

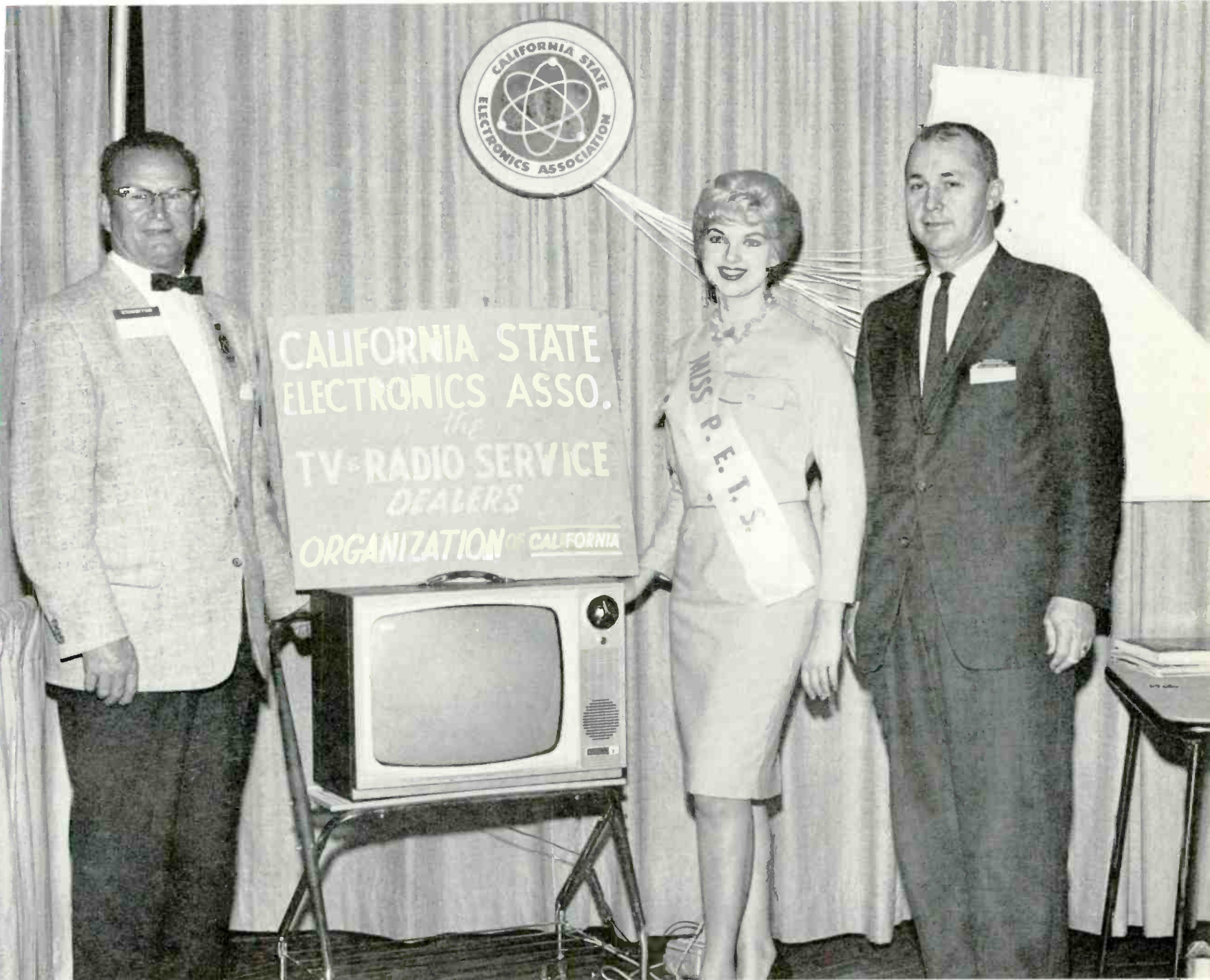
MODERN

# electronic service dealer

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

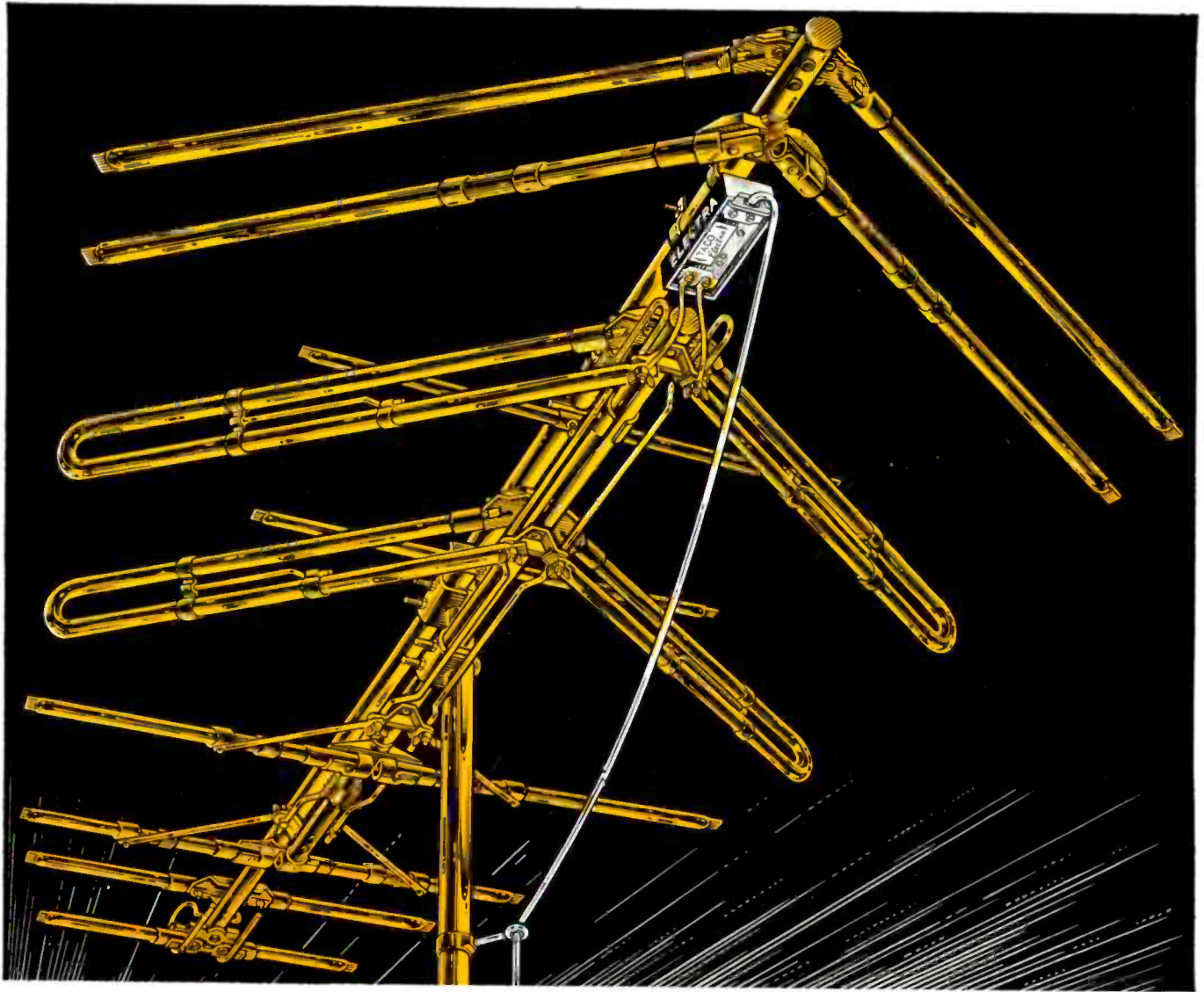
VOL. 1, NC. 11

MARCH, 1962



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## HOTTEST

Servicemen and distributors everywhere are talking about the hottest-performing electronic antenna around—the TACO T-BIRD ELECTRA.

And you know what started them talking... color TV. Color reception is the ultimate test of an antenna today, and here the T-BIRD ELECTRA's superior design separates the men from the boys. No friction noise, no signal flutter, a rifle-sharp forward lobe, flat response on all channels—and the best transistor preamplifier in the business (Jerrold-designed)... a few of the reasons why T-BIRD ELECTRAS (model for model) are *the world's most powerful electronic antennas*. Every element is extra rugged and put there to *work*, not just look pretty.

Only TACO, of all leading TV antenna manufacturers, has deep experience in designing satellite-tracking and defense antennas, as well as the best electronic know-how in the business. It's this combination that's making T-BIRD ELECTRA the hottest antenna news today. Add to this the new promotional concept that TACO offers you, and you have a line that can't be beat. Hot tip: GO TACO.

Shown above: T-BIRD ELECTRA Model G-990-8, list price \$107.20. Other T-BIRD ELECTRAS as low as \$78.80. Unpowered T-BIRD antennas list from \$28.30 to \$65.05.



# TACO **T-BIRD** ELECTRA

WORLD'S MOST POWERFUL ELECTRONIC TV/FM ANTENNA

TECHNICAL APPLIANCE CORPORATION, Dept. JTD-25, Sherburne, N.Y.

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 ALL YOUR CUSTOMERS OF  
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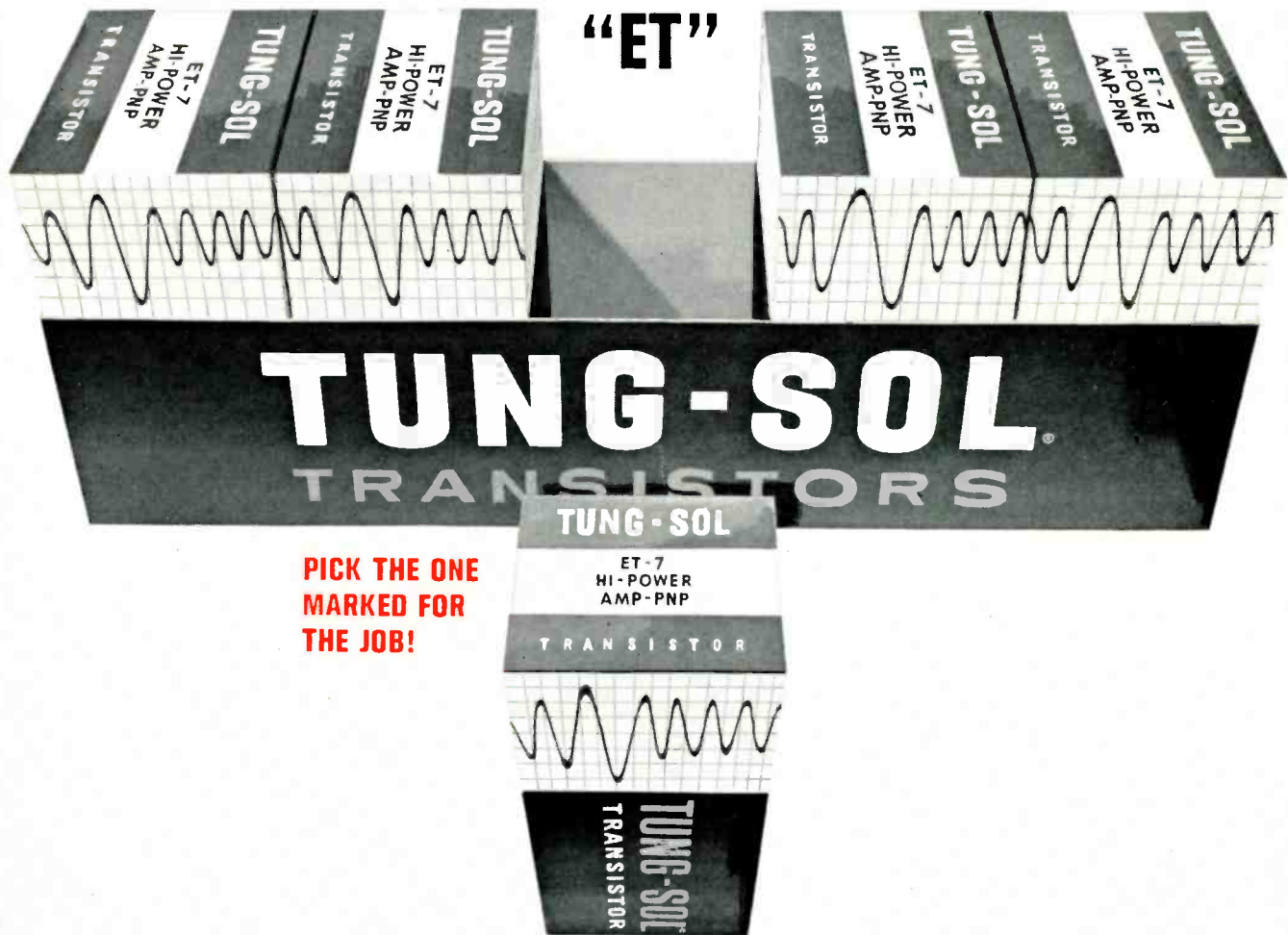
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 486 El Camino Real, Redwood City  
 EM 9-5566

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

**EASY  
WITH  
"ET"**



**PICK THE ONE  
MARKED FOR  
THE JOB!**

Tung-Sol "ET" transistor packages are marked to eliminate guesswork in selecting the correct replacement for every job. Type numbers, class of service and junction polarity is stamped on each end flap. This is a time saving feature as well as a safeguard against service slip-ups. Tells you at a quick glance where your inventory stands.

The compact "ET" line was engineered by Tung-Sol specifically to eliminate confusion in entertainment service resulting from almost endless similarity and duplication of types. Eleven PNP and NPN units replace hundreds of older transistors. "ET"

transistors measure up fully to Tung-Sol's one high standard of excellence and reliability. The most advanced quality evaluation techniques assure product uniformity, lot after lot.

When you order transistors, specify "ET." High turnover with low inventory and customer satisfaction will show that it's the profitable way to buy transistors. Tung-Sol Electric Inc., Newark 4, New Jersey.

 **TUNG-SOL®**

**A TYPE FOR EVERY JOB**

**PNP TYPES**

**Low power**

- ET1 Mixer/oscillator/converter
- ET2 IF amplifier
- ET3 AF amplifier 6v.
- ET4 AF amplifier 12v.
- ET5 AF amplifier 9v.

**Medium power**

- ET6 AF power amplifier

**High power**

- ET7 AF high power amplifier

**NPN TYPES**

**Low power**

- ET8 Mixer/oscillator/converter
- ET9 IF amplifier
- ET10 AF amplifier 9v.
- ET11 AF amplifier 12v.



Ask your Distributor for the Tung-Sol Transistor Interchangeability Guide



MODERN

# electronic service dealer

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MARCH, 1962

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CSEA Booth at PETS—Left to right, Mr. Jack Wade, Miss Western Electronic Week and Mr. Keith Kirstein.



DON MARTIN

## . . . AND THE RAINS CAME DOWN

Attendance a few weeks ago at the PACIFIC ELECTRONIC TRADE SHOW hit between eight and nine thousand people or about one-half the number expected. This number, in itself, is enviable for many industries but not in the Electronic Industry that is used to a WESCON or MAY PARTS SHOW. Possibly we are spoiled as to what to expect or not to expect but for what it is worth this year's PETS WAS A SUCCESS in my opinion.

However, even if there hadn't been any rain, there were some Boo Boo's which I'm sure will be corrected in future years. In a show that is competing for its existence I can not see how the first day of the show could have been advertised as "Distributor Day" and when it opened find it crowded with students. Now there is certainly nothing wrong with students, but if the show was to be opened generally, at least the first six hours should have been devoted to distributors. From what I heard there were many exhibitors upset over this turn of events and whether or not it will keep them from participating in the future remains to be seen.

The Dealer Seminar Program was a complete bust. Although the show managers did an outstanding job of setting up the area for the talks, the speakers were forced to compete with the only audio booth in the show as well as a NIKE going up and down every few minutes. These men were tops in their respective fields and it was embarrassing to place them under such conditions. Of course, the rains kept the seminar attendance at a bare minimum and our publication will attempt to publish, over the next few months, the bulk of the material presented.

Even in spite of the rains I can not justify the lack of dealer attendance at the show or at the seminars. I have always been told that the dealers are looking for hints and ideas for improving business sales and the entire program was built around this premise. In the future I would like to suggest to the committee heads of CSEA that they present fewer programs and only those of a technical nature dealing with the current interest. I believe a one day program of color or multiplex presented by different manufacturers so that the systems could be compared, in a relatively short period of time, would have been extremely well attended. These, of course, are things you have to learn through experience and it might be wise to think along these lines in regards to next year's program.

A three-day program as presented during PETS by CSEA has a tremendous value in dollars and cents. It was difficult even to get a few dealers into these meetings, but once they were there and listened to the program, the questions that followed indicated to me that these few did come away as better businessmen.

You can not criticize a dealer for not attending . . . this is his choice, but it seems to me that the most successful dealers are always the ones willing to listen and learn while those that are struggling always "know it all."

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



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

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

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

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

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

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

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

RCA Silverama "Universal" Type	Replacing		
21CBP4A	21ALP4	21ANP4A	21CBP4B
	21ALP4A	21BTP4	
	21ALP4B	21CBP4	21CMP4
	21ANP4	21CBP4A	
	21ATP4	21BAP4	21CWP4
	21ATP4A	21BNP4	21DNP4
	21ATP4B	21CVP4	21FLP4
21AMP4A	21ACP4	21AMP4A	21BSP4
	21ACP4A	21AQP4	21CUP4
	21AMP4	21AQP4A	
21ZP4B	21ZP4	21ZP4A	21ZP4B
21YP4A	21YP4	21YP4A	21AFP4

### AUTHORIZED RCA DISTRIBUTORS

#### ANDREWS ELECTRONICS

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

#### DUNLAP ELECTRONICS

Stores in:  
Marysville, Sacramento, North Sacramento,  
Pittsburgh, Walnut Creek, Stockton, Modesto,  
Merced and Fresno.

#### RADIO PRODUCTS SALES INC.

1501 So. Hill St., Los Angeles, Calif.  
RI 8-1271

#### WESTERN RADIO

1415 India Street, San Diego  
BE 9-0361

#### RCA VICTOR DISTRIBUTING CO.

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

#### HURLEY ELECTRONICS

1429 S. Sycamore, Santa Ana  
KI 3-9237

STORES IN: SANTA ANA, OXNARD, LONG BEACH,  
SAN BERNARDINO, ONTARIO, OCEANSIDE

## LETTERS TO THE EDITOR:

To: Don Martin & Staff

Modern Electronic Service Dealer  
From Cap Kierulff, newly elected President of PETS for 1963.

1. Congratulations on "the" outstanding publication of Western Electronic Week 1962.

2. You and your staff have done a magnificent job in support of an industry event that has drawn all factions of the electronics industry back together after a decade of growing pains. Western Electronic Week and specifically the Pacific Electric Trade Show are again scheduled to be held in the Southern California area in early 1963 and as the incoming president of PETS, I wish at this time to pledge any support to all segments of our great Industry—such that we can continue this unity of sales and service organizations working together to deliver Electronic products and services wherever and whenever needed.

Cap,  
**THANKS CAP . . .** for those kind words about our publication. We certainly tried to tie all of the different activities into one package and feel sure NOW that we succeeded. I can assure you that it will be the continued policy of this magazine to actively promote PETS . . . its purpose, ideas and needs.

February 9, 1962

Mr. Donald J. Martin  
Modern Electronic Service Dealer  
618 So. Western Avenue  
Los Angeles 5, Calif.

Dear Mr. Martin:

NuTone's Electronic Division has just introduced a new Stereo Tape Recorder that is built into the wall along with the other components of NuTone's Stereo-Intercom System.

I am enclosing a glossy and description of this new unit. Additional information on it is explained in the Operating Manual. If you need more details, please do not hesitate to let me know.

Sincerely,  
J. H. Solmn  
Director of  
Public Relations

**TAKE A LOOK . . .** in our Products section. The idea looks real good and we can certainly see and installation by a qualified Electronic Service Dealer.

January 31, 1962

Mr. Donald J. Martin  
Publisher  
Modern Electronic Service Dealer  
618 So. Western Avenue  
Los Angeles 5, Calif.

Dear Don:

We feel your group will be interested in knowing about our new Color TV Re-

view Lecturers. Perhaps your PHOTO-FACT Distributor has already mentioned them to you. If so, please forgive the repetition.

This series of four separate presentations can be used individually or in one continuous meeting. Each is self-contained and consists of its own set of 35 mm. slides, a professionally recorded tape and lecture notes (a copy of which is given those in attendance). A set of these notes is enclosed to give you more detailed information on the series.

Our representatives in your area—

W. BERT KNIGHT CO.

Mr. W. Bert Knight  
10377 West Pico Blvd.  
Los Angeles 64, Calif.

Telephone: Bradshaw 2-0101

or your local Sams Distributor, will be glad to arrange for you to use a set of the lectures. Just be sure to give him plenty of time to reserve a set and to order the number of notes you will require.

By the way, there is no charge, or deposit. Besides an audience, all you will need is a 35 mm. slide projector, a tape player (7½ feet a second), and a screen.

We do ask you to record any questions or comments on another tape and send it in to me. So far as possible, we will attempt to answer your group's questions.

Through the years we have received many request for meeting materials and speakers. Due to the many difficulties of scheduling and the problems created by taking our technical people away from their assigned work, we haven't been able to fulfill all these requests. Now, with presentations polished by this staff and in recorded form, any group can arrange a meeting as best fits their own plans. Frankly, how well this series is received and used will determine how many others we make available.

I hope your group will take advantage of the opportunity and if you have any further questions or suggestions please let me know. In any event, our people will be happy to work with you in obtaining your meeting material.

Best personal regards,  
Bill Renner

**I'M SURE THAT . . .** many of our local chapters of CSEA will want to take immediate advantage of your presentation. In checking the course it seems to me that most of the material can be used as additional and valuable information to that already obtained over the past few months since the color panic button was pushed.

January 24, 1962

Modern Electronics Service Dealer  
618 South Western  
Los Angeles 5, California

Gentlemen:

I wrote you on December 27th, and since I hadn't heard, thought I'd write again.

Would you please:

1. Enter a year's subscription in my name at the above address.
2. Send me a copy of your November 1961 issue, and,
3. Invoice me at this address.

Thanks for your help.

Sincerely,  
Jim Tippet

Press Relations Manager

**AS YOU NOW KNOW . . .** Mr. Tippet MESD can not be subscribed to at random. We have a good hold on the type of person we wish to reach with the medium and our promotion list has been limited. However, because of your sincere interest in our Industry your name has been placed on our misc. list with our compliments.

Modern Electronic Service Dealer  
618 South Western Ave.  
Los Angeles 5, Calif.

Gentlemen:

On page 27, in your November issue of MESD, there is an item of interest to us.

Will you please send us either more information on the Radar Sentry or send us the address of Radatron Inc.?

We would like to have the list price and also if they are sold on a wholesale basis, the net prices and price breaks.

Thank you,  
Jerry Chaffin

Ed & Jerrys TV & Appliances

**HERE IT IS AGAIN THE RADAR SENTRY . . .** Jerry I'm sorry to say that the exact location of this company has been misplaced and we have called for help. We suggest you contact your local distributor to see if he is handling the unit. It does sound like a good sales item and we have received a great deal of interest from our readers in regards to it. Sorry we can't help more.

November 2, 1961

Mr. Donald J. Martin  
California State Electronics Association  
1111 East Weldon  
Fresno, California

Dear Mr. Martin:

We are interested in getting up-to-date information concerning the annual meeting, or important meetings, held by The California State Electronics Association.

In addition to the date and location of the conference, would you please tell us whom we should contact for a possible speaking engagement? We would appreciate this information for the remainder of this year and for 1962, if the latter is available.

Thank you for your attention to this matter.

Sincerely yours,  
Karin N. Taube  
Secretary  
Bruce Payne & Associates

**WE APPRECIATE YOUR INTEREST . . .** in CSEA and what we are trying to accomplish. The dates for our annual meeting has not been set but will be in June. This is our annual election of state officers and the meeting is required at that time.





\* dates

\* programs

\* dealer news

## Better Business Bureau To Work With CSEA In Los Angeles Area

At a recent meeting of Zone F, the Better Business Bureau of Los Angeles indicated that they were very pleased with the cooperation they had received from CSEA and that the program should go a long way in solving many of the problems facing the TV Servicing Business in this area.

Mr. Robert Mott, Trade Practice Consultant to the TV Industry for BBB, stated, "By Zone F of CSEA accepting the standards and code of ethics prepared by the BBB we can expect a definite improvement in the Los Angeles area and have agreed that in all advertising by the Association the fact of this acceptance can be included in the ads. Since it is the policy of the BBB to never endorse any individual business or group of businesses we can allow an Association that has accepted, as a whole, this type of code to use this information in their advertising.

"It is only through this type of cooperation," he stated, "that we can eliminate the problem of TV service in the Los Angeles area."

A mailing to all service dealers in the Los Angeles area is planned for the near future and further details will be outlined at that time.

## RESALE TAX PROGRESS REPORTED BY STATE OFFICE

Considerable progress has been made in Sacramento on the overall picture of resale tax problems with the State Board of Equalization. Such items as taxation on delivery charges, taxes on merchandise trade-ins, taxes on rental property, etc. are under serious consideration and as definite news becomes available it will be passed onto the dealers.

## CSEA SACRAMENTO GROUP RECEIVES RECOGNITION

The CSEA Sacramento Chapter has received a great deal of favorable publicity from giving a television set to a new Senior Center in Sacramento. This type of good will is worth thousands of dollars in consumer acceptance of CSEA and its members.

# CSEA SEMINAR-CONVENTION CURTAILED BY HEAVY RAINS

### Disneyland Closed During Most Of Three-Day Meeting of Group; Assemblyman Grant Honored

## LOS ANGELES CSEA ELECTS NEW OFFICERS

The Los Angeles chapter of CSEA last month elected new officers for 1962.

Leading the group will be Mr. Norman Shannon of Tel-Radio Service Inc. in Hollywood as President. Mr. Howard Singer of Day and Night TV in Los Angeles was named Vice President with Mr. Abe Bowers of TV Technicians Guild of Los Angeles as Secretary and Frank Lem of Franks TV Service of Los Angeles as Treasurer.

The group is now looking into the possibility of a color course and supplementing this with interim speakers on various subjects that will create interest in the chapter. They feel that constant exposure to the industry is the only way that membership will be increased. The group is also trying to obtain a speaker from International Telemeter in an effort to be brought up to date on pay TV as it pertains to the service industry.

## NEW CHAPTER FORMED IN MARYSVILLE AREA

Another new group of top Service dealers have become a chapter of CSEA according to a report from state Executive Secretary Keith Kirstein.

The new group, Yuba-Sutter Chapter #21, was developed through the hard work of Board member Darrell Petzwal in Sacramento and it became the third new Association chapter for January.

Preceding the Yuba-Sutter group where CSEA Venutra Chapter and CSEA Stanislaus Chapter.

Actually any new group needs all of the help it can obtain from the old timers so we suggest that whenever possible other chapters should contact these new ones and offer their assistance.

Marysville: Yuba-Sutter Chapter, David S. Imler, President, 121 Sixth Street, Marysville.

Ventura: Roger J. Wilmer, President, 236 W. Fourth Street, Oxnard, California.

Stanislaus: Ray L. Thompson, President, P.O. Box 1624, Modesto, Calif.

Even the kids suffered as the heaviest rainfall in over six years hit the Los Angeles area during the recent CSEA Convention and Seminar Program. Yes, they closed Disneyland, which was the attraction set up by the committee to draw members, and the kids were not happy with the turn of events.

As for the members . . . the storm turned them away from as far as the Bay Area and San Diego as chapters reported the closing of main highways in the wake of the storm.

All in all, the outstanding program that had been set up by Chairman of the Convention Ralph Jhonnot drew very few members and a great deal of disappointment.

The largest turnout, to a single event, was the annual Banquet held at the Charter House near Disneyland. Even though cloudbursts kept driving on the freeways to about 15 miles per hour, over 75 dealers and their wives braved the storm to hear Mr. Ed Bowden, President of Sencore, and to honor CSEA's long time champion of our Licensing Bill, Assemblyman William Grant. Assemblyman Grant has indicated that he would retire from the State body after this term and the Banquet was really in his honor. Master of Ceremonies, Mr. Al Bernsohn, of Home Furnishings Daily, did a magnificent job in spite of several parties being held in the restaurant.

*Do You Want To Go  
To The Seattle*

## WORLD'S FAIR?

*See Your*

**HURLEY ELECTRONICS  
SALESMAN  
TODAY!**

Sales of TV Pix Tubes up Somewhat  
In 1961; Receiving Tubes Slump

Last year's sales of television picture tubes exceeded those in 1960 by a comfortable, but not spectacular, margin, while 1961 sales of receiving tubes dropped abruptly under the total for the previous year, according to 12-month totals disclosed by the Electronic Industries Association.

The year-end totals these: 9,306,927 picture tubes sold in 1961 with a value of \$185,553,642, compared with 9,013,671 units worth \$180,098,000 the previous year; 375,006,000 receiving tubes valued at \$311,098,000 sold last year, against 393,055,000 worth \$331,742,000 in 1960.

EIE's final compilation for 1961 appears below:

	Television Picture Tubes	
	Units	Dollars
December	709,556	\$ 14,099,555
November	835,929	16,896,809
October	912,281	18,000,957
September	946,405	18,981,210
August	870,578	17,239,228
July	457,181	9,364,364
June	806,852	15,887,776
May	673,315	13,238,774
April	722,110	14,293,375
March	936,098	18,725,011
February	728,989	14,395,981
January	<u>707,833</u>	<u>14,430,602</u>
Year-to-date '61	9,306,927	185,553,642
Year-to-date '60	9,013,671	180,832,131

	Receiving Tubes	
	Units	Dollars
December	29,052,000	\$ 25,084,000
November	32,636,000	26,561,000
October	32,480,000	26,155,000
September	37,611,000	30,472,000
August	36,907,000	31,347,000
July	27,566,000	20,979,000
June	31,463,000	25,989,000
May	29,823,000	25,308,000
April	28,687,000	24,392,000
March	36,635,000	30,719,000
February	25,803,000	21,865,000
January	<u>26,343,000</u>	<u>22,227,000</u>
Year-to-date '61	375,006,000	311,098,000
Year-to-date '60	393,055,000	331,742,000

## ELECTRONIC BREAK-THRU ADDS FOUR TIMES TO TUBE LIFE SAYS G.E.

LOS ANGELES — An electronic break-thru by General Electric is expected to increase life and reliability of radio and television receiving tubes for as much as four and one-half times.

Development of what is called rhenium-tungsten alloy for heater and filament wire has been termed by the company's scientists as the first significant change in basic receiving tube heater material in more than 30 years.

Alloying the rare and little-used metal rhenium with tungsten makes possible, the scientists say, filament "heater" wire with stronger physical and better heat-tolerance and electrical characteristics than tungsten wire normally used. Test data shows receiving tubes already are among industry's most reliable electron control devices.

The trend towards smaller and more compact television

and radio receivers will be speeded; the G-E scientists say, by alloy wire in Compactron\* devices, revolutionary multi-function units developed by the Company for use in lieu of conventional tubes and transistors. The conventional devices also can use the new wire. Adaptation of the alloy development Compactron units is under way by GE at its Receiving Tube Department plant.

Developed by the Company's Lamp Metals & Components Department, the rhenium-tungsten wire also will be used in photo flash lamps to increase "flashability" by providing better synchronization and making bulbs easier to fire, even with weak batteries. G-E engineers say they are investigating merits of the wire for use with many standard miniature receiving tubes.

\*General Electric registered trademark.

### Federal Reserve Bank COMPARATIVE SALES INDEX of Department Store Volume

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

Metropolitan Area, Center or FRB district	% CHANGE FROM SAME PERIOD LAST YEAR		
	One week ending Feb. 10	4 weeks ending Feb. 10	Cumulative from Jan. 7, Feb. 10
THE PACIFIC AREA (12th district)			
LOS ANGELES-LONG BEACH AREA	- 9	+ 3	+ 3
DOWNTOWN L.A.	-16	+ 1	- 1
WESTSIDE L.A.	-15	+ 2	+ 3
SAN DIEGO AREA	+41	+31	+29
SAN FRANCISCO-OAKLAND AREA	0	+ 5	+ 4
SAN FRANCISCO	- 3	+ 2	+ 2
OAKLAND	+ 1	+ 5	+ 5
SACRAMENTO AREA	+ 1	+11	+14
SAN JOSE AREA	+ 4	+ 6	+ 4
PORTLAND AREA	+13	+ 4	+ 4
SEATTLE AREA	+19	+11	+10
TACOMA AREA	+17	+10	+ 9
SPOKANE AREA	+15	+ 8	+ 8
SALT LAKE CITY AREA	+11	+ 6	+ 8
TWELFTH DISTRICT	+ 3	+ 6	+ 6
UNITED STATES	+ 6	+11	+ 6

# CSEA SAN DIEGO AREA NEWS

VOL. 1, NO. 5

MARCH, 1962

Editor: ED FORT JR.

## NEXT MEETING

SAN DIEGO #13  
Time: 8:00 p.m.  
Tuesday, March 6th & 13th  
Place: KOGO  
Hwy. 94 & 47th St.  
Subject: Color School  
NORTH COUNTY #18  
Time: 7:30 p.m.  
Thursday, March 8th  
Place: to be announced

## COUNTY FAIR

Plans are now being made to continue our annual participation in the San Diego County Fair at Del Mar. Last year's affair cost the Association about \$750.00 but the response throughout the year has proven that this was money well spent.

North County will do the lion's share of the work and I'm sure it will be handled as ably as did Cliff Coons last year. More details will be announced in future issues of MESD.

## NO ADDRESS

At the last board meeting it was brought to their attention that a number of display ads in the Telephone Directory Yellow Pages did not list addresses of the shops in question. This situation is certainly contrary to all good business practices, providing, of course, that they do have a legitimate business address. A letter is being sent to Pacific Telephone and Telegraph bringing this oversight to their attention. We will continue to follow through on this program until a satisfactory conclusion has been reached.

## MULTIPLEX

Following the conclusion of the Color Course we will go right into a complete school on multiplex FM.

The same format will be used that has proven so satisfactory during the color school. Anyone interested should contact the Association office for registration. The course is open to all servicemen in the industry.

## CHAPTER OFFICES

SAN DIEGO #13  
3614 Mt. Alvarez Ave.  
San Diego, Calif.  
NORTH COUNTY #18  
114 So. Juniper  
Escondido, Calif.

## "MEET YOUR TV SERVICEMAN" GOES ON THE AIR IN SAN DIEGO AREA

The CSEA chapters in San Diego finally got their advertising program, underway last month with a kick-off one-half hour tv program on Channel 10. The program was titled "Meet Your TV Serviceman," and was moderated by Rod Sherry, popular local personality. Bob Whitmore, CSEA president was the guest speaker.

Following this program will be a series of one minute spots on KOGO radio at least twice a day for the next two months that will extoll the virtues of doing business with a CSEA member in their area. The customer is urged to look for an association shop that displays the State Seal at his place of business, on his trucks or by looking under the CSEA listing in the yellow pages of their telephone book.

Needless to say, this program will present a wonderful opportunity for any member shop to tie in some local promotions and thereby get a tremendous boost from this two-pronged attack. Be sure to prominently display the State Seal in a place where your customers will be able to see it.

This is just the beginning in the overall program to promote the State Seal and CSEA in the San Diego area. With this type of consumer advertising it is only a matter of time until it is recognized as the seal of good honest TV service.

## CSEA STICKERS NOW AVAILABLE

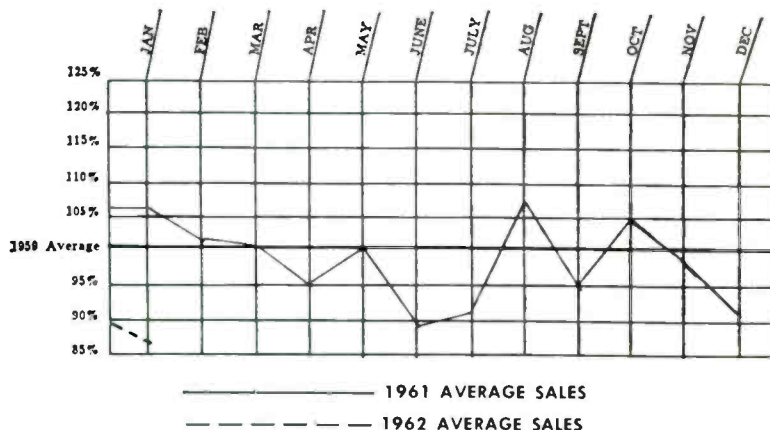
CSEA now has a sticker available for its members to help member customers locate the service dealer's phone number and name in case of additional trouble. They are recommended for use on the backs of televisions, radios and other appliances and have a sticky back, making it difficult for anyone to remove them.

The CSEA decal appears on the stickers and the phone number is large and easy to read. For an extra charge, the service dealer may use other emblems in addition to CSEA. Cost for these is \$2.50 per order plus the price listed on the new price list CSEA has issued to members.

In the new list prices include postage. Members have been informed that all orders for this member service must be paid in advance. It's easier for the state headquarters to handle orders placed by Associations, but individual purchase orders will be honored from members.

## BOWLING ANYONE?

Soon it will be time for the summer leagues to organize. Anyone interested in participation on the Association's team please call the chapter office.



**Service Dealer  
Ralph Johannot  
Tri-Color TV  
Burbank, Calif.**

First of all as chairman representing CSEA for the show I was amazed at the few dealers who attended the wonderful seminars. These were top men from all over the country and although the rain was an important factor it cannot be the sole reason for a seminar attendance that ranged from as few as 15. It is impossible for me to understand how we as service dealers are so intelligent that we do not need such information. If only one or two of the good ideas, that were presented, were put into practice it would pay off handsomely in business profits.

As far as the displays were concerned, most were very well presented and much effort was placed on proper manning of them, but who were they aimed at? Some of the feeling expressed by dealers to me were that: 1. Not enough plans from the manufacturers to present the service type parts. 2. Why weren't many of the major parts manufacturers represented? We as a multi-million dollar service market pay our share into the advertising funds so why not give us a show of our products? We are not interested in WESCON. We cannot attend the Chicago Show. Isn't the California Dealer market large enough to support such a show on its own merits? There was only one booth on multi-plexing, nothing on color and a little on color test equipment. Why was this overlooked?

To those manufacturers who braved the weather and gave their support to PETS . . . we thank. To the dealers who are lost in the fog of gripes . . . wake up. To the Manufacturers of Electronic Service Products . . . we challenge to make next year's PETS bigger and better.

**Electronic Industrial  
Parts Distributor  
Cap Kierulff  
Kierulff Electronics, Inc.  
Los Angeles**

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For Kierulff Electronics, a general line industrial electronic parts distributor, Western Electronic Week—past, present and future is the answer to our need for a 100% distributor-oriented market place in the west. While I am on various distributor committees of each of the other show (Wescon, Hi-Fi, Chicago, etc.) W.E.W. brings to the WEST, once a year, a chance for all my personnel to participate in product conferences, product exposure and educational seminars—which otherwise would be impossible for me to duplicate. The fact that the product exhibits do not at present represent a majority of my industrial manufacturers does not deter me one bit from lending W.E.W. my 100% support. I anticipate that W.E.W. will in a very short time be "THE" annual Western Distributor market place for ALL electronic parts and ALL electronic parts distributors.

**Electronic Dealer  
Parts Distributor  
Andy Futchik  
Andrews Electronics  
Burbank, Calif.**

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PETS, to me, was a success even though the rains kept the attendance to about half of what had been expected. You certainly can't discount the importance it played in this attendance since the area was declared a disaster area during the show. On the other hand, I felt, that the manufacturers could have done a lot more towards the service dealer in providing the many service aids they have available. The Dealer Seminar programs were very poorly attended and, in a way, you can't blame the dealers who had been out fighting the elements all day for not wanting to fight them again at night or on Sunday. Next year, I'm sure, the situation will be different.

**Industrial and Dealer  
Manufacturer Exhibitor  
Robert Woodbury  
Spragne Electric Products  
Los Angeles, Calif.**

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Of course, we were all disappointed with the weather and, in turn, the attendance but, as a whole, we were pleased to see the many who did come from all over the West. We have every intention of supporting the PETS now and in the future. It was disappointing to participate in the seminar programs and to have such a poor turnout of dealers but, I guess, this was also to be expected.

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

**MOUNTS ON  
ANTENNA**

**NEW TRANSISTOR TV-FM  
WINEGARD  
TENNA-  
BOOST**

**MOUNTS ON ANY ANTENNA**



Model  
MA-300  
**\$34<sup>95</sup>**  
only LIST

**INSTALL IT... FORGET IT!**

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

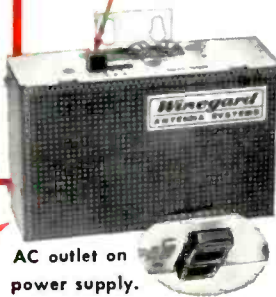
No costly, nuisance batteries!



Built-in two set coupler.



● Polarity Control Switch



AC outlet on power supply.

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

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

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

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

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

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



**FOR THE ULTIMATE IN  
TV RECEPTION**

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



**Winegard**

**ANTENNA SYSTEMS**

3024-42 Kirkwood ● Burlington, Iowa

FOR FULL DETAILS CONTACT ANY OF THE FOLLOWING DISTRIBUTORS

**DUNLAP ELECTRONICS**

Stores in:

Chico, Marysville, Sacramento, North Sacramento, Pittsburgh, Walnut Creek, Stockton, Modesto, Merced, and Fresno

**NYSTROM BROTHERS CO.**

2426 Fourth Ave., San Diego, Calif.  
BE 4-7231

**RCA VICTOR DISTRIBUTING CO.**

6051 Telegraph Road Los Angeles 22, California  
RA 3-6661

**RADIO PRODUCTS SALES INC.**

1501 So. Hill St., Los Angeles, Calif.  
RI 8-1271

**HURLEY ELECTRONICS**

Main Store: 1429 S. Sycamore  
Santa Ana

Stores in: Oxnard, Long Beach, San Bernardino, Ontario, Oceanside

**INLAND ELECTRONICS**

1518 Ninth St., Modesto, Calif.  
LA 4-7945

The CSEA sponsored Seminar programs held in conjunction with the Pacific Electronic Trade Show were very poorly attended by the service dealer fraternity, but six inches of rain certainly played its part in the outcome.

"Look to other horizons," stated Walter Schott of International Rectifier Corporation. "The TV is not the answer to the electronic technician's future and the wise service dealer of today will look to industrial and commercial

to build a desire for your services because they are better than anyone else's. This you must follow with conviction or, in other words, truth. This will build confidence and keep a customer after he has used your service the first time.

Finally, you must present a strong action message. You must leave a reader with both a sense of urgency to do something, and with a course of action laid out before him."

## CSEA Seminar Program Poorly Attended—Speakers Outstanding

servicing fields. Industry is crying for reliable service men and only a few are taking advantage of this situation. With more and more of Industry and Commercial firms going to electronic equipment it is only a matter of time before the companies manufacturing this equipment will not be in any position to offer service. IBM, for example, has just about exhausted the reserve of qualified service engineers and there is no reason why the service dealer as we know him today can not take on this challenge."



Mr. Fred Nataly, General Electric Advertising Executive (far right) is shown going over some last minute details before his Seminar Program with Mr. Keith Kirstein, Executive Secretary of CSEA on the left and Mr. Ralph Johannot, Convention Chairman for CSEA (center).

### G.E. Executive

General Electric Advertising Executive Fred J. Nataly stated that there are basic principles in advertising that even the smallest of business men can practice with the smallest of budgets. He stated, "first you must create interest. You must offer something different in order to gain attention. After you have gained this interest you try



Mr. Walter Goodman of Jerrold Electronics is shown here making a point during the CSEA sponsored dealer Seminars.

### TV Distribution Systems

"If you are looking for a new course of income . . . one that you can take advantage of under your present operation then take a look at Antenna Systems," stated Walter Goodman, Distributor Sales Manager of Jerrold Electronics Corp.

"Commercial Systems in Hotels, Motels, Apartment Houses, etc., are now being handled by the Electrical Contractor that knows nothing about antennas or antenna systems. Contact a few of these specialty builders in your immediate area and you will find them welcoming you with open arms. Systems are a completely different operation than electrical work. A good source of building information is the Southwest Builder and Contractor's Green Sheet which gives most of the building information in Southern California. This is rather a costly thing, but if a group of dealers worked together on it the cost would be reduced."

### Color Is Here

"Within the next 12 to 18 months, every important manufacturer of television will be producing color sets," Mort Leslie, sales manager for JFD Electronics Co., told service dealers at-



**MORT LESLIE** . . . JFD Sales Executive, outlined the important profit picture of portable TV Antenna Servicing during the recent CSEA Sponsored Dealer Seminars.

tending the seminar. He predicted that this influx of usage will reduce the cost of three-gun tubes to where \$100 sets will be possible.

"This will force our industry to install new antennas for almost every home that has a color set," Mr. Leslie said. "With color you can't get away with the reception inadequacies that the public is willing to tolerate with black-and-white reception."

He also predicted that, in most homes, color TV will be the second set and that it will be the prevailing practice to split the signal from a single antenna not only between the multiple TV sets but also to feed signal to the stereo FM units. "The latter will entail investments of several hundreds of dollars and will be purchased by people who will demand clean, good-quality stereo FS reception."

This, he said, will provide a huge market for the new transistorized electronic antennas being manufactured by several companies. "These make possible more gain on a split signal than ordinary antennas will allow on a single-usage hook-up," Mr. Leslie said.

Another market Mr. Leslie urged the dealers to pursue is that for built-in TV antennas. "When you take off the back of a set, unsolder the leads and install one of the new built-in antennas, you have done a shop job and can charge accordingly. The customer has the satisfaction of knowing he has a neat, attractive set now instead of something that looks makeshift with a rabbit ear antenna. Instead of making a few cents or losing money by giving away a rabbit-ear, the firm can make \$5 or more off a built-in installation."

#### **MORE ON COLOR**

Color can't be put off any longer by service firms, R. H. Bowden, President of Sencore, Inc., said at the annual banquet of the California State Electronics Association at the Charter House. "The service agency that isn't well into color television servicing considerably before next year will almost automatically become a part of yesterday," he said.

He indicated that the trend toward miniaturization of receiving tubes in all forms of home electronic devices will continue, only it will take several directions. Among these are the reduction in size of individual tubes, multiplicity of functions of individual tubes and "blowing up of miniature tubes" to reduce their cost. He singled out RCA's Novar and Nuvisor tubes for mention and Sylvania's tubes with nine pins in the base and one coming out of the middle.

"At least they make drug store tube testers obsolete," he said.

Mr. Bowden said that there are more than 2,400 types of transistors in existence but that the home electronic field could weed those needed down to 40 or even 20 if it tried. "The service firm must become more efficient," he stressed. "This calls for a flat rate basis for charging with a one-hour minimum fee even if it takes only 15 minutes to effect a repair. Remember you're doing custom service on machine made sets." He particularly cited the problem of fixing a transistor radio "that cost the customer \$19.95 was made with six cent per hour labor."

"Try to isolate the stages in the worst cases of these, and try to complete it in 15 minutes. If you find you can't repair it quickly and without having to charge the customer an excessive price, for example, more than \$5, tell him so. You're out only 15 minutes that way."

Assemblyman William S. Grant of

the California Legislature was honored at the banquet for his efforts to secure passage of a state licensing bill backed by CSEA. Chairman of the banquet was Al Bernsohn of HOME FURNISHINGS DAILY.



**NO ROMANCE IN CAPACITORS** . . . stated Mr. Al Coumont of Sprague but the horizon for TV Service Dealers are unlimited.

#### **Sprague Executive**

"Unless the television industry begins showing greater appreciation for its service people and making the television service field more financially attractive, there's danger of the drift of better technicians to other fields increasing in volume and speed," stated Al Coumont, distributor products sales manager for Sprague Products Co., North Adams, Mass.

"The same technical skills that qualify the best television technicians allow for the diversification of his talents,"

*(Continued on Next Page)*



**ALSO GETTING INTO THE ACT** is MESD Publisher Don Martin (center) as he proclaimed Western Electronics Week in the City of Hawthorne. Industry leaders in the City looking on are, from left, Eugene T. Maloney, assistant regional manager, Raytheon Company; Harriet Kurland representing the City of Hawthorne as "Miss Western Electronics Week" and an employee of Raytheon Company; William Nehrenz, vice-president, marketing, Eldon Electronics, Inc.; Robert Greenwood, national sales manager, Ungar Electric Tools, electronic division of Eldon.

Mr. Coumont said. "Today's better chasses have not contributed an increase to the rate of service needs as have some in the past. Such growing fields as citizens' band custom hi-fi are causing service personnel to re-orient their thinking.

He also criticized technical-minded sales people, service-salesmen and others of the industry for using too much service jargon in dealing with the public. "Don't tell them the names of the tubes and the nature of components in a set," he said. "Just tell them that the design of the set and the professional service you offer combine to give them the ultimate in home entertainment."

Suggestions he offered independent service firms included:

1. Don't wait for the phone to ring and bring in business. Go seek the market with ads and phone calls, door to door solicitations, mailings, classified directory listings and well-done window and truck signs.

2. Look for sound opportunities to merge with others providing specialized skills so that you may become a part of a central service agency maintaining almost everything in the home. You may not be humble enough to fix a lamp that has shorted, but the electrician who takes that job may also be willing to fix a radio or TV set.

3. Re-orient your thinking in regard to the outside man. Don't give that job to the inexperienced youngster who can do little more than drive a truck and pull a chassis. Here is your firm's direct contact with the customer. Use more mature men who have the ability to both service in the home efficiently and to sell.

4. Use your distributor sales personnel to greater advantage, calling on them for assistance in solving service problems, keeping inventory records, finding business and improving the attractiveness and efficiency of the shop.

#### Sunday's Program

"I can not believe that the TV service dealer of today is on the way out as so many people seem to think. TV Horizons are greater today than ever before and the future is even brighter," stated C. A. Nealon, Regional Service Manager for Westinghouse Electric Corp.

"One of the chief points of those who advocate looking for new work for the TV service dealer is that TV's are getting easier to work on, that manufacturers are building better units to last longer, and that the TV tube checker is putting the dealer out of business." "Yes," he stated, "these facts are true but we must remember that we are ready to make major breakthroughs on one gun color, on greater use of the

transistor and many other things. When a consumer spends hundreds of dollars for such equipment he is not going to try to check tubes."

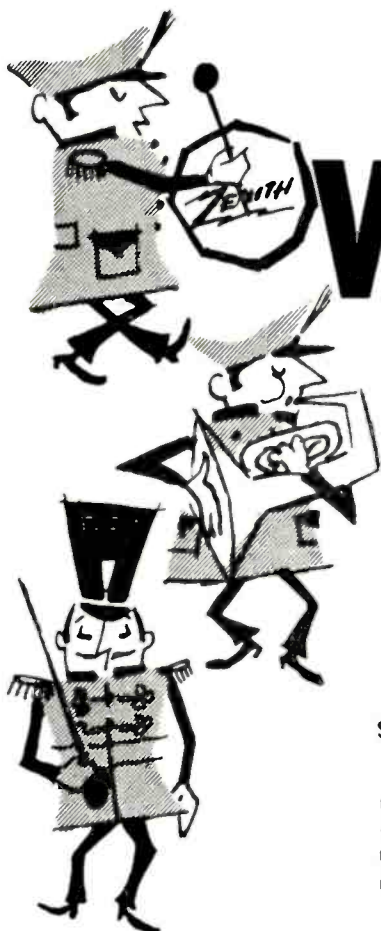
#### FM and Color Antennas

Joe Ridge, Assistant Sales Manager of Winegard, stated that, "the advent of more and more FM stereo broadcasting will open the antenna sales market like it was born all over again. The general public is now sold on FM and by adding stereo broadcasting they will want the finest in reception. All a customer wants to know is that he will obtain the best possible sound with a new FM antenna and the sale will be made. Of course, color will play an important part in the future of specialty antennas and the dealer should consider this at the same time."

#### Tie-In Advertising

"Hundreds of dealers throughout the country are taking advantage of the advertising programs being made available to them by the manufacturers but thousands more fail to consider these opportunities," stated Don Hughes, Sylvania Advertising Executive. "We at Sylvania can show you case history after case history where big dividends have been realized by the use of our Singing Record for radio on a co-

(Continued on Page 29)



**BUY** THE PICTURE TUBE YOU KNOW IS ALL-NEW  
FROM FACE PLATE TO SOCKET.....  
**WITH** ALL THE ASSURANCE OF THE HIGHEST QUALITY  
AND PERFORMANCE FOR EVERY REPLACEMENT NEED  
**CONFIDENCE!!!**

Yes, Zenith tubes are all-new and you know what you are buying. Remember ZENITH quality leads to long life and the finest picture possible.



AVAILABLE IN MOST POPULAR SIZES

#### SUES, YOUNG & BROWN, INCORPORATED

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

HURLEY ELECTRONICS 1429 South Sycamore Santa Ana, California	HURLEY ELECTRONICS 501 East Date Street Oxnard	ANDREWS ELECTRONICS 1500 West Burbank Boulevard Burbank, California
HURLEY ELECTRONICS 1501 Magnolia Long Beach, California	GROSSMAN & REYNOLDS 1900 West Valley Boulevard Alhambra, California	ELECTRONIC SUPPLY CORP 2483 - 3rd Street Riverside, California



# INDEX TO HOW YOU'RE DOING IN A SMALL SERVICE BUSINESS

An electronic shop owner's bookkeeping and accounting system can do much more than keep the record straight. Properly used the information therein can enable the shop owner to have the perfect picture on how he is doing at any time.

It is popular misconception that only the more complicated accounting system is capable of performing such a function. While it is, of course, not as versatile, even the simplest of bookkeeping systems can enable the shop owner to secure that good focus on his profit picture today.

Such information is becoming an absolute necessity now. Changing business methods, increasing competition, ever and ever mounting taxation at all levels and similar factors may well make it a life and death struggle for the shop owner to stay in business tomorrow.

How well he is able to always maintain this clear picture of his business may determine in the tomorrows ahead whether or not he will even be in business. And there must be something more than a simple profit and loss statement. A great deal of other information must be used.

## Assets to Debt

*Current Assets to Current Debt* is something the shop owner must watch very closely today. It is generally considered that the shop which is able to maintain a position of twice as much asset as debt is sound. There is much more to it than that if the true picture is to be secured.

The nature of such assets and debts must always be accurately presented. The current assets figure should include all cash, accounts receivable, notes receivable, prepaid items such as insurance, parts, materials, etc., securities and any and all other items which have a ready cash nature. Including every possible item which conveniently goes into the inventory figure at unrealistic prices only distorts the picture and some times to such an extent as to be completely misleading. This is particularly true of shop equipment whose "ready cash" value is usually a great deal less than the shop owner is inclined to set down.

In like manner complete realism is most necessary in arriving at the current debt picture. The usual method is to put down everything due and payable within the years period ahead. Only the portion of long term obligations due during that year is generally included.

Finally, in arriving at this picture of the business, it should be cautioned that the most accurate one available will be based on the complete exclusion of any conventional assets which could not be converted into dollars and cents immediately and then only at the actual amount which will be obtainable under those circumstances.

## Net Profit on Sales

*Net Profit on Net Sales* is the second business control figure to be used in obtaining that proper focus. Basically this is done by accountants through the process of dividing net profits by the net sales. The closer this can be to two percent today the more desirable.

The net profit figure should, again, be a thoroughly realistic one. It should be determined only after taxes. Net Sales figure should be all inclusive and cover such things as sales less returns, allowances, discounts and similar items from the profit and loss statement.

*Net Profit On Net Working Capital* determines how well one's investment in the business is paying off as compared with what that capital could earn through investment in stocks, bonds and other forms of savings. It's relation to current earnings in the area should, of course be far better, for the element of risk in one's business is usually much greater.

Basically this represents the margin one has available for financing normal operations of the shop. It is the figure remaining after one subtracts all of one's debts from one's current assets. Today it should be from eight to ten percent to be a reassably good figure. The ratio is determined, as one can see, by dividing the net profits after taxes by the net working capital of the business.

*Current Debt to Tangible Net Worth* helps determine how safely the shop owner is operating his business at any time he finds his current debt equal to or higher than his tangible net worth he has revealed a situation which calls for some immediate changes in his methods of doing business for this is always risky. This figure is obtained by dividing the current debt by the tangible net worth. It is advisable that such a check-up be made at least twice a year, preferably every three months and for a true picture of how well the business is being guided, once a month.

*Net Profits on Tangible Net Worth* is obtained by dividing net profits by tangible net worth and is particularly valuable as a guide to the amount of money one has available for the the future growth and development of the business. It also should be checked each time the shop owner plans to withdraw any more than routine amounts of money from his business.

It should be cautioned that in arriving at this ratio figure such intangibles as goodwill, organization expenses, etc., should be deducted from the balance sheet itself before figuring.

Most experts advise keeping this ratio figure at between five and ten percent all of the time; the closer to the ten percent figure the better.

*Net Sales to Net Working Capital* determines the position of ones business with respect to the need for and advisability of using credit. The higher the ratio figure the more one's shop must depend on credit granted by suppliers and financial institutions and that means a greater business operating cost in the form of interest. Keeping the figure as low as possible reduces business operation costs.

It is obtained through dividing net sales by the net working capital of the business. Good business requirements

call for keeping this at 7:5% and upward. The more competitive business may be the closer profit margins and the less can be spent on borrowed capital.

*Net Sales to Tangible Net Worth* is used to show how rapidly one's capital is being turned over. It is also employed as an indicator of the management efficiency of one's investment in a business. Obtain it by dividing the net sales by the tangible net worth.

If the figure is too large it means the shop owner has capital invested in his business operation that is turning over too slow and not giving him an adequate return for the investment therein. It is usually sound procedure to set a figure for one's shop operation based on past experience as being desirable and then each time this check-up reveals the ratio to be too great withdraw funds from the business for investment in sound revenue producing investments. It is simply a matter of the shop owner securing the best possible return from the capital he has to invest both in his business and otherwise.

*Net Sales to Inventory* can be used to determine whether or not business is being lost because of inadequate inventory being carried in parts, supplies, materials, etc., or whether there is too much in this inventory and capital earning power is thus being wasted.

It is obtained by dividing annual net sales by the inventory figure and should be constantly compared to the ratio figure at other times.

All of the foregoing can, and should be used by every shop owner to obtain a consistent and accurate picture of just how well he is doing in his business operation. They are the index experts use to secure such a picture.

To be effective such figures should of course be compared with past experience and with those of other shop owners in the area for the true picture. Comparing them with how other business firms in other fields are doing in one's area also adds valuable insight into how well the shop owner's investment in his business is doing at any time.

The more complete one's business data and information the surer one can be of a profitable business operation on into the futuer ahead.

NOW AVAILABLE TO THE  
MEMBERS OF THE  
**CALIFORNIA STATE ELECTRONICS ASSOC.**

A DISABILITY  
**INCOME PROTECTION PLAN**

Help Protect Your Income with the Plan Adopted by CSEA  
Underwritten by

**WASHINGTON NATIONAL INSURANCE CO.**

HOWARD NEVONEN, C.L.U.  
and ASSOC.  
3580 Wilshire Boulevard  
Los Angeles 5, California  
OUnkirk 5-3311

SERVICE OFFICES:  
ROBERT E. REVES, C.L.U.  
and ASSOC.  
2740 Fulton Avenue  
Suite 106, P.O. Box 4406  
Sacramento 21, California  
IVanhoe 3-8557

JEFF BRANSCOM  
and ASSOC.  
1706 Broadway, 6th Floor  
Oakland 12, California  
GLencourt 2-0665

**BBB CODE OF ETHICS**

*The Better Business Bureau of Los Angeles recently held a meeting of representatives of the press and advertising departments, leading members of the California State Electronics Association, owners of firms that have received numerous complaints by the consuming public and others, in order to set up a "Code of Ethics" that would be approved by the BBB and used as a measure by the TV service industry. After the meeting all ideas were compiled into what the BBB calls "Television Servicing Industry Standards for the Los Angeles area."*

## TELEVISION SERVICING INDUSTRY STANDARDS FOR THE LOS ANGELES AREA

### SECTION A.

In the public interest, we pledge constant observance of the following code of ethics which has been approved by the Better Business Bureau of Los Angeles, Ltd.

1. To maintain a place of business and disclose its name and address in all of our advertising, contracts, bills, and receipts, so that our customers will know where shop for repair. To include the address where service is and how to reach us with reference to sets taken to our
2. To include travel charges for the service area specified performed.  
and up to a stated amount of time in the home, exclusive of parts, when we advertise or otherwise state the amount we charge for service calls.
3. In response to service calls to send a competent repairman, equipped with adequate tools and testing devices and parts, so that he can make ordinary repairs at the place of call.
4. To bring set to our shop for repair only when necessary.
5. To supply estimates when requested.
6. To supply the customer with a statement showing the maximum charges which we will make to return the set to him in case he fails to authorize completion of the repairs.
7. To fulfill all advertisements of representations that warrant our work by supplying the customer with a written or printed warranty clearly setting forth the terms and conditions thereof, in accordance with Better Business Bureau and Federal Trade Commission guides.
8. To carry adequate insurance for the protection of the person and property of our customers.
9. To furnish each customer with an itemized statement showing the work performed and the parts replaced.
10. To make no charges for storage for a set left for repair for less than 30 days, and to notify customer if storage charges are to be made if left for a longer period.
11. To extend to the customer all benefits accruing from unexpired parts warranties.
12. Upon request, to return to the customer all parts replaced, with the exception of picture tube, exchange, and "in warranty" parts and tubes.

### SECTION B.

1. **IDENTIFICATION:** A service company should identify itself by bona fide name and address in dealing with customers, and failure to do so in advertising with the purpose, intent and effect of thereby or thereafter concealing identity, location, facilities, experience, or other material facts, if not known to customers or prospective customers would result in their deception, is an unfair practice.
2. **AUTHORIZED SERVICE:** No service company shall represent that it is an authorized service for certain manufacturers or brands or for any other concerns when such is not the fact.
3. **AVAILABILITY OF SERVICE:** Mis-statements regarding the time, speed or availability of service shall not be made. For example, statements such as "any day", "any hour", "any time", "within the hour", "24 hour service", etc., should not be made unless true. Service should not be offered or rendered contrary to law. Service shall be rendered as expeditiously as possible, without promises that cannot be fulfilled and with the customer being properly informed if parts cannot be replaced immediately.
4. **SAVINGS CLAIMS:** False or exaggerated price or

savings claims shall not be used. General underselling or lowest price claims shall not be used.

5. **EXAGGERATED CLAIMS:** Superlative and exaggerated claims or statements, such as "Lowest Price in —", "Best TV Service in —", etc., shall not be made. No advertiser can make claims of this type with any knowledge or assurance of accuracy.
6. **FREE:** The term "free" estimate" should not be used when there is any charge for shop work or for any other purpose in connection with the estimate.
7. **ESTIMATES, UNAUTHORIZED REPAIRS:** No estimate of price or cost shall be quoted in advance as a definite price or cost unless it is such. The customer shall be truthfully and properly informed as to the meaning of any estimate or price quoted in advance. Any agreement or understanding with the customer regarding estimate or price shall be respected and fulfilled, and repairs or service contrary to such agreement or understanding shall not be made without notice. Giving a low estimate in advance with the intent and purpose of getting a set into the shop and then requiring additional charges, is an unfair practice. Any estimate or price quoted in advance shall be given and explained in such a manner as to avoid misunderstanding or complaint by the customer.
8. **PRICE ADVERTISING:** No advertising should represent or imply, by the advertising of a price or otherwise, that television service or repair would be performed at a specific price, for a specific product or service, as for example, a service contract.  
Advertising a flat price with the representation or implication that such price would pay for necessary television service or repairs, obviously without knowing in advance what repair or service would be necessary, for the purpose of getting a serviceman into the house in order to sell repairs or service at additional charges, is an unfair practice.
9. **MINIMUM CHARGES:** No representation or implication shall be made that a minimum charge covers or includes any service or repairs when such is not the fact. Advertising a minimum charge which is not sufficient to cover basic costs for home calls, with the purpose and intent of compensating such loss by other charges, is an unfair practice.  
If advertised, a minimum charge for a home call, regardless of any service rendered, should be presented in a non-misleading manner with adequate explanation as to what it means, for example, "\$— minimum home call, plus parts"; "\$— minimum, 1st half-hour plus parts"; "\$— minimum hourly rate, plus parts."
10. **GUARANTEES AND WARRANTS:** All guarantees or warranties on service, given by a service company, shall be clear and specific as to their application, whether on workmanship, service, and as to all other terms and conditions. Warranties as to parts should be in accordance with RTMA warranties on parts.  
Guarantees, if any, should apply to workmanship or parts listed on an itemized bill given to the customer.
11. **REPLACEMENT PARTS:** Parts replaced shall be the same or of equal or better value and capability for satisfactory performance.
12. **ITEMIZED BILLS:** Itemized bill for all parts, labor and any other charges for servicing and repair of a television set shall be given the customer upon completion of such service and repair.



C. W. PAT DUNLAP  
President  
DUNLAP ELECTRONICS

## WESTERN DISTRIBUTOR ANALYZES MANUFACTURER'S RELATIONSHIP TO DEALER DISTRIBUTORS

OUR OBJECTIVE is to maintain at a high level—sales of replacement parts—through electronic parts distributors—to service dealers.

In the analysis of the manufacturer-distributor relationship in our industry, some must "plead guilty" to forgetting our function.

Since the manufacturer must have a market for his products—a distributor to warehouse and serve the local service dealer—then there must be a flow of cash from the consumer to the factory to properly lubricate the wheels of this industry.

### DEPEND ON THE SERVICE DEALER

To achieve our objective the manufacturer and the distributor will depend upon the service dealer customer. If the service dealer segment isn't strong and healthy, both the distributor and manufacturer output will fall to low levels.

Currently, there is a definite national trend of major appliance manufacturers establishing their own factory owned service agencies to guarantee Mr. Consumer dependable service from their appliances at a minimum cost.

This fact is clearly depicted in Newsweek Magazine—page 83, of November 13, 1961, issue.

After reading this article, it becomes a foregone conclusion that if this trend of factory service continues and expands—and surely it will unless the independent service man becomes a better technician and business man—the manufacturer and distributor of general replacement service parts (as we know them today) will soon diminish and be a thing of the past.

You are well aware of the fact that the factory service operators will use factory genuine parts, not yours or mine, but their own, to service their sets.

To market our independent parts, we must keep our service dealers strong with the consumer, by teaching them to be better technicians—better business men—better public relations people—and better salesmen of their own service jobs.

### A TREMENDOUS FUTURE

In my personal opinion, I feel the service dealer has a tremendous future especially with the recent manufacturers decision that it's about time they join the RCA Color TV Band Wagon. We all

*(Continued on Next Page)*

MODERN ELECTRONIC SERVICE DEALER

know the 50 million TV sets aren't going to be junked in the near future. In addition, we'll have a few extra jobs maintaining electronic cooking, Hi Fi—FM Multiplex—Stereo—New Citizen Band rage, plus many others.

### "ELIMINATE THE SUGAR—STICK TO THE SALT"

To accomplish our marketing job, I think now is the time "to eliminate the Sugar—Stick to the Salt" for our problem is a salty, not a sweet one.

To do a real marketing job, the manufacturers should start thinking more about his distributor. The distributor is the link between you and the consumer. I don't mean thinking about how much you can sell him now but "What type of a marketing and sales program" you and the distributor can originate and operate to motivate the dealer to reach the consumer.

To accomplish our marketing goal, it requires a "tough mind" and good long term planning.

I have prepared a list of a few of our problems which I will enumerate:

**1. INSIST THAT YOUR DISTRIBUTOR** pays his bills when they are due. Continuous easy credit creates decay in good business policies and practices.

If a distributor is forced to pay his bills when due, he is going to demand his dealers pay him when due. In turn, the dealer is going to make Mr. Consumer pay him for his services.

Easy credit gets too many of us distributors in real trouble—with excess merchandise or excess credit we get ambitious to create more sales volume. You know this isn't hard to do if you relax your credit policy and discounts. **EXAMPLE:** Personally, I feel that the tube manufacturer that started me in business in 1946 did me a tremendous favor by forcing me to pay my bills. My credit was only \$2,000 and I went on COD when I reached that figure. I am still forced to pay my bill although my credit limit is a little higher.

Today new distributors haven't any problem obtaining 50 to \$100,000.

**2. ELIMINATE THE SUGAR** you spend on distributors traveling all over the globe—gimmicks and spiffs, etc.—and use this money to send out a few Sales Managers or marketing personnel to assist the distributor-dealer team in your marketing program.

Very few manufacturers know anything about their sales territory—problems to overcome—what is really needed—how to approach it! Most traveling

factory men have only a couple hours for each distributor—social call or pressure calls to load us.

**3. LET'S UPGRADE THE SERVICE DEALER** segment of our industry—Not degrade it!

Too many distributors and manufacturers have labeled the dealer-serviceman as an un-economical facet of our industry. Very few distributors have taken the time or effort to help the dealer. I say again—we forget our functions.

The dealer is dependent on the programs and business ethics of the distributor. The past 15 years or so has been of growth—"produce as much merchandise as possible and sell it to every conceivable outlet". The industry hasn't given too much thought to the real marketing problems.

**EXAMPLE:** One Eastern Sound manufacturer changed Reprs. last month in northern California. The new Rep. received a list of customers buying direct from factory as distributors. You will not believe me but the list had 178 names names in the Central California Valley where we have our 11 stores.

All of my competitors, plus our 11 stores, would amount to 25 on your list.

What kind of a marketing program do you call this type of distribution.

**4. MANUFACTURERS MUST HAVE SOME CONTROL** over who distributes their merchandise and still be legal.

I feel that too many distributors "cherry pick" lines—too few distributors actually perform their duties or functions—Stocking and Servicing their customers.

Distributors that stock merchandise seldom give it away.

To obtain the right kind of distribution is vital to you if you want to get your share of the market. Too much distribution kills most lines by price slashing, dumps, etc. Too little distribution fails to arouse interest in your product because you lack a competitive situation.

Remember—most products such as antennas—test equipment—tubes—condensers, etc., must have a leader—one who advertises the product, sells it and stocks it. You can't obtain your share of a market with "followers".

**5. MANUFACTURERS SHOULD DEVELOP A PROGRAM OF PUBLIC RELATIONS** for the serviceman in conjunction with the distributor.

Such a program could be handled by using accrual funds. Set aside 1% of each distributor's purchases for co-op

money to be used with dealers and their organization. Professional talent must be employed to attain our goal.

**6. ENCOURAGE EDUCATION** for future electronic technicians through the high schools, colleges and trade schools. Manufacturers have valuable information that schools could use in their libraries.

**7. CORRECT YOUR PRICE STRUCTURE**

Manufacturers must establish a more realistic price structure that will enable a service dealer to purchase their products and resell them at a profit—while still being competitive with the "Open Door wholesale-retail parts house".

Receiving tube prices are about the most ridiculous example of poor planning in our industry. Long discounts invites many outsiders such as self-service tube marketeers to enter our field for the quick buck. The new spread of Open Door houses will not help our service industry—but hasten the set manufacturers to open their own service depot.

**8. FREIGHT RATES**

Very few manufacturers have given much thought to their customers freight problems. It is one of the big leaks in our overhead on the West Coast.

Manufacturers should pool their tremendous resources and talent to work with the I. C. C. to establish a legitimate uniform electronic freight rate.

The electronic distributor is still being classified as "Electrical" and our rates are the highest they can find in their books.

If the I. C. C. would study our losses and damages, they would find we are paying ridiculous rates.

Many of our items are impossible to classify in the rate books.

I don't want to sound like a dreamer and I realize that a lot of the problems I have listed are difficult to correct. However, we must start some place. Each manufacturer should analyze his own distributor policies and start correcting them if they are out of line.

Being partly in the industrial business, I think the industrial distributor has far better factory policy and program than the dealer distributor. Thought has been given to what the manufacturer should do for the industrial distributor and the distributor must do for the manufacturer.

To complete the final ingredient of a successful Dealer-Distributor-Manufacturer recipe, manufacturers must "Stick to the Salt of the matter, and eliminate the Sugar".

# TV Tables

## . . . as Sales Builders

Television dealers who have found their sales of table models lagging report that volume picked up when they put added emphasis on the sale of TV set bases.

In recent years, surveys among retailers in the West have indicated that about 50% of the table model television sets sold were sold along with a base. This proportion has remained stable over the past five or six years.

There are several good reasons why it pays to feature set-bases.

In the first place, they improve the appearance of the table models considerably. They give a console look to relatively inexpensive table models, encouraging customers to believe they are getting more for their money.

As an extra-profit item for the dealer, the set-base is attractive. In most cases, the dealer can count on a good 40% markup—sometimes more.

Not only that, but since the base is almost always sold along with the TV set, it boosts the profit percentage on the total transaction. For example, if the dealer sells a table model at a 25% markup, and a matching base at a 40% markup, his profit percentage is increased over what it would have been had he sold the set alone.

Instead of taking only 25% of a \$160 sale, the dealer finds himself getting 30% of a \$189.50 sale.

Set-bases have grown into big business, and a great variety is available, in both style and quality. Leading manufacturers turn out both wood and metal models, in contemporary or traditional designs that are custom built to match the models and finishes of table models made by most major television manufacturers.

Swivel models, roll-around models, step-up table models and others are in the market, and it behooves the dealer to be alert to the demand of his customers and his area in order to stock the right styles in the right quantities.

With competition in the TV set base field increasing, the manufacturers have had to keep prices low enough to give the shrewd TV dealer an opportunity for aggressive merchandising. Manufacturers' suggested retail prices allow the dealer the aforementioned 40% markup or better.

Moreover, dealers report surprising

results from advertising a special buy in set-bases. Public response has been excellent. In some cases, sell-outs were so fast that immediate re-orders were necessary to keep up with the demand.

There are no available figures on what additional business was transacted with people who came in for set-bases, but it is logical to assume that some part of them bought additional items and accessories. In any case, these customers became exposed to all the products and services featured by the dealer.

### B and K Seminars Scheduled for Southwest Area

The B and K Manufacturing Company of Belle Plaine, Illinois will co-sponsor a series of dealer seminars with leading Distributors throughout Southern California and Arizona.

These seminars will be under the expert direction of Mr. Heinz Thiele, Chief Field Engineer for B and K and will feature Color TV and Transistor Radio Service.

The schedule for these shows are as follows:

Mon., March 5	Santa Barbara	Wholesale Electronic Supply 265 S. Laurel, MI 3-6147
Tues., March 6	Los Angeles	Radio Product Sales, Inc. 1501 S. Hill St., RI 8-1271
Wed., March 7	Santa Ana	Hurley Electronics 1429 S. Sycamore, KI 3-9236
Thur., March 8	San Diego	Radio Parts Co. 2060 India St., BE 2-8951
Fri., March 9	Phoenix	Southwest Whole. Radio 2nd & Madison Sts., AL 2-1743
Sat., March 10	Tucson	Inland Electronics 715 E. Broadway, MA 4-4404

# New TRANSISTOR RADIO ANALYST

makes it Easy and Profitable to Service all Transistor Radios



**B&K** Model 960

**TRANSISTOR RADIO ANALYST**  
with Exclusive *DYNA-TRACE*  
Single-Point Probe—and Built-in  
Metered Power Supply and VTVM

**Complete Transistor Radio  
Service Shop in One Instrument**

*Signal-Generator, Power Supply,  
Milliammeter, VTVM, Battery Tester,  
Ohmmeter, and Both In-Circuit and  
Out-of-Circuit Transistor Tester—  
All in One*

*Check all circuits - Pinpoint any trouble . . . in minutes  
With Both of these B & K Units!*



**Fix "Tough Dogs" Fast!**

**Save Half Your Time!**

**Step Up Your Profit!**

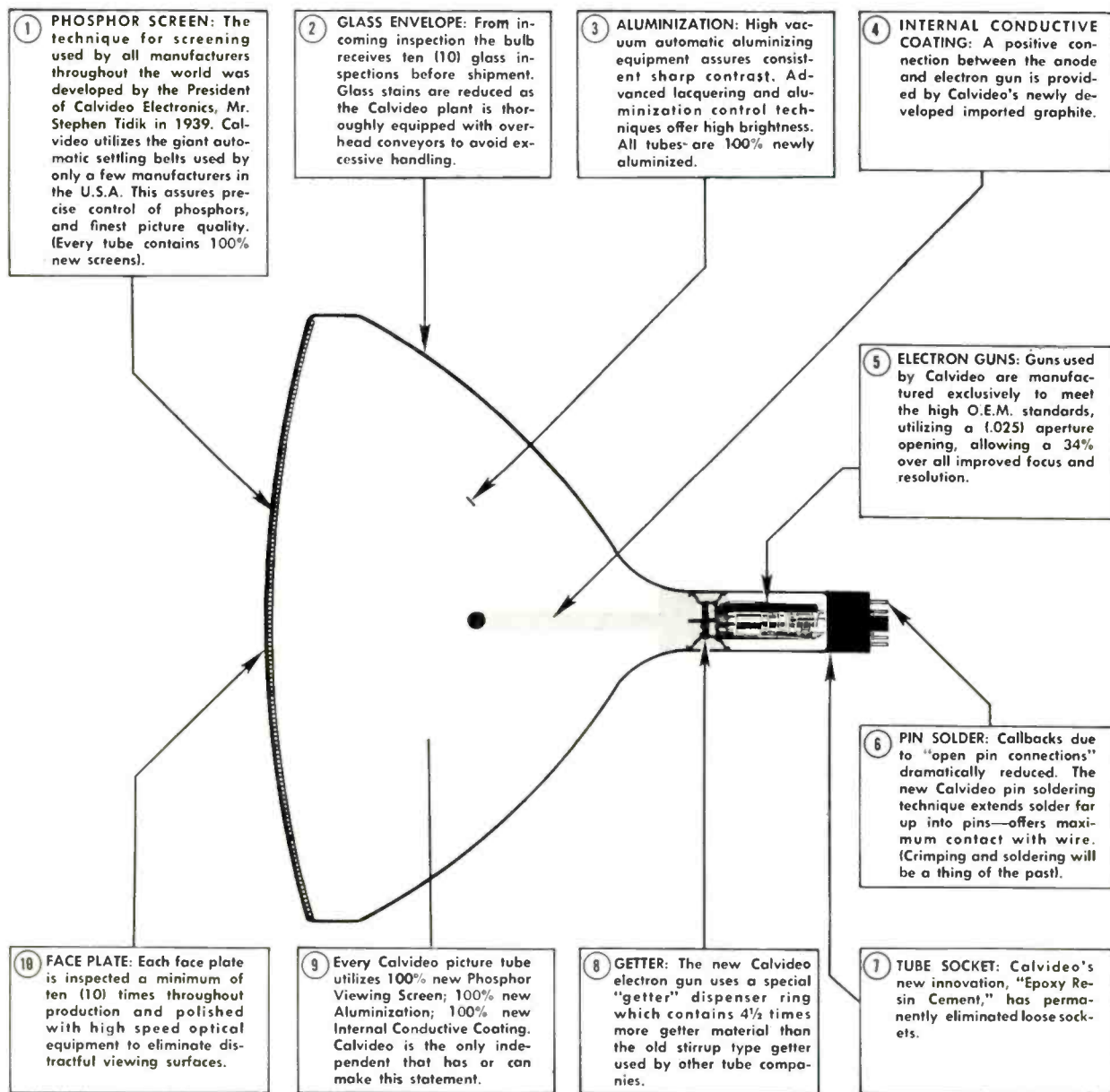
**B&K** **NEW**  
MODEL 1076

**TELEVISION  
ANALYST**

for Black & White and Color



# TEN GOOD REASONS WHY CALVIDEO QUALITY + ECONOMY = DEALER PROFITS



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

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



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





**NEW PRODUCTS**



**THREE ALL-NEW . . .** all-transistor Zenith radios, the Royal 90, Royal 125 and Royal 650 have just been introduced. All three use new, advanced design "Powersonic" transistors that greatly improve the sensitivity and range of good radio reception by shirt-pocket and small portable sets.

Other newcomers added to Zenith's audio line include an FM-AM clock-radio with automatic frequency control for drift-free FM tuning, an AM alarm clock-radio, and two AC-DC tabletop sets. Announcement was made by

"The development of Powersonic transistors, has allowed Zenith to design small size 'carry-about' radios capable of superior reception with low voltage batteries. Unique in design, the new transistors provide more gain for picking up weak signals and pulling in more stations than similar radios using conventional transistors."

Both the Royal 90 and Royal 125 provide 80 milliwatts of undistorted power output, greater than that of many comparably sized shirt-pocket radios, and an automatic volume control that compensates for variations in signal strength while tuning from station to station. Each of these miniatures play up to 180 hours on two mercury batteries, or up to 75 hours with two penlite cells. The Royal 125 is deluxe in design and also equipped with a vernier tuning dial for precision, "on station" tuning.

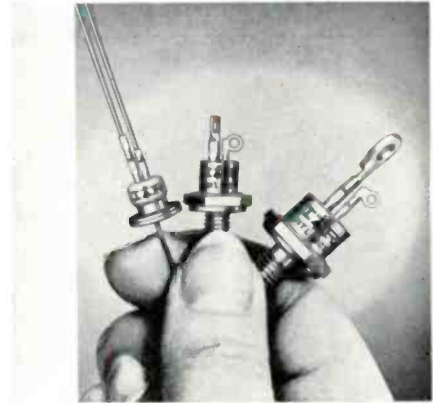
**A SIMPLE, INEXPENSIVE . . .** bright dip solution for brightening solder plated circuits that have been etched in ammonium persulfate has been developed by FMC Corporation's Inorganic Research and Development Department.

Wide acceptance of ammonium persulfate etching has been due to its low

cost—60% less than chromic acid etching—its versatility and its simplicity. In addition, ammonium persulfate is non-toxic, relatively non-corrosive and compatible with materials used in all conventional etchers.

is used to etch solder plated circuits, it causes discoloration of the solder. In the past, this condition was treated by a dip in 10% hydrochloric acid followed by mechanical brushing or an immersion tin deposit.

Becco's new bright dip formula eliminates the added expense of brushing or tin immersion and assures clean, bright solder plated circuits. They need only be immersed, from 1 to 2 minutes, in a simple solution of fluoboric acid (48%), thiourea and a non-ionic wetting agent. The solution is prepared in rubber or polyethylene-lined tanks and maintained at a temperature of from 110° to 130°F. A gallon will clean over 30 square feet of board.



**THREE NEW SERIES . . .** of fast turn-off silicon controlled rectifiers are specifically designed for inverters and other dc switching applications, where a maximum limit on turn-off time provides greater predictability of rectifying device performance and increase economy in the selection of associated circuit components has been introduced by International Rectifier Corporation, El Segundo, California.

The new devices are available in three distinct packages and current ranges: 1.1 amp (RMS) PRCF Pigtail Mounted Series; 4-7 amp dc 5RCF Stud Mounted Series, and the 16 amp dc 16RCF Stud Mounted Series. All three series have peak reverse voltage ranges from 50 through 300 volts. Conditions stipulated in selecting these fast turn-off units are typical of operating conditions encountered in many switching applications. Parameters controlled during testing include: peak forward current prior to turn-off; rate of rise and peak value of reverse current during turn-off, and 20 volts per usec. rate of reapplied forward voltage at the end of the 12 usec. turn-off time. For more detailed data request Bulletin SR-366.



**NEW TIME SAVING . . .** TV Service Aid is the Handyman, Model HM119, by Sencore, which provides all the time saving TV service aids servicemen need in one compact, low cost unit.

Designed for "One Stop" servicing, the Handyman is a Filament Checker, Fuse Checker, AC Trouble Lite, TV Cheater Cord, with on and off switch, Continuity and Voltage Checker, Dual Power Extension Cord and Pin Straightener. The filament checker checks all tubes, including the new types, RCA Nuvistors and Novars, GE Compactrons and Sylvania Ten Pin. The Handyman also checks picture tubes. The HM119 is a neat, compact unit with cord winders on each side. Eliminates the need of carrying separate cheater cords, flash light, etc. Two built-in plugs are handy for soldering irons, test equipment and other electrical tools. Servicing with the Sencore Handyman is fast and simple: Pull off TV back, plug in line cord and you're ready to service.

**A NEW 12 PAGE CATALOG . . .** is now available from POMONA ELECTRONICS CO., INC., of Pomona, California.

Featured in this catalog are Molded Test Accessories, Molded Patch Cords, Cable Assemblies, Test Socket Tube Adapters and allied accessories.

Newest items available are 3/4" Shielded Double Plug Patch Cords. Also released is a Shielded Double Plug featuring a simplified method of connecting cable to shielded plug. The ground identification is clearly molded in the shell.

The new catalog also describes the latest in Insulated Banana Jack Assemblies. The insulator head is molded to body with closed entry receptacle. This is used with standard banana plugs.

## NEW PRODUCTS

Continued



### MODEL 213 TUBE TESTER . . .

Completely modern! Completely flexible! Completely new! Checks all the new 12 prong (Compactron), Nuovistor, Novar and 10 prong tubes, in addition to octal, loctal, miniature, and 9 prong tubes. Tests each tube for shorts, leakages intermittents, as well as for quality. Tube quality is indicated directly on a three color meter dial. Each section of a multi-purpose tube is checked separately. Magic eye. Voltage Regulator and Hi-Fi tube are also tested. Unique switching arrangement makes the checker obsolescent proof. Panel is etched for long wear. Model 213 is indeed an outstanding value in tube testers. It comes complete with instructions and tube charts in ring bound manual. Supplementary tube listings supplied periodically at no cost to keep instrument up to date. For further information, write to Electronic Measurements Corp., 625 Broadway, New York 12, N. Y.



### A NEW MULTIPLEX ADAPTER . . .

Model PX 60, designed to match performance specifications of Bogen and

other high fidelity FM tuners and receivers, has been introduced by Bogen-Presto Division of The Siegler Corporation, Paramus, N.J.

This popular-priced, self-powered adapter will not draw power from the FM tuner or alter tuner characteristics, according to Harold Barton, Bogen High Fidelity Sales Manager. All Bogen tuners and receivers incorporate in their design the wide band-spread and linearity essential for undistorted stereo FM multiplex reception, he said.

The Bogen PX 60 employs four tubes and a germanium diode, forming eight tube functions. The design is based on five years experience by Bogen engineers in the design and production of commercial multiplex receivers.

This unit provides full frequency performance even in fringe areas with a plus or minus 3 db deviation from 50 to 15,000 cps.

All the necessary filtering is built in to suppress interference from commercial multiplex signals. Distortion is less than 1%. Hum level is -60 db.

Patch cord connections are provided for installation of the PX 60 in seconds without tools or wiring.

Front panel controls include an Adapter In-Out switch for desired switching which may not be incorporated in the tuner, and a stereo separation control to compensate for differences between transmitting stations or reception conditions.



### THE LATEST DEVELOPMENTS . . .

in stereo tape recording have been used in the new NuTone Tape Recorder just introduced for use with its built-in Stereo-Intercom System. The unit folds into the wall when not in use and matches the System's tuner and amplifier. It can easily be removed when a portable tape recorder is desired. The NuTone Tape Recorder uses four-track (or two-track) stereo tape and has its own built-in playback and record pre-

amplifiers. It will reproduce with full fidelity any sound going through the stereo amplifier, as well as AM or FM radio, stereo radio programs or intercom conversation. It will also copy stereo or monaural records and tapes. Unlike records, the 1000th playing of the sound tape will be the same quality as the first playing. A record lock position prevents accidental erasing of the tape. There are 2 UV meters for accurate setting of recording levels and individual control of each channel—both record and playback. The NuTone Tape Recorder has been designed to be especially effective even at 3 $\frac{3}{4}$  IPS, which is usually satisfactory for most home recordings. Its 7 $\frac{1}{2}$  IPS high speed is used only when exceptional fidelity is required.



### MERCURY ELECTRONICS CORP . . .

has just introduced a popular-priced tube tester, designed as their Model 1100, which will check all tube types including the new Nuovistors, Compactrons, Novars and the new 10-pin tube types.

In addition, the Model 1100 will check battery tube types, auto radio hybrid tubes, voltage regulators, foreign and hi-fi tubes, thyratrons and industrial tube types.

The Model 1100 tests for dynamic cathode emission, shorts and leakage, grid leakage and gas content of over 2000 tubes. As a multiple-socket tube tester, it tests tubes quickly and accurately with no time consuming multiple-switching or roll chart checking required.

Additional features include phosphor bronze tube sockets for lasting service, a two-tone etched aluminum panel designed to retain its handsome appearance, pin straighteners mounter on panel and a complete tube chart located in cover of case.

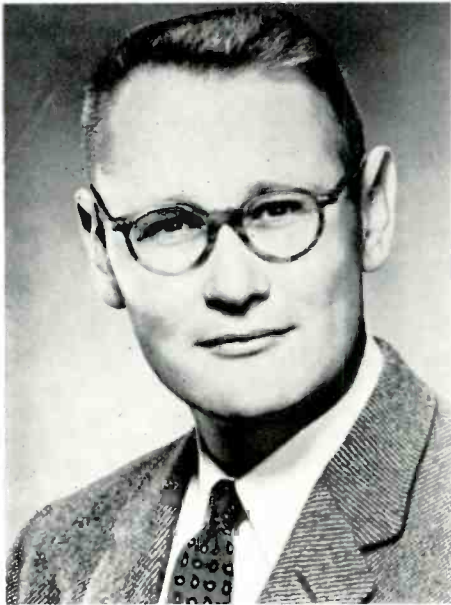
The Model 1100 is housed in a sturdy leatherette covered case with a special lead compartment. Its unusually compact size of 10 $\frac{3}{4}$ " x 8 $\frac{1}{4}$ " x 3 $\frac{1}{4}$ " makes it extremely convenient to take on calls.

### Sprague Releases New Service Dealers' Aid

NORTH ADAMS, MASS.—An up-to-date Second Edition of Sprague's popular Electrolytic Capacitor Replacement Manual has just come off the press. It was announced by the Sprague Products Company. Including 221 set manufacturers from Admiral to Zenith, Manual K-105 covers TV sets as well as home, auto, and portable radios manufactured from 1947 through July, 1961.

This 36-page manual lists original part numbers for each manufacturer, followed by ratings, recommended Sprague replacements, and list prices. Over 2450 electrolytic capacitors are included to insure exact replacement.

Manual K-105 is available free from any Sprague Distributor, or may be obtained directly from Sprague Products Company, Marshall St., North Adams, Mass., by enclosing 10¢ to cover mailing and handling costs.



### CAP KIERULFF NAMED PRESIDENT OF PETS

Cap Kierulff, President of Kierulff Electronics, has been named as President of the Pacific Electronic Trade Show and will head this outstanding event in 1962-63.

According to Kierulff, "We are starting right now to make the 1963 PETS one of the most outstanding shows in the United States today. There is no reason why this program can not be expanded the way WESCON has and become as large or larger over the next few years."

Plans call for another Western Electronic Week in '63" headed by PETS. The show will again be held in early February as it has in the past.

## Associated Elect. Dists. Elect 1962 Officers and Board Members

The Associated Electronic Distributors at their last meeting held at the Roger Young Auditorium elected their new officers and directors for 1962.

Mr. Homer Nielsen was elected president of the group with Ken Rothman named vice president, Fred Richey, Secretary-Treasurer and Norb Dean taking over his duties as Chairman of the Board.

Directors included: Don Cassidy, Wendell Fales, Phil Kudler, George Lanston, Bob Yale, Attorney, A. J. Ayers and Executive Secretary, Jack M. Wartels.

Immediately after the election president Homer Nielsen announced the following committee heads for the coming year:

- Industrial Relations—Don Cassidy
- Industrial Relations—Frank Eckert
- Customer Relations—Cap Kierulff
- Dealer-Distributor Relations—Mike Rosenthal
- PETS—Gene Rothman
- Insurance—Mary Silva
- Membership—Bob Yale

### NEW 1962 TWO-WAY RADIO BOOKLET PUBLISHED BY GENERAL ELECTRIC

*What You Should Know About Two-way Radio*, a 20-page pocket-size booklet, is now available from Section P, General Electric Communication Products Department, P.O. Box 4197, Lynchburg, Va. The new publication (ECR-958) answers questions of potential two-way radio users concerning the initial costs of installing a basic communications system and provides information on the preliminary steps required in filing for an FCC license. It contains data on the types of frequencies in which a business or governmental agency can obtain a license and tells of the powers of equipment available for each frequency group.

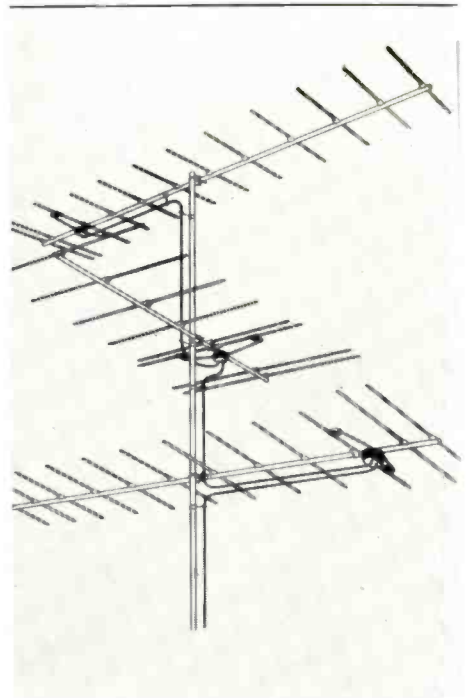
### Winegard Announces Line of 15 New Cut Channel Electronic Powertron Yagi Antennas

According to John Winegard, President of the Winegard Company, Burlington, Iowa, the new line of Winegard cut channel electronic Powertron antennas are "the most powerful TV receiving antennas ever made."

Each is powered by a transistor amplifier built-in to the "Tapered T" driven element. The Powertron yagis have up to 28 DB gain and lowest possible signal-to-noise figure because signals are amplified at the point of interception. There are six 8 element cut channel and broad low band models and eight 12 element cut channel and broad high band models plus 2 FM yagis. Because of the built-in mixing coupler they can be connected directly to each other without interaction. The low power consumption of these transistor antennas (.05 watts each) means as many as 8 Powertron yagis can be run from one down lead on one power supply.

All Powertron cut channel yagis have a permanent gold anodized and are designed for 75 ohm coax.

Besides farm and home use, they are ideal for driving large TV distribution amplifiers in motels, hotels, apartment buildings or wherever the finest installations are needed.





## Kremer to Head Sylvania Tube and Parts Division

Merle W. Kremer has been elected a Senior Vice President of Sylvania Electric Products Inc., with responsibility for the company's Electronic Tube and Parts Divisions, it was announced by President Gene K. Beare.

Mr. Kremer, who previously was a divisional Vice President, is located at headquarters of the Electronic Tube Division in Emporium, Pa.

The Electronic Tube Division has two component activities, Receiving Tube Operations and Picture Tube Operations. The company is one of the two largest producers of receiving tubes and television picture tubes. The division has approximately 7,500 employees, two laboratories, and 10 manufacturing plants located in six states. The Parts Division, which produces metal and plastic components for the electrical, electronics, and many other industries, has more than 1,500 employees, nine manufacturing plants, and one laboratory. Headquarters of the Receiving Tube Operations are in Emporium, Pa.; Picture Tube Operations in Seneca Falls, N.Y., and the Parts Division in Warren, Pa.

A member of the Sylvania organization since 1955, Mr. Kremer has served as Vice President of the Parts Division since 1960. Prior to that he has held executive posts with Allied Products Corp in Detroit, and with General Electric Co.'s lamp department in Cleveland. A native of Conneaut, Ohio, Mr. Kremer was graduated from the University of Michigan in 1938 with a Bachelor of Science degree, and four years later received his Master of Arts degree in Michigan.

## ELECTRONIC BUSINESS FORECASTED BY EP & EM EXECUTIVES

A forecast of business in the electronic industry in 1962 and a review of business in 1961, were given at the February meeting of the Association of Electronic Parts and Equipment Manufacturers, Inc., by Neil Ruit, regional director, and R. C. Diedrich, reporting manager, of the Chicago office of the National Credit Office.

The meeting, held in Chicago, Illinois, followed the pattern set by previous "EP & EM Days," with discussion groups convening in the morning prior to the combined lunchtime meeting at which Messrs. Ruit and Diedrich spoke. The groups holding meetings were the Industrial Distribution, Credit, Advertising, Service Dealer, and the Hi-Fi and Sound Marketing groups.

Speaking to the entire group, Mr. Ruit predicted an 11-billion dollar market for electronic manufacturers, compared with approximately 10-billion 500-million dollars in 1961.

He anticipated that the industrial electronics market will increase at twice the rate of any other segment of the electronic industry, with the computing systems and industrial controls markets providing the principal impetus to electronic sales.

The volume of sales of electronic consumer products, which accounted for 22 per cent of the total market in 1961, will increase only slightly in 1962.

In 1961, indebtedness reached an all time high and bankruptcies increased. National Credit Office was of opinion that the increase was largely due to poor management. Although 1962 would see a record number of solvencies, and collections might be slower, business would be strengthened by the increasing trend to mergers and public offerings. In spite of any problems, added Mr. Ruit, the electronic industry would continue its record growth rate.

Mr. Ruit cautioned manufacturers not to overlook foreign competition not only from Japan, but from England and Holland, too.

Reviewing the past year for electronic parts distributors, Mr. Diedrich said that distributors had chalked up another record growth year, with a sales increase of three per cent. For the industrial segment of the market, 1961 was a peak year.

The "shake-out" of small distributing businesses that began in 1961 will continue this year with excessive inventory and slow turnover being the largest contributors to the untimely end of these companies.

Mr. Diedrich predicted that the trend in 1961 to distributing empires or chain-store type operations, formed through mergers and consolidations, will continue.

## WINDOW POSTER BUILDS CUSTOMER RELATIONS FOR TV SERVICE DEALERS

NORTH ADAMS, MASS.—The latest in a very popular series of window posters for TV dealers and repair shops has just been released by the Sprague Products Company, North Adams, Mass.

Designed to help build public confidence in independent TV technicians, this 17" x 22" poster, Form RP-26, tactfully tells people to stop tinkering with their sets and to trust the expert TV repairman.

Poster RP-26 also warns the set-owning public against service "bargains," which usually mean cut-rate parts and cut rate methods.

Dealers and service technicians can obtain free copies of this business builder from any Sprague Distributor, or directly from Sprague Products Company, Marshall Street, North Adams, Mass., by sending 10¢ to cover handling.

## NEW WESTINGHOUSE TV-TUBE GUN REDUCES SPOT BLOOMING

A new type of electron beam gun that makes better quality television pictures possible has been developed by the Westinghouse electronic tube division of Elmira, N.Y. The new gun, now in production, is built into all picture tubes being supplied by the company to television set manufacturers. It improves picture resolution by 10 percent at low light levels and by 20 percent at high light levels.

The improved gun is the result of modification of electrode dimensions and spacing. The redesigned electrodes provide a more restricted beam which virtually eliminates blooming of the scanning spot. Expansion and consequent distortion of the image is thereby reduced.

Public financing was used successfully during the past year and the trend will continue during 1962. He stated that there would not be a market increase over 1961, in the number of new electronic distributing firms established in 1962.

A five per cent increase in distributor sales volume, with the industrial market as a large factor, was foreseen by Mr. Diedrich.

## L.A. HAM WINS NATIONAL HONORS

An amateur radio operator who has voluntarily taught electronics to more than 2800 people—young and old—has been chosen to receive General Electric's 1961 Edison Radio Amateur Award for public service.

He is William G. Welsh, 34, an engineering writer who, last December, moved from Cambridge, Mass., to Burbank where he now resides at 2300 Clark Avenue. He operates amateur radio station WJSAD/6.

In addition to the principal national award, these special citations for public service will be awarded to radio amateurs in Boulder, Colo.; Tallahassee, Fla.; and Port Lavaca, Tex.

Welsh is scheduled to receive the Edison Award trophy and a \$500 cash prize at a presentation banquet in Washington, D.C., at the Sheraton-Carlton Hotel March 1. Master of ceremonies at the presentation will be Berkley Davis, Owensboro, Ky., president of the Electronic Industries Association and a vice president of the General Electric Company, who serves as chairman of the award council.

Welsh was chosen from among 23 candidates across the nation as the tenth winner of this award by a panel of judges consisting of Commissioner Rosel Hyde of the Federal Communications Commission, Chairman of the Board E. Roland Harriman of the American National Red Cross, and President G. L. Dosland of the American Radio Relay League—the amateur radio operators' national organization.

Nominated by many persons in the Boston area—including the engineer-in-charge of the Boston FCC office, a Catholic priest, and a director of a vocational high school—Welsh is said to have devoted 20 to 30 hours each week to his voluntary instruction work during the past ten years.

He devised comprehensive courses of instruction which include eight 1800-foot code practice tapes as well as text material. He has run off thousands of copies of tapes free of charge and sent them to voluntary study groups in nearly every state in the nation and at least twelve foreign countries. In addition, he prepared a 70-page instructors' handbook to help others teach radio.

The quality of his instruction is indicated by the fact that an average of 75 per cent of his students finished the courses, which is regarded in this work as an exceptionally high ratio.

## BAUM NEW WEST COAST MANAGER OF EIA

Edward J. Baum, of Gardena, California, has been named manager of the Electronic Industries Association's west coast office at 1717 N. Highland Avenue, Hollywood, EIA Executive Vice President James D. Secrest announced. The appointment became effective February 15.

Mr. Baum succeeded Joseph J. Peterson, who has resigned after more than eight years with the association to become president of the General Data Corp., Orange, Calif.

Until recently, Mr. Baum was director of industrial and public relations of the Nortronics Division of the Northrop Corp., Anaheim, Calif. Prior to joining Northrop in 1949, he was manager of the Hawthorne, Calif., Chamber of Commerce. Mr. Baum served as a captain in the Marine Corps during World War II.

Born in Chicago in 1920, Mr. Baum attended the University of Illinois and received his Bachelor of Arts degree at George Pepperdine College in Los Angeles in 1950. He also has taken advanced studies in business administration at the University of Southern California and the University of California at Los Angeles and in public and community relations at the University of Nevada.

## DAVIS NEW AD CHIEF FOR UNGAR

Ungar Electric Tools, Electronic Division of Eldon Industries, Inc., Hawthorne, Calif., has appointed Jere R. Davis to the position of advertising and sales promotion manager.

In his new position he will be responsible for national promotional activities for all products of the Ungar Division. The national program will be launched in January and will utilize electronic engineering publications, direct mail for distributor-dealer programs, publicity and trade show activities, according to Davis Factor, Jr., Eldon vice president and director of advertising and merchandising.

Mr. Davis was formerly advertising manager for Electronic Supply, Inc., (Riverside and San Bernardino) distributors of electronic components.

## CSEA SEMINARS

(Continued from Page 16)



MR. WALTER SCHOTT . . . of International Rectifier is shown here on the left explaining a point he made during his presentation as keynote speaker during the CSEA Sponsored Seminars. Technician at right is unidentified.

operative ad schedule. Still other dealers use our new ad mat program to get across the Sylvania quality, created by nation wide brand selling and that this dealer by using Sylvania is also reliable." He went on to state that, "This idea is not original with Sylvania. Every major manufacturer provides these type of aids and they are available for the asking."

The seminar program was completed with a presentation, by Hicoek Electrical Instrument Co., on the use of test equipment in servicing Multiplex-Stereo Equipment.

All in all the three day presentation of dealer seminars, for those who attended, were extremely valuable and should be continued in the future. It is unfortunate that the rains held the attendance to less than half of what was expected but the stage has been set for future CSEA Sponsored Seminars.



MR. DICK WESENBERG of Kiesub Electronics is shown here (left to right) chatting with Mr. Mel Benjamin of Du Mont during the recent PETS.

# PICO Electronic PARTS

## PICTURE TUBE SAVINGS

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



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3660 W. Pico Blvd.  
RE 1-2177

LYNWOOD  
10906 Atlantic  
NE 9-6248

EAST LOS ANGELES  
5916 Whittier Blvd.  
PA 1-2907

## BARKER JOINS RUPP COMPANY

Donald G. Barker has joined the V. T. Rupp Co., electronic manufacturers' representatives, as a Field Engineer, according to Vern T. Rupp, company president. Barker will work out of the firm's Northern California office.

Before this assignment, Barker served as a Sales Staff Engineer with Neely Enterprises, in San Carlos, California. He has held technical positions with Beckman Instruments, Sperry Gyroscope Co., and Allegheny Technical Institute, Inc. He holds a BSEE Degree from the University of Pittsburgh.



## CLASSIFIED ADS

BUY, SELL, TRADE, HIRE HERE

### FOR SALE EQUIPMENT

HYCON 3" Model 617 Scope.....\$175  
G.E. St 4A sweep, St 5A marker  
Combo .....\$350  
Raytronics CRT beamer.....\$ 70  
Triad M-52M isolation transistor....\$ 10

F.O.B.

CALIFORNIA TV CO.  
733 S. Main, Santa Ana  
KI 3-5660

### FOR SALE EQUIPMENT

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

### SERVICES

TV TUNERS  
REBUILT OR EXCHANGED  
ALL MAKES — ALL MODELS  
\$9.95  
L.A. TUNER EXCHANGE  
4611 W. Jefferson  
Los Angeles 16, California  
RE 3-9189

### BUSINESS OPPORTUNITIES

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

### FOR SALE

#### \* USED—TV'S \*

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

### BUSINESS SPACE

OFFICE FOR LEASE  
IDEAL FOR ELECTRONICS  
Park in front of your office. All utilities paid. Excellent Van Nuys, Calif. location.  
7537 VAN NUYS BLVD.  
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### REPS. WANTED

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

## WRITE YOUR OWN WANT AD

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Blind Box No.? \_\_\_\_\_ Run for \_\_\_\_\_ times.

How large do you want ad? \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Signature

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

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

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

DISCOUNTS: Less 10% 2nd &  
3rd times; less 15% there-  
after.

BLIND BOX NO'S: Add 50c.

POSITIONS WANTED: Less  
15% cash with order.

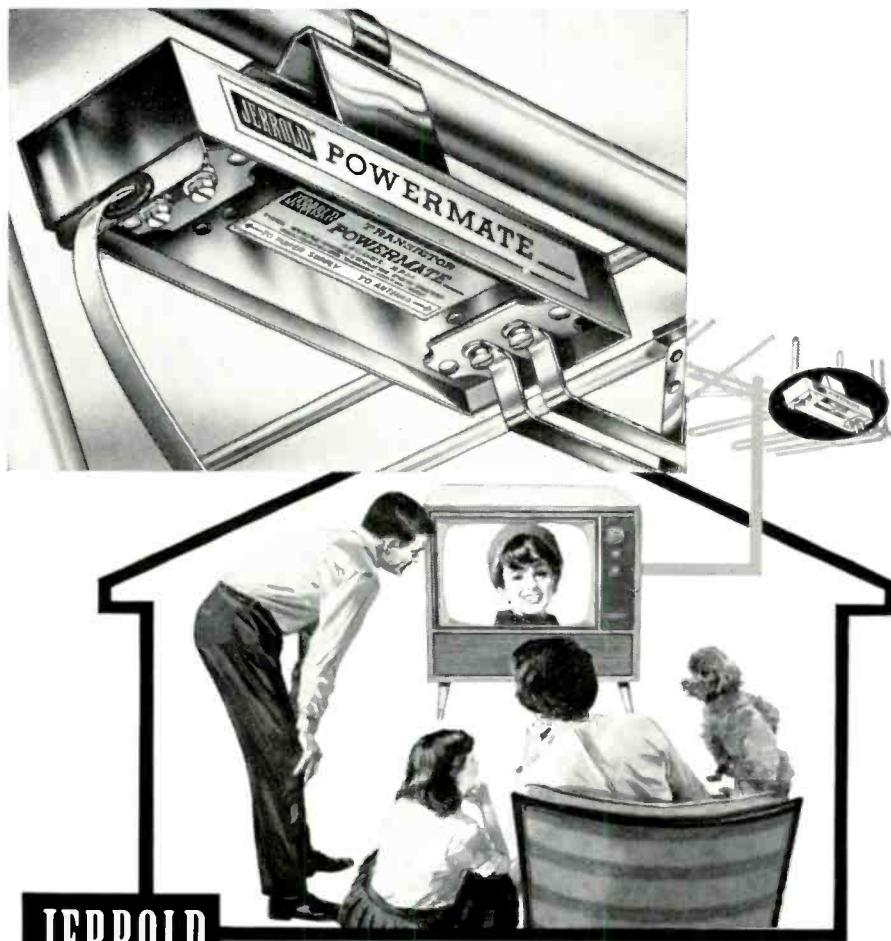
NANCY BROOKS  
Classified Ad Manager  
Phone (Los Angeles)  
AXminster 2-0287

## HOW TO USE WANT AD PAGE

TO PLACE AN AD:  
**BY PHONE:** In Los Angeles call  
AXminster 2-0287. (This is the  
number of the Classified Dept.  
only) ask for NANCY BROOKS.  
**IN PERSON:** Come to 4041  
Marlton Ave. in the Crenshaw  
Shopping Center, next to Bar-  
ker's. (This Address is for the  
Classified Dept. only.)  
**BY MAIL:** Send your ad to  
ELECTRONIC SERVICE DEALER  
Classified Dept., 4041 Marlton  
Ave., Los Angeles 8, Calif.

• RATES •  
95c PER LINE, one time.  
MINIMUM: 5 lines.  
CONTRACTS: Apply for rates at  
AXminster 2-0287.  
BOX NO.: Add 50c service  
charge; and allow 2 lines for  
reply address.  
RE-RUNS: 2nd and 3rd times,  
less 10% each, 4th and there-  
after, less 15% each. Same  
copy.  
HEADLINES, ETC.: Large head-  
lines, box borders and 2-col.  
ads available at modest charge.  
"POSITIONS WANTED": Less  
15%, payable in advance.

# Outperforms them all! Outsells them all!



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## TRANSISTOR POWERMATE PREAMPLIFIER

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

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

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

Model APM-101 \$39.95 list, complete

### JERROLD ELECTRONICS CORPORATION

Distributor Sales Division, Dept. IDS-217, Philadelphia 32, Pa.  
Jerrold Electronics (Canada) Ltd., Toronto • Export: CBS International, New York 22, N. Y.

### JERROLD DISTRIBUTORS

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

B AND D ELECTRONIC DIST.  
12433 Ventura Blvd., No. Hollywood  
TR 7-4794

COOK ELECTRONICS  
210 E. Hardy St., Inglewood  
OS 9-2296

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

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

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

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

#### BRANCHES

1501 Magnolia, Long Beach  
HE 6-8268

1023 So. Cleveland, Oceanside  
SA 2-7694

222 W. "B" St., Ontario  
YU 6-6638

501 E. Date St., Oxnard  
HU 3-0133

390 So. Mount Vernon, San Bernardino  
TU 8-0721

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

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

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

#### BRANCHES

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

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

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

#### BRANCHES

2615 F Street, Bakersfield  
FA 7-5533

1162 Industrial Ave., Oxnard  
HU 3-9541

910 W. 11th St., San Bernardino  
TU 8-6807

14511 Delano St., Van Nuys  
ST 1-3930