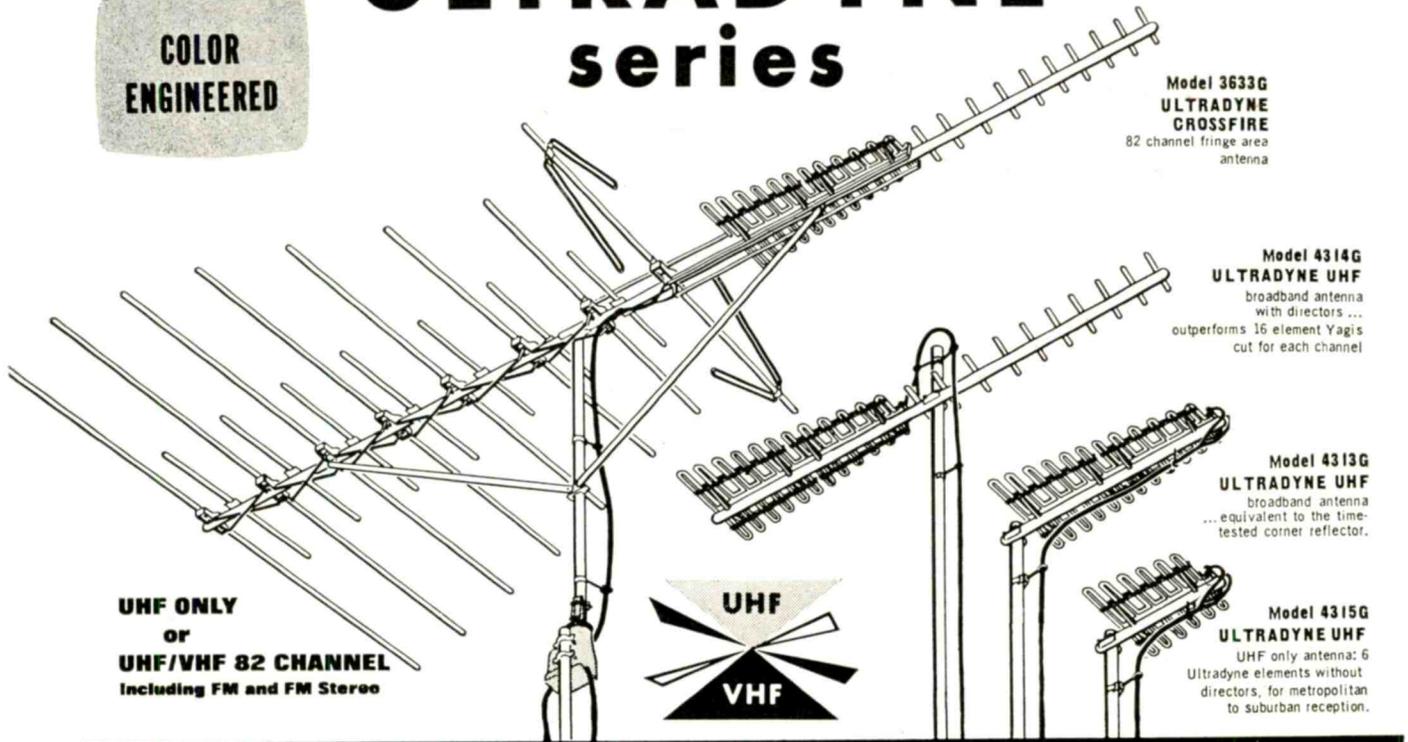
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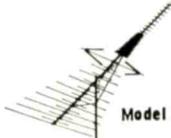
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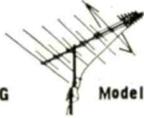


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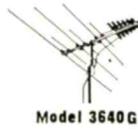
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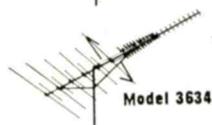
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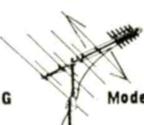
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BREAKTHROUGH!

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BREAKTHROUGH!

Fantastic front-to-back ratios... over 15:1 across the entire UHF band.

BREAKTHROUGH!

Three separate United States patents and two patents pending cover the exclusive design features of Channel Master's new ULTRADYNE series. No other antenna line incorporates such important technical advances. Yes, from the standpoint of gain, front-to-back ratio, impedance, construction simplicity and versatility, no other antenna comes close to the ULTRADYNE series. No wonder the entire industry knows that the truly significant advances in antenna design traditionally come from...

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