

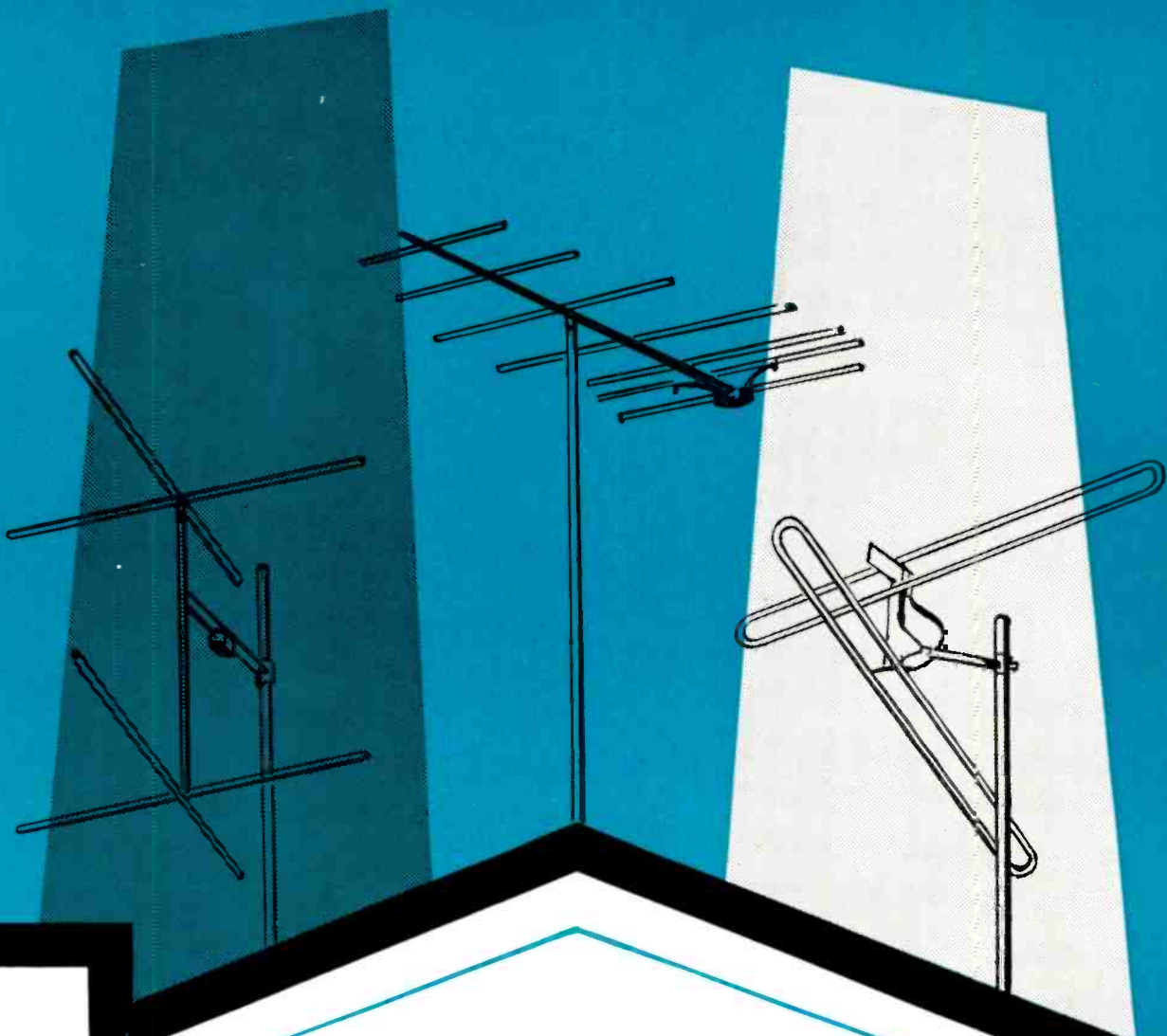
MODERN

electronic service dealer

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

VOL. 2, NO. 1

MAY, 1962



MERCHANDISING ANTENNAS!

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- F.M., STEREO, MULTIPLEX—A CRISP, NEW MARKET FOR ANTENNAS, PAGE 19

Housekeeping

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



1 DOES HE HAVE AN ESTABLISHED PLACE OF BUSINESS?

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

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

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

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

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

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

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

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



RAYTHEON COMPANY

DISTRIBUTOR PRODUCTS DIVISION

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

EDUCATIONAL TOY MISSILE CENTER
Special Offer from your Raytheon Service Dealer
Only \$1.00



To get this 9-piece missile center with operating scale model, send \$1 with a Raytheon tube box top. The name of your Raytheon Service Dealer will be included with the missile center if you send \$1 without a box top.

RAYTHEON, Box 500
Distributor Products Division
Westwood, Massachusetts

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZONE _____

5 Million Housewives are being sold on your Service!

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

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

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

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

RAYTHEON, Box 755
Distributor Products Division
Westwood, Massachusetts

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

RAYTHEON COMPANY DISTRIBUTOR PRODUCTS DIVISION

DISTRIBUTED BY

Crest Electronics Suppliers
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Costa Mesa, California

G & M Wholesale Electronics
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Tag's Radio & Television Supply
14530 Calvert Street
Van Nuys, California

Radio Television Products Company
W. 6th Street at Orange
Chico, California

Styles & Engleman
2255 Bancroft Avenue
San Leandro, California

Radio Parts Company
2060 India Street
San Diego, California

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

Peninsula Electronic Supply
656 South First Street
San Jose, California

Radio Television Products Company
3943 S. Market Street
Redding, California

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

Cook Electronics Company
210 E. Hardy Street
Inglewood, California

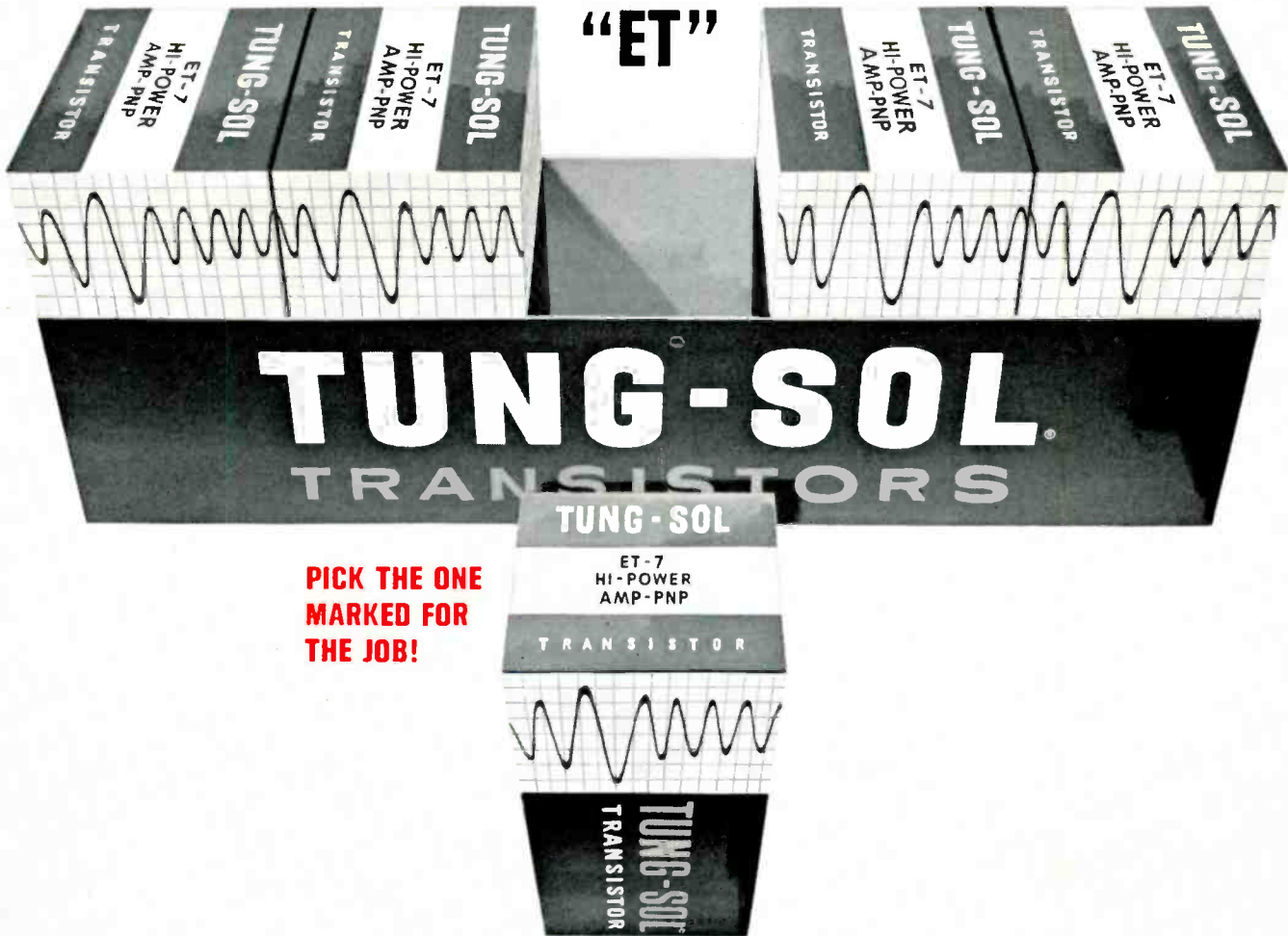
United Radio & TV Supply
1425 W. San Carlos Street
San Jose, California

Mid-State Wholesale
Electronic Supply Company
467 Hill Street
San Luis Obispo, Calif.

Sacramento Electronic Supply
Company
1219 "S" Street
Sacramento 14, Calif.

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

Outperforms them all! Outsells them all!



JERROLD®

TRANSISTOR POWERMATE PREAMPLIFIER

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

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

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

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

JERROLD ELECTRONICS CORPORATION

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

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TH 5-3536

B AND D ELECTRONIC DIST.
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TR 7-4794

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

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OV 3-8110

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TU 4-4791

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

HURLEY ELECTRONICS
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KI 3-9236

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

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

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

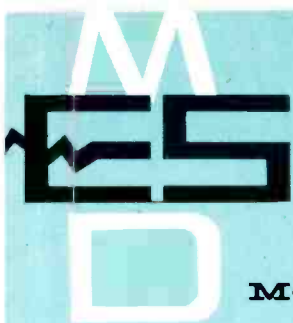
NYSTROM BROTHERS
2426 Fourth Avenue, San Diego
BE 4-7231

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

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

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

MODERN ELECTRONIC SERVICE DEALER



MODERN

electronic service dealer

MAY, 1962

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LETTERS TO THE EDITOR:

Mr. Martin,

It seems to me that the more shops that are in the CSEA, the sooner we will change chaos into order. From my observation, I doubt that more than 10% of shops belong.

The other day, B & K had a well attended seminar of 3 or 4 hundred attendance, and if the CSEA would have had a speaker to talk afterward to explain our program and the reasons for it, I am sure our members would have increased. I think a speaker should attend all these trade and technical seminars.

Sincerely,
Tom Lane

YOU'RE RIGHT TOM . . . and it is a darn good idea to suggest that CSEA have a speaker at all of these dealer technical seminars. I feel sure that if they spoke only for a few minutes it would generate a great deal of interest and make it easy for an individual to become a member. I have found that some dealers want to be members of CSEA but just never seem to find the time to pursue the task to completion. Everyone seems to be busy these days and we are prone to put off until tomorrow. If membership blanks or an information table were set up at these meetings I am sure we would be able to add a lot of members. Thanks for the tip.

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

Dear Sirs,

We would like very much to be on your mailing list. We are sure to make very good use of your services.

Thank You,
Val-Tronics
222 N. H St.
Lompoc, Calif.

DEAR VAL-TRONICS . . . we will be more than happy to add your name to our mailing list but we must first know if you are a dealer, manufacturer or distributor. As you know, you cannot buy MESD and must be qualified in order to receive it. Please let us have more information as soon as possible. Thanks for your interest.

Modern Electronic Service Dealer
618 So. Western Ave.
Los Angeles 5, Calif.
Gentlemen:

Here is a request for some information that has undoubtedly bothered the majority of TV shops.

Will you please publish in your magazine the legal method of disposing of merchandise that is not called for in a reasonable length of time? From time to time, I have radios and TV's that I have repaired and the customer does not call for them. Both my shop and business is small (just a one-man shop) and I don't have the money behind me

to keep it tied up in TV's that are not called for. Neither do I have the storage space. I believe that a person is entitled to a return on his investment: thus storage charges. I am a member of the south-bay chapter of the RTA.

So, I will appreciate it if you will publish the right dope on the above information.

Thank You,
Frank's Radio & TV
735 E. Market St.
Long Beach 5, Calif.

P.S. There is no use telling you that your magazine is a good one, because you already know it is.

MR. DISHON WE WILL DO OUR BEST to put together an article along these lines. Meanwhile, in the September 1961 issue of MESD in our "Letters to the Editor" column Mr. Tony Anastasi, Legal Advisor for CSEA, answered a similar letter from Mrs. G. S. Lowell in San Diego. I have re-printed it for your information, as well as others who may have missed it, as follows:

Dr. Mrs. Lowell:

A person who makes, alters, or repairs any article of personal property, at the request of the owner, or legal possessor of the property, has a lien on the same for his reasonable charges for the balance due for such work done and materials furnished, and may retain possession of the same until the charges are paid.—California Civil Code Section 3051.

If the person entitled to the lien provided above be not paid the amount due within ten days after the same shall have become due, then such lien holder may proceed to sell said property, or so much thereof as may be necessary to satisfy said lien and costs of sale at public auction, and by giving at least ten but not more than twenty days previous notice of such sale by advertising in some newspaper published in the county in which said property is situated.—California Civil Code Section 3052.

However: C. C. Code Section 3052 states that public notice must be published in a newspaper of general circulation to the public, not a trade publication, and that a complete description of the article must be included in the notice. It is also pointed out that the lien holder may bid on the article but any money over the amount of the lien, plus costs, must be returned to the owner.

That portion of any lien, as provided above, in excess of \$200.00 for any work performed at the request of any *person other than the holder of the legal title*, shall be invalid, unless prior to commencing any such work, the person claiming such lien shall give actual notice thereof in writing either by personal service or by registered letter addressed to the holder of the legal title to such property, if known.—California

Civil Code Section 3051a.

Sincerely,
A. J. Anastasi
Legal Advisor, CSEA

Modern Electronic Service Dealer
618 S. Western Ave.
Los Angeles 5, California
Gentlemen:

After reading the letter that Mr. Gordon C. Prentice sent into Letters To The Editor about his loss on the rental television, I'm passing along this information in hopes it might help some other business man.

We rented a Westinghouse TV Model #H619T12 to Robert D. Hale. Before his rent was up he left the state taking my TV with him. Needless to say I lost the television.

We rented a Zenith TV Model #222 Ser. #2-480 to Edward & Ruby Clayton. According to local authorities they also used the last name of Clayton. Before the rent was due they skipped out taking the TV with them. In both cases we had no reason to foresee any trouble.

With checking with local authorities both of these familys made a racket of this by moving around.

Sincerely yours,
Clyde G. Scott
Owner

ANOTHER TV RENTAL SKIPPER . . . this time in Long Beach. Mr. Scott we certainly want to thank you for your letter and am happy to see the "Letters to the Editor" working on this sort of thing. Maybe you two gentlemen have started something and I sure hope others will take advantage of this little service. If it becomes widely used we will start a column each month devoted to this type of information.

April 14, 1962

Mr. W. J. Quinn
Editor

Quinn's Appliance & TV News
618 S. Western Ave.
Los Angeles 5, Calif.

Dear Mr. Quinn:

Knowing your interest in the Appliance & TV industry and the welfare of the servicemen, you will welcome the news that NARDA will again bring to California a school of service management.

Our 1962 school will be a condensed, full 2 day session covering some 16 subjects as outlined on the attached program.

Our San Francisco school is limited to a total registration of 60 and with a lower registration fee and limited to a 2 day school, we advise registration to be made early, direct with our Chicago office.

May I take this opportunity to personally thank you for your support and for the publicity which you so generously gave us during our 1961 school.

Very truly yours,
Carl O. Hagstrom
Regional Advisor

SANTA ROSA DEALERS IN RE-ORGANIZATION MOVE

Dealers in Santa Rosa are re-organizing accordance to a report from Ike Carstensen, Santa Rosa TV and President of the group.

Recently they requested some aid from ACTRA and Claire W. Lanam, past ACTRA president and current Vice President. Stephen L. Strong, Chairman of Zone "B" Council of CSEA, Lon Hall, current President of ACTRA and Philip M. Fisher, ACTRA Executive Secretary drove the 45 miles to attend their re-organization meetings.

The ACTRA people urged the group to investigate the advantages of joining CSEA but, for the moment, they felt they must first solidify their local body before making a move toward the State Organization.

STANDARD SET FOR JOINT APPRENTICE PROGRAM

The State Joint Apprenticeship Committee formally met in Fresno last month and set the standards to be used by all local JAC's in regards to TV Servicing Industry.

Needless to say, CSEA has been the primary force behind the establishment of such a program and it will go a long way towards producing top notch technicians.

Complete information for local formations will be given during the coming CSEA General Membership Meeting June 9-10 at the Town and Country Lodge in Fresno.

TULARE GROUP CHARTERED BY CSEA

The latest Association to be chartered by CSEA is Tulare, according to Executive Secretary Keith Kirstein.

President of the new chapter is Mr. George Morgan, 1616 E Street, Tulare, and we would like to suggest that members throughout the state drop him and his group a note of welcome to CSEA. At the rate of new chapters coming into CSEA, so far this year, it looks as if we may hit the goal of 2,000 members set for 1962.

MEXICAN UHF STATION DUE TO BEGIN TELEVISION IN SEPTEMBER

Thousands of Spanish-speaking persons in Southern California will be able to sit in their living rooms in September and tune in television programs direct from Mexico City.

Permission has been granted by the FCC to Julian M. Kaufman of Escondido, vice president and general manager of XETV, television station in Tijuana, to operate UHF, Channel 34. It will be located at a studio on Hoover Street and the transmitter will be constructed at Mt. Wilson. Kaufman's XETV is affiliated with ABC, San Diego, Channel 6.

FCC officials in Los Angeles have verified the permit.

This is exciting news to more than 800,000 Spanish-speaking residents in Greater Los Angeles, and some officials in the industry characterize the news as big as when TV was perfected to replace radio.

Kaufman's business associate is Amelio Azcarraga, millionaire Mexican industrialist.

Kaufman explained that a converter which can be attached to an ordinary TV set is sold for \$12 for a single channel and for \$30 for all channels. This converter then can transmit a clear picture with excellent sound.

A sensational "dry run" was conducted in San Antonio, where 25,000 conversions were sold in 45 days.

Ready for transmission to Latin Southlanders—the second largest populationwise outside of Mexico City itself—are soap operas, musicals and educational programs, all of them taped. Later a series of Spanish lessons will be telecast, as well as eventually relays from Chile, Argentina and Brazil.

The Spanish-speaking market in the

ZONE "F" ELECTS NEW DIRECTORS

Zone "F", at their last regular meeting, elected Mr. Ralph Johonot, Mr. Don Reed and Mr. Emmett Mefford as Directors to CSEA.

These gentlemen will now represent the area at the annual meeting and all future Board meetings according to the By-Laws of the Association.

Mr. Don Reed, although well known for his years of service to CSEA, is the only new face to the Board of Directors with Ralph Johonot and Emmett Mefford being re-elected.

L.A. area is tremendous, as some radio stations have learned, notably KWKW and KALL, which have gone Latin. In fact, KWKW several months ago was sold for more than a million dollars.

However, the TV market has not been exploited by Southland stations because as of now there are only a few Spanish programs.

KCOP IN LOS ANGELES TO PROVIDE AIR TIME FOR CSEA SPOTS

LOS ANGELES, CALIF.—KCOP Channel 13 in Los Angeles has offered free air time to CSEA as a public service.

According to Mr. Hugh Wilkins, Chairman Zone "F" CSEA, Mr. Al Brody, Chief Engineer of KCOP Channel 13 has agreed to show the official insignia of CSEA on the screen with a brief audio presentation of some aspect of CSEA efforts in the public interest.

Mr. Wilkins went on to state that, "with this type of cooperation it is my hope that all Zone "F" delegates and members will do everything possible to aid this station in their effort to produce the best picture reception in the Los Angeles area. KCOP is now in the process of introducing color to their regular televising schedule and a good signal becomes even more important."

At the recent Zone "F" meeting the delegates in attendance voted in favor of the cooperative program between KCOP Channel 13 and their respective chapters in Los Angeles, Ventura, Orange, Riverside and San Bernardino counties.

LOU HALL NAMED ACTRA DELEGATE TO CSEA

Mr. Lewis E. Hall, Lonie's Radio & TV Service of Oakland, was elected ACTRA's CSEA delegate for the coming year. He is also president of the ACTRA Chapter.

Elected as alternate Director was Mr. Norman W. James, Central Electronics in Berkeley. Mr. James has been a member of the ACTRA Board of Directors for many years and is prominent in many business and philanthropic organizations.

The election of Zone "B" directors will be held shortly and this information reported in a future issue of MESD.

NARDA School Of Management Program Slated For June 4-5

NARDA's Annual School of Service Management will be held again this year in San Francisco at the Hotel Canterbury June 4 & 5, 1962.

This year's event is geared to present some 16 subjects regarding business management and will be completed in a condensed full 2-day session. Some of the subjects to be presented are in the field of Personnel, Compensation, Salesmanship, Advertising, etc.

The complete program, including Hotel Accommodations and meals, is available at \$50 for NARDA Members and \$65 for Non-members.

SUNDAY (JUNE 3) Registration—Hotel Canterbury
7:00 p.m. NARDA Registration, Hospitality House—Chaucer Room

MONDAY (JUNE 4)
9:00 a.m. "Good Service Management and Dealers' Profits"
9:45 a.m. "Service Personnel: Hiring and Testing"
10:30 a.m. "Servicemen's Compensation & Incentive Plans"
12:30 Noon Luncheon—with guest speaker
1:00 p.m. "Servicemen as Salesmen"
1:45 p.m. "Service Department Layout"
2:30 p.m. "Keeping Service Department Records"
3:15 p.m. "Spare Parts Inventory Control"
4:30 p.m. "Dispatching Methods and Techniques"
6:00 p.m. Banquet with guest speaker, followed by bull session discussion on "Conducting Successful Service Meetings"

TUESDAY (JUNE 5)
9:00 a.m. "Advertising Your Service Department"
9:45 a.m. "Customer Relations, Charges, Etc."
10:30 a.m. "Service Contracts"
11:15 a.m. "Increasing Service Income"
12:00 Noon Luncheon—with guest speaker
1:00 p.m. "Lowering Service Department Expenses"
1:45 p.m. "Service Cost Analysis"
2:30 p.m. "Graduation"

TUBE-TOTER WINS PACKAGING AWARD

A corrugated shipping container for a television tube, made by Menasha Container of California, Anaheim, California for Calvideo Tube Corporation, Compton, California, was awarded a bronze ribbon for construction at the 1962 Fibre Box Competition, sponsored by the Fibre Box Association, in Chicago, Illinois.

This corrugated shipping container utilizes die-cut construction to follow the shape of the TV tube, and is so constructed as to permit stacking. The manufacturer experienced 31 per cent saving in warehouse floor space, 40 per cent saving in cubic area and approximately 40 per cent saving in shipping cost by adopting this box.

The Tube Toter patent and royalty rights are owned by Calvideo Electronics, Inc., the nation's largest independent picture tube manufacturer.

In the following months some of the leading corrugated box manufacturers throughout the United States, Japan, Holland, Great Britain, Canada, West Germany, Mexico, France and Italy will be licensed to manufacture the patented Tube Toter carton.

ALL NEW 100% SAFER*



BUY THE BRAND THAT IS
ALL-WAYS NEW! **ZENITH**

Zenith TV Picture Tubes are 100% NEW from face plate to socket, assuring you of the highest quality and performance for every replacement need. Remember, Zenith leads to long life and finest picture quality.

* **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

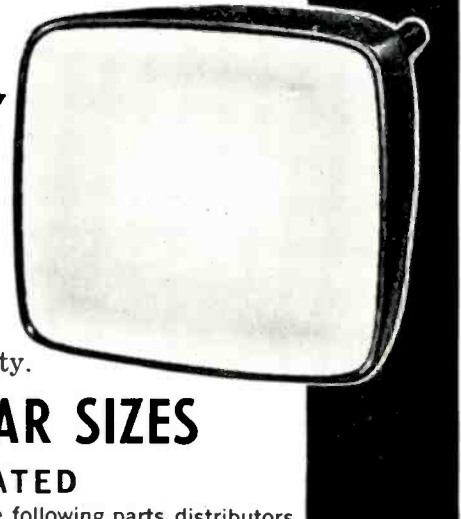
HURLEY ELECTRONICS
1501 Magnolia
Long Beach, California

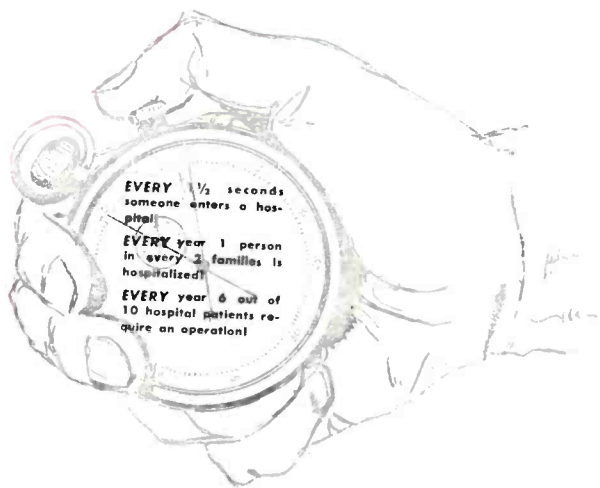
HURLEY ELECTRONICS
501 East Date Street
Oxnard

GROSSMAN & REYNOLDS
1900 West Valley Boulevard
Alhambra, California

ANDREWS ELECTRONICS
1500 West Burbank Boulevard
Burbank, California

ELECTRONIC SUPPLY CORP
2483 - 3rd Street
Riverside, California





Can You Afford To Gamble Against Odds Like These?

CSEA Announces Re-Opening of Plan Without Medical Examination During May

CSEA is pleased to announce that Woodmen Accident and Life Company is cooperating with us in carrying out a group health and welfare insurance enrollment campaign during the month of May, 1962. Because this is such an outstanding plan and has more than proven its worth through the substantial benefits already paid to members and their employees, we have prevailed upon the company to allow us to open the plan to new enrollees without medical examination, provided the new enrollee has not previously applied for this insurance and been refused.

During the past 20 months this liberal group health and welfare insurance plan has paid out more than \$15,000.00 to insured members and their employees. Never has an insurance plan been received so satisfactorily by an association. There have been almost no complaints by the insureds on payment of claims or any of the problems which so often arise in a group plan of this magnitude.

Because many of our members did not apply for this insurance program when it was first presented and they were first eligible, but have since expressed a desire to become insured, the above arrangements have been made to open the plan to all new enrollees without medical examination or evidence of insurability. This arrangement is unusual with insurance companies. We were granted this exceptional opportunity because of our previous record with Woodmen Acci-

dent and Life Company and their faith in our future.

For non-members of CSEA this is a golden opportunity for you to insure yourselves and your employees immediately upon joining CSEA. This particular health and welfare group insurance plan is just one of the many things that you would benefit by through belonging to a statewide organization dedicated to upgrading our industry. Having this insurance plan for you and your employees might be just the thing to keep that good serviceman you have. The plan is available for all shop owners and their families. You must be a CSEA member in order to participate in this inexpensive insurance plan. If you are enrolled in another hospitalization insurance plan, now is the time to transfer, as in the future transferring would require evidence of insurability.

If you or any of your employees do not now have this coverage, send your application to the CSEA State Office in Sacramento, 3300 Watt Avenue, without delay. Upon your request a representative of the Woodmen Accident and Life Company will call on you to explain the details. *Now* is the time to enroll for the CSEA group health and welfare insurance program (major medical expense program), tomorrow may be too late! The deadline is May 31, 1962. It is essential that all completed applications and checks be mailed to this office before June 1. This opportunity will probably never be offered again, so don't delay.

JFD

CALIFORNIA DISTRIBUTORS

ANDREWS ELECTRONICS

BURBANK
1500 West Burbank Blvd.

DUNLAP ELECTRONICS INC.

STOCKTON
27 S. Grant Street
(P.O. Box 1970)
SACRAMENTO
1800 22nd Street
(P.O. Box 1887)
MARYSVILLE
1012 Sixth Street
CHICO

824 Cherry Street
MERCED
234 West 17th Street
MODESTO
419 10th Street
PITTSBURG
581 West 10th Street
WALNUT CREEK
2089 N. Broadway
(P.O. Box 96)
FRESNO
355 M Street
(P.O. Box 1732)

FRANK QUEMENT INC.

SAN JOSE
161 W. San Fernando Street
(P.O. Box 427)

RADIO PRODUCTS SALES CO.

LOS ANGELES
1501 South Hill Street

RADIO TELEVISION SUPPLY CO.

LOS ANGELES
2025 South Figueroa Street
HARBOR CITY
25327 South Normandie

WHOLESALE ELECTRONIC SUPPLY CO.

VENTURA
265 So. Laurel Street
SANTA BARBARA
209 W. Canon Perdido

WRESKO INC.

SAN FRANCISCO
1116 Folsom Street
SAN CARLOS
1348 El Camino Real

LET'S GET THE RECORD STRAIGHT

A JFD competitor is currently circulating the "unbiased" antenna amplifier comparison chart shown on the right. This enlightening analysis (not surprisingly) claims the competitor's amplifier superior in every respect.

However, my competitor overlooked (?) one important detail.

HE CONVENIENTLY OMITTED THE JFD TRANSIS-TENNA AMPLIFIER.

I am not surprised, but I am disappointed at my competitor's oversight.

Just for the record, only the JFD transistorized amplifier has the unique and desirable feature of mounting directly on the dipole terminals at the point of lowest noise level. It is available as a built-in part of 16 JFD Transis-tenna antennas. It is also used as an "add-on" amplifier that is universally adaptable to any other antenna be it inline Yagi, conical or otherwise. In my opinion, this versatility makes the Transis-tenna the best of the "add-on" amplifiers.

I had believed that the members of the antenna industry had outgrown the need for such so-called "authentic" comparison charts. At this point, however, I feel that every distributor and dealer is entitled to know the complete story. So with apologies to our competitors, we are reproducing the data from his chart with the JFD features added.

I invite your review of the now complete analysis. Judge for yourself which is truly the best "add-on" antenna amplifier in value and performance.

JFD ELECTRONICS CORPORATION

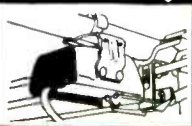

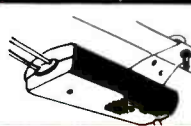


Edward Finkel

Edward Finkel,
Vice President - Sales

Open this flap for the *complete*
"add-on" amplifier story...

HERE IS THE ANTENNA AMPLIFIER COMPARISON CHART

...WITH THE JFD SPECIFICATIONS THAT COMPETITION FORGOT (?)

	THIS IS THE ANTENNA AMPLIFIER MANUFACTURER WHO MADE THIS TEST	COMPETITOR A List \$29.95 plus Batt.	COMPETITOR B List \$44.95	COMPETITOR C List \$39.95	JFD TRANSIS-TENNA \$36.95-AC and \$34.95-DC List
ANTENNA AMPLIFIER COMPARISON CHART					
PERFORMANCE FEATURES					
1. Average gain, low band	18 db	13 db	4 db	17.2 db	18 db
2. Average gain, high band	14 db	7 db	9.5 db	13.5 db	15 db
3. Average VSWR, input	1:1.5	1:2	1:2.5	1:2	1:1.4
4. Average VSWR, output	1:1.5	1:2	1:3	1:2.5	1:1.4
5. Balanced input & output ferrite transformer	YES	NO (INPUT ONLY)	NO (INPUT ONLY)	YES	NO
6. High pass input filter	YES	NO	NO	NO	YES
7. Channels where amplifier phase shift hurts picture quality	NONE	CH. 2, 3, 4	Ch. 2, 3	CH. 2, 6	NONE
8. Uses MADT 4-lead (VHF) transistor with high gain, low noise figure	YES	NO	NO	NO	NO
9. Designed with enough power to drive up to 6 TV or FM sets	YES	NO	NO	YES	YES
10. Two section power supply filter	YES	NO	YES	NO	NO
11. Circuit stability (won't oscillate)	EXCELLENT	FAIR	POOR	GOOD	EXCELLENT
CONVENIENCE & SERVICE FEATURES					
1. AC receptacle on Power Supply for plugging in TV	YES	NO	NO	NO	NO
2. Polarity and Gain Control switch	YES	NO	NO	NO	NO
3. 3-way amplifier mounting bracket that is easily mounted anyplace from antenna boom to TV set	YES	NO	YES (NOT EASILY INSTALLED WHEN AMPLIFIER IS REMOTED FROM ANTENNA)	YES	NO
4. Rectifier, filter condenser and power transformer in power unit instead of up on antenna amplifier	YES	BATTERY TYPE POWER SUPPLY	YES	NO	YES
5. Electric Power Supply with AC isolation transformer	YES	NO	YES	YES	YES
6. No-strip terminals on both input and output of amplifier and power supply	YES	YES	OUTPUT OF AMPLIFIER ONLY	YES	NO
7. Number of set outputs on power supply	2	4	4	2	4
SELLING FEATURES					
1. List price	34.95	29.95 + BATT.	44.95	39.95	\$36.95-AC and \$34.95-DC List
2. Dealer net price	20.97	19.00 + BATT.	28.77	26.63	As low as \$22.70 for AC. As low as \$21.47 for DC.
3. Compact, set-up display carton	YES	NO	NO	NO	YES
4. Nationally advertised to your customers	YES	NO	NO	NO	YES
5. Cost per year to operate	27¢	AT LEAST \$2.00 BATT. REPLACEM.	27¢	27¢	27¢

JFD transis-tenna AMPLIFIER

Ferrite transformer is used in JFD amplifier input only. Not needed in output because the output circuit has been designed for 300 ohm balanced operation.

MADT denotes "micro-alloy diffusion transistor" production technique. JFD uses PADT denoting "post-alloy diffusion transistor" production technique. Both types are 4-lead VHF transistors with high gain, low noise figures.

JFD power supply is designed to provide more than adequate filtering under standard load. Why use two filters when one better filter will do as well? With the bonus of fewer parts that minimize servicing needs.

Why add something not really needed? Almost all AC outlets are duplex types nowadays. Besides, power supply and amplifier will always remain "on" if TV set is plugged into built-in AC receptacle. JFD "sensible" engineering provides you with "on-off" switch so amplifier can be turned off when TV is not being used.

No gain control is needed in JFD amplifier since it is designed and tuned for maximum gain on all channels at all times. Moreover, if a local signal is strong enough to require attenuation, why penalize all the other channels by turning down the gain control? Instead, JFD engineers recommend that the serviceman pad the offending channel only, leaving all the others to come in with maximum gain.

Neither is a polarity switch needed. Polarity is set at time of installation. Why offer the TV viewer a useless polarity switch? If he or one of the family should accidentally reset the switch, it means a needless call-back at the serviceman's time and expense.

It's common sense to provide a minimum of necessary operating controls for the use of the consumer. The fewer the controls the smaller is the possibility of trouble with consumer handling of unit. This is part of JFD engineering philosophy.

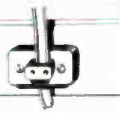
Because the best place for the amplifier is at the antenna terminals. Why defeat the very purpose of an amplifier by attaching it any place but the right place? — at the point of highest signal-to-noise ratio — the antenna's take-off points. Be it single-driven, twin-driven, stacked-conical, Yagi or any other antenna design, that's where the JFD amplifier goes.

No-strip terminals are used only on output of JFD amplifier and JFD power supply. The input to JFD amplifier is effected through indestructible heavy gauge solid aluminum busbars which attach directly to antenna terminals. (One less potentially troublesome twin lead connection.)

Reprints of the above chart are available on request. JFD will be pleased to send you also its Transis-tenna brochure which shows you how to convert its many consumer benefits into profits.

...AND HERE ARE SOME MORE EXCLUSIVE **transis-tenna** REGISTERED TRADE MARK AMPLIFIER FEATURES OUR COMPETITION NEGLECTED TO MENTION!

1



JFD supplies 300 ohm male and female twin lead connectors for 4-set operation or to provide four different locations where set(s) can be used.

2



JFD power supply employs on-off switch for viewer's convenience and use when set is shut off. (Also used by competitor A.)

3



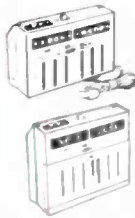
JFD multi-set distribution system uses low-loss ferrite core transformer circuit... not lossy resistor design such as that of our competitor's.

4



JFD amplifier is corrosion-resistant. It is constructed of aluminum busbars, butyrate housing and an iridized steel terminal plate.

5



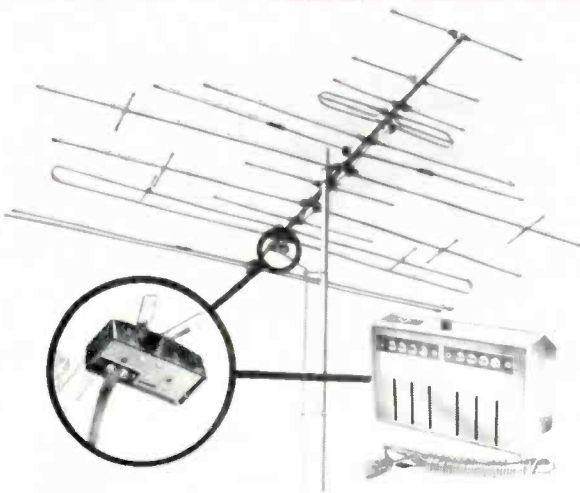
Only JFD offers choice of AC or DC operated amplifier (excellent for accessible attic installations).

6



Only JFD provides you with the widest selection of electronic Transis-tenna antenna-amplifier-distribution systems that helps you make every antenna sale a profitable Transis-tenna sale.

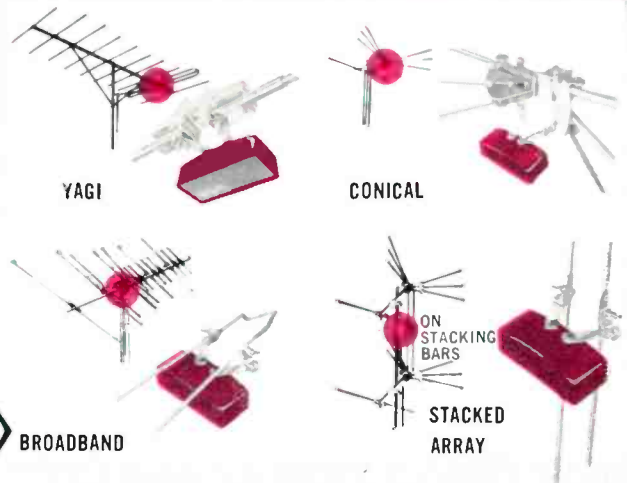
Only the **JFD** REGISTERED TRADE MARK **transis-tenna** amplifier *integrates* itself into your antenna system



The Transis-tenna is the only amplifier designed to be an electrical and mechanical built-in part of the antenna.

JFD mounts its amplifier at the point of highest signal-to-noise ratio. You do not attach it to the mast, or the crossarm, or at the set—but at only one place, the right place—directly to the antenna take-off points. That is why you get no makeshift straps, clamps or brackets with the Transis-tenna. And for all-new antenna installations, JFD offers you the choice of 16 different Transis-tenna systems complete with integrated amplifier, antenna, power supply and set-coupling units. You pick the right electronic antenna package, perfectly matched to the location.

Only the **transis-tenna** REGISTERED TRADE MARK amplifier converts *any* antenna type into a truly *electronic* antenna system!



The Transis-tenna amplifier mounts directly to the take-off points of any antenna in 30 seconds.

NOW . . . PROVE THE TRANSIS-TENNA'S SUPERIOR PERFORMANCE TO YOURSELF!

JFD invites your on-the-job comparison of the design and performance advantages of the Transis-tenna. See for yourself why more quality-conscious, performance-conscious, profit-conscious service-dealers are switching to the JFD Transis-tenna amplifier.

Call YOUR JFD DISTRIBUTOR TODAY FOR **transis-tenna**

JFD

THE BRAND THAT PUTS YOU IN COMMAND OF THE MARKET

JFD ELECTRONICS CORPORATION

6101 Sixteenth Avenue, Brooklyn 4, N. Y.
 JFD Electronics-Southern, Inc., Oxford, North Carolina
 JFD International, 15 Moore Street, New York, N. Y.
 JFD Canada, Ltd., 51 McCormack Street, Toronto, Ontario, Canada

SELLING TELEVISION DISTRIBUTION SYSTEMS



Mr. Walter Goodman
S. M. Distributor Sales
Jerrold Electronics Corp.

If you have ever wished for an extra edge over your competition, especially during the normally slow summer months, let tv distribution systems give you that sales-producing margin.

To date, there has been very little written about selling these products. Many misconceptions exist in regard to this field as a result. This article will attempt to correct some of these misconceptions and give you the "groundwork" principles that can help you add a few extra figures to your paycheck.

The three major headings under which these principles will be discussed are as follows:

- A. What is the market?
- B. How do you go after this market?
- C. What does this mean to you in increased business both in the sale of this and related equipment?

The Market

Any situation that calls for more than one TV and/or f-m set in a structure presents an opportunity for the sale of a master antenna system. Included among these sources of prospects are private homes, motels, hotels, trailer

parks, hospitals, schools, and apartment houses.

How Do You Go After This Market?

First of all, let's review your situation.

(a.) Who buys Master Antenna Systems?

The first thing you must do in classifying who buys these systems is to separate the market into the two major categories of existing versus new construction.

In the case of existing buildings, you are dealing mostly with owners or management groups, whereas in new construction, you are dealing, for the greater part, with general or electrical contractors.

(b.) Why do they buy?

TV Distribution Systems offer many features to different people. Major motivations for buying will vary, according to the group served. Some examples are as follows:

A motel or hotel owner will buy a system to meet competition. With increased occupancy and/or higher rates for his rooms, he therefore increases his

income.

Likewise, an apartment house builder will buy a system to meet competition. He increases his rental value and, in turn, raises the resale value of his property.

A school board will buy a system to make better use of instructional television. A home builder will buy systems for his homes to help them sell faster. The home owner will buy a system for his own enjoyment.

As you can see, the reasons vary somewhat for buying. There are many reasons why these systems are purchased every day, however. The big question for you to consider is: "Am I selling them? If not, *how can I start?*"

Obviously, the first step is to make sure your organization wants this business and is willing to gear itself to go after it. If the answer to this question is affirmative (as it is with an increasingly larger percentage of dealers today), then it is important that you equip yourself to sell these systems.

How do you do this?

You take advantage of every service being offered by the manufacturer of the equipment. You take advantage of the years of experience that the firm has probably had in successfully selling thousands of these systems.

This experience should be made available to you through the firm's literature and other selling aids. It could also be made available to you in personal contacts with the manufacturer's representatives and field sales managers.

Know Your Product

Let's see how the manufacturer can help set up a program for you to follow.

1. *You should know your product.* Your best approach on this is to get together in person with the representative or factory field sales manager. There is plenty of literature available to help you learn about TV Distribution Systems and their many sales features. The best and quickest way to learn, however, is to use both the in-person meetings and company's literature.

If you are one of those who have looked at this field, recognized its potential, but then written it off as being too difficult to crack, you will be amazed at just how simple it has now become.

Know Your Prospects

2. *You should know who your prospects are.* Now that you are ready to sell these people, you have to know specifically who they are. There are many ways of getting their names.

For the new construction market, there are services such as Dodge Reports, Southwest Builder, Green Sheet and Brown's letters that will give you all the pertinent information regarding all types of new construction. This includes the value of the job, number of

units, type of construction and names of the builder, general and electrical contractor, and architect. You can get this information from building permits also.

For the existing market, the yellow pages of the phone book are good for motels, hotels, apartment houses, hospitals, schools, and trailer parks. Your local real estate boards and other associations, such as hotel and motel associations, can be helpful to you.

Go Get The Business

3. *You should go after these prospects.* The best way to do this is through mailings and/or phone calls, followed up by personal visits.

The manufacturer can help you by providing mailing pieces suitable for the various categories of people you will be contacting.

Since the appeals to the prospects will vary according to their category, it is really more effective to have one mailing piece for all uses. Therefore, you will have different pieces for architects, motel owners, apartment house owners, school administrators, trailer parks, etc.

Estimate

4. *You should make up an estimate.*

Once your prospect has indicated interest, he is going to want to know how much this system will cost. As a salesman, you will want to make sure that the prospect knows all of the terrific features you are offering him before you get into the subject of cost. However, in order to make the sale, you eventually must give the price. The question is, of course, how is this arrived at?

Once again here is where a manufacturer can help you in setting up so that estimates can be worked out in your organization smoothly and efficiently.

A manufacturer may offer a free engineering and layout service. By providing him with some basic facts which he must know (there is probably a form for this) he will make up a detailed blueprint containing a bill of material from which it is relatively easy to arrive at a price.

What happens, in most cases, is that a dealer will have at least one man in this kind of work. After awhile, this man will do the layouts by himself. It may very well be that you could become the "system specialist" in your company.

Proposal

5. *You now must make up a proposal.* In my opinion, the make-up of the proposal is one of the most important deciding factors in getting a job. The appearance and content of the proposal represent you and your company and in many cases must do a big part of the sales job for you.

Here again, a manufacturer can pro-

vide important tools for your use. He may make available attractive proposal covers as well as impressive literature to be included as part of your presentation.

Suggested forms for simplified letters of agreement are also possibly available.

It is essential that you also include material to convince your prospect that you are the one to do business with. In this regard, the best convincer is a list of successful installations your organization has completed. Be sure to include the names and phone numbers of the persons to contact so that it is easy for your prospect to check on you.

Close The Sale

6. *Deliver the proposal—close the sale.* A proposal should always be delivered in person. At this point, your best sales effort is needed and this can only be done in person.

To discuss at this point the various ways that the sale can be closed would of course require a book by itself. There are, however, a few general suggestions that can help you.

Sell quality—you must first be convinced that the equipment and services you are selling are the very best. Then go all out to show your prospect why he is so much better off buying from you.

Know who you are talking to—don't use a canned pitch—don't get too complicated with a non-technical prospect. The average apartment house builder, for instance, doesn't know or care why or how the system works. All he knows is that he needs one. It is your job to sell him yours.

Present the prospect with an easier decision to make—instead of allowing him to do too much thinking about the \$10,000 you want him to spend for the system, let him think about where the outlets should be located in the room or whether it would be more convenient for him if you were to start the job next week instead of the week after.

Above all, be confident and persistent. Remember that if you walk out without the order your competitor may not be as considerate as you. Of course, no generalization is true all the time. However, you wouldn't be very far off if you lived by this one.

What This Means To You

The biggest thing, of course, is that you have increased your sales substantially. It doesn't take too long to realize how quickly your sales can shoot up when you look at the size of the orders involved. It is also a year-round business which does well in the normally slow summer season in contrast to the usual service slump. In addition, it is a very rapidly growing market which is limited only by your imagination and ability to get out and do a job.



RCA's Key to Trusted Service...

YOUR KEY TO MORE AND BETTER BUSINESS

Each day you see more and more of these *Key to Trusted Service* symbols displayed in radio-TV-HiFi service shops all over the country.

This symbol is the focal point of a major RCA promotional program to identify and "boost" outstanding service dealers in each community.

RCA is advertising nationally in TV Guide and on Walt Disney's "Wonderful World of Color"—urging consumers to look for and patronize service shops displaying the Key statuette.

Your Authorized RCA Tube Distributor has all the facts on how you can become a KEY service technician in your community. Call him today.

RCA ELECTRON TUBE DIVISION, HARRISON, N. J.



The Most Trusted Name in Electronics

How To Establish A Base For Service Call Charges

An Article Designed To
Provide You With The
Basic Procedure For
Establishing Service
Call Charges.

In a recent issue of the Philco Service Businessman Magazine we became very much interested in an article on rates. Our editors have gone over this article and have picked out the type of information they feel will be of interest to our readers.

MINIMUM CHARGES

Today most service dealers recognize the need for a minimum charge. Included in the cost of a service call is the travel time, the pro-rated overhead costs of doing business and the cost of labor. There are many formulas for figuring what this basic cost may be but one that seems to provide you with a profit on every service call, provided you maintain an adequate level of calls per man per day, is as follows:

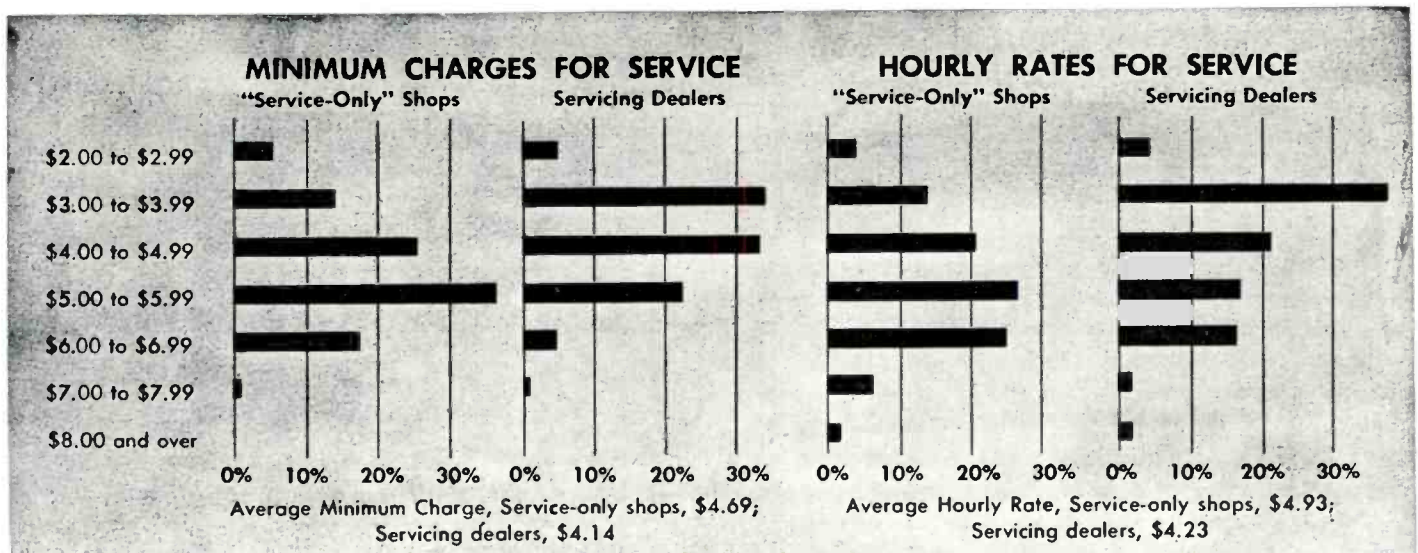
Now, if you assume that you have an adequate set of books, disbursements should reflect standard distribution such as parts, heat, power and light capital expenditures, salaries etc. Averaging out these costs, over several years back, will result in greater accuracy in your final analysis.

First of all, add up all of your other costs for the entire year, except for servicemen's salaries. Divide these cost by the number of full time employees who were employed at any one time during the period. Include yourself if you perform service work.

Second, add up all servicemen's salaries and divide by the number of servicemen to get an average salary.

Third, determine the average number of hours per serviceman per week normally spent making service calls. Multiply by 52 weeks. (Do not include time for picking up parts, making reports, etc.)

Fourth, divide the number of hours per year at productive work (step 3 into the sum of Step 1 and 2). The resulting



answer is your cost per hour per serviceman. It will be the basis of your hourly rate per serviceman.

Fifth, now to arrive at your minimum rate, multiply the cost per hour (step 4) by eight to get your average cost per working day.

Sixth, from your records, find the average number of calls per day per serviceman (add all services calls completed in a period, divide by the number of working days in the period, and divide again by the number of servicemen making calls).

Seventh divide this figure (step 6) into the cost per working day (step 5) to get the average cost per service call. This will be the basis of your minimum service charge.

Now comes the step that calls for a decision which you must make alone. In step 4 you found the cost per hour on which to base your hourly rate. In step 7 you found your cost per service call on which to base your minimum charge.

You must add an amount to your cost figures in each case to provide for your profit. The best way to do this is to agree on a certain percentage. For example:

You decided that you want to make a 10% profit on your expected 1962 volume of \$50,000. This means that you are setting a goal of \$5,000 profit, in addition, to the salary you pay yourself.

Of this \$5,000, profit on parts will amount to \$2,500 (again based on previous experience). This means that you should plan on a \$2,500 profit from service labor. Adding a 20% cushion to provide against rising costs, your service labor profit goal is \$3,000.

Going back to Steps 1 and 2, we will assume that your costs plus the average salary of one serviceman amounted to \$30,000. Dividing the sum of Steps 1 and 2 into the goal (\$3,000), we arrive at a percentage (10%) which must be added to costs to achieve the goal.

Thus, if your cost per hour is \$4.50, you add \$.45 to set your hourly rate at \$4.95. If your cost per service calls is \$3.85, you add \$.40 (rounding out the figures) for a final minimum charge of \$4.25.

Of course, these figures are used only to act as a sample and should not be used as a basis for your own charges. We suggest that you take this example and go over the question with your own accountant to arrive at the figures that will directly reflect your own problems.

AVERAGE CHARGE

After you have figured your own costs and have arrived at certain figures to give you that minimum charge that directly reflects your own business, you might be interested in comparing this with other shops.

In the random sample taken by the Philco Service Businessman Magazine, they reported that the average minimum charge of service shops on a national scale was \$4.69. Although averages are good means of measurement it is sometimes misleading in that it does not take into consideration fluctuations in high and low spots, business conditions, etc. For example, last year's average may be way off when you apply it against this year's actual business record. Another factor is that it can be directly affected by the extreme high or extreme low being reported for the purpose of obtaining an average. For these reasons, the

article pointed out, it may be better to use the median figure. (The Median is that figure exactly in the middle of a list of figures that are arranged in order from the highest to the lowest. The Median charge, for this same sample of dealers, is \$4.95.

Another measure for arriving at a true picture of minimum charges for service on a national scale is to ask, What are the majority of servicemen charging as a minimum? The majority (58%) of these dealers were charging between \$4.00 and \$6.00 as a minimum.

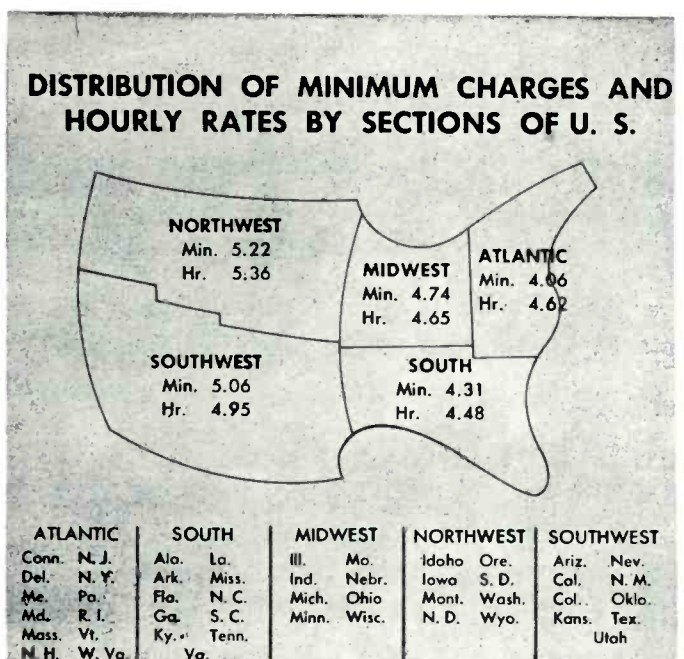
The length of time in the home is also used as a basis for a minimum charge. Some shops start charging the hourly rate after the first half hour, while others allow a full hour. Still others allow only 15 minutes.

HOURLY RATES

When the work involved on a repair takes longer than the period covered by the minimum charge, each additional hour is charged for at an established hourly rate. In some cases, service shop owners reported that any TV that required more than an hour's work was "pulled" and brought into the shop for more expedient repairs.

How hourly rates compare regionally may be of interest to our California Dealers. According to the sample, our rates per hour are second only to the Northwest at \$4.95 as compared to \$5.36. In the Midwest it is \$4.65, South, \$4.48 and East, \$4.62. These figures, along with the average minimums per region, are outlined on the chart.

What ever your own investigation indicates, as a minimum for your shop, be sure to use it regardless of competition. Remember you are not in a race to see who can go out of business first but rather to make a normal profit. Only with a realistic idea as to your costs can you operate a successful business. The only thing that could be worse is to know your costs and then start cutting out your profits. Know what you're doing . . . build confidence through dependable work . . . and there is no reason why you can not have a successful service business.



F. M. STEREO MULTIPLY

. . . A CRISP NEW MARKET FOR ANTENNAS

by
HAROLD HARRIS
Engineering V.P.
Channel Master Corp.

The switch from monaural FM to Stereo Multiplex broadcasting is creating serious difficulties in the broadcast industry because buyers of multiplex receivers are not properly advised of the more critical reception needs of the new medium.

When a station goes to multiplex broadcasting, the signal voltage entering the receiving amplifier is cut by 20 DB, or 90%, because of losses inherent in the multiplex receiving circuit. This means that the effective range of the station is shrunk to approximately 50% of its monaural range. In other words, to get good multiplex reception at a range of 30 miles, the consumer must have an antenna that will deliver strong monophonic reception at a distance of 60 miles from the station!

Metropolitan Areas Suffer Too

This 90% signal loss is compounded in "closeup" metropolitan areas near the transmitter because signal noise, reflections and other distortions disrupt the proper balance of the stereo signals. The result is inferior reception which the consumer blames on the broadcasting station or equipment manufacturer, when the problem is really one of proper antenna installation. As a consequence, many stereophiles in "close in" areas fail to get proper channel separation for true stereo effect even though sound may come from both loudspeakers.

Program Announced

A three-point program, designed to aid, inform and interest hundreds of thousands of customers who have, or plan to purchase, FM-Stereo Multiplex receiving equipment is now being planned by us.

The growth of multiplex broadcasting is threatened by the fact that many purchasers of multiplex equipment have been disappointed in stereo performance simply because they are unaware of the need for better antenna systems in order to obtain optimum results. Channel Master plans an intensive promotion and educational program in behalf of FM-Stereo Multiplex. The company will:

1. Add a special FM-Stereo section to its antenna laboratories "to investigate reception problems peculiar to stereo, and provide better solutions than now exist."

2. Sponsor a new "Multiplex Promotion Bureau" to aid broadcasters in promotional activity in behalf of the new medium.

3. Launch a nationwide publicity program to inform consumers of the need for proper multiplex equipment.

Mr. Daniel S. Roher, our advertising manager, feels that "the multiplex problem is essentially the same as the one that faced television fifteen years ago. At that time there was great public en-

(Continued on Next Page)

FM, STEREO, MULTIPLEX

(Continued)

thusiasm for a spectacular new means of communication. But because it was so new and because so few people were familiar with its intricacies, problems arose with consumers who felt the medium itself did not live up to promises made for it.

"A concentrated educational and promotional campaign was required on the part of broadcasters and equipment manufacturers in order to make the public understand just what good television reception could be, and how it could be achieved.

"As the world's largest manufacturers of television receiving antennas," Roher said, "we've been through all of this before, and feel that our experience will be of value in promoting FM-Stereo multiplex."

Customer Misconception

Actually, I feel that customer ignorance of the technical differences between monaural and stereo broadcasting are at the heart of the multiplex problem. They just don't understand why stereo FM reception often isn't as good as what they received monaurally.

Sam Schlusel, our sales manager and a graduate electrical engineer, stressed the fact some time ago that most buyers of multiplex equipment are customers

"stepping up" from regular FM receivers. "They enjoy monaural FM," he said, "hear about the marvelous new listening experiences offered by stereo and decide to either buy new multiplex equipment, or add an adaptor to their monaural set. What they don't realize is that with multiplex, you need a better antenna in order to offset the resultant loss in signal power entering the amplifier. Since the beauty of stereo is in its fidelity and realism, these customers are often sorely disappointed."

Actually many people in metropolitan areas who now receive good monaural reception with only a built-in antenna may find when they go to stereo that the signal loss is such that a separate indoor antenna is needed. If they have been getting good monaural reception with the rabbit ear antenna, stereo will probably require use of a simple outdoor model. All along the line, the switch to stereo generally demands a much more powerful antenna than is used for monaural FM.

Dealers Must Educate

This problem is generally known in the trade, but until now, effective action to correct the situation has not been put into force. We hope that in our program the consumer will get the real multiplex story and is not turned away from the medium, simply because no one has told

them the facts of life.

Dealers in particular must step up their educational activities. Some dealers don't know what the problem is, but others just don't want to get involved in the necessary explanations. Some dealers would rather concentrate on selling the stereo receiver, without complicating the issue by telling the customer that the proper antenna is needed to make it work effectively. These are generally "price" sellers who don't want to present the buyer with the prospect of additional costs for an antenna and installation.

Because of the special problems of multiplex antenna installation, in metropolitan and suburban as well as fringe areas, dealers often find that adequate installation service is not available, and they are reluctant to become involved in this kind of work themselves.

The trouble is that the customer who buys a stereo receiver and can't get good reception blames the entire industry and his opinions can affect the buying plans of many other prospective customers. Frank discussion of these problems with the consumer, and pointing out ways to a solution, are essential to the continued growth of multiplex broadcasting, as was the case with television at the outset.



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EVEREADY
BLONDER-TONGUE

CRAZY DAY SALE BRINGS DEALERS STREAMING IN

One of the craziest sales in Southern California history was held last month by the local Philco Distributor and it was greeted by over 350 dealers.

Taking advantage of April Fool's Day being on a Sunday, Philco-Los Angeles Parts Manager Bob Gage placed on sale over \$50,000 in Laundry, Electronic and Appliance Parts. To advertise the event a full scale dealer mailing in Los Angeles and surrounding counties announced the promotion as "because it's April Fool's Day and—incidentally—Ford Motor Co. says we have too much inventory." The response, to use Mr. Gage's words, "terrific . . . it was so crowded we could hardly move at times. We certainly expected a good turnout but nothing like this. One thing we are sure of, judging from the results, this could very well turn into an annual thing. Several dealers told me that this was really the first "Warehouse Sale" they had ever attended. Actually, we wanted it to be just that and we priced things anywhere from a nickle on up with equal savings in all categories. One dealer actually took a truck load of merchandise."

One thing for sure . . . this was one April Fool's Day that ended up well for all concerned.

KIESUB MOVES, OPENS NEW MAIN STORE

Kiesub Corporation, on April 27th, opened their new main office and store in Long Beach at 311 West Pacific Coast Highway.

According to a letter sent to the trade by Kiesub President Dick Wesenberg, "Here we grow again." The reason for this new move was to bring the general business office in with the main store. In the past, the two have been operating at different locations and we needed to combine them under one roof."

The letter went on to state that this move in no way indicates an "open door" policy. That if any dealer has any doubt they would welcome a shopper to investigate their firm "wholesale to dealers only" policy. It went on to state that, "if the decision was ever made, to sell over the counter, they would make the announcement public so everyone would know where they stood."

JERROLD HOLDS TELEVISION DISTRIBUTION-SYSTEM SCHOOL

It was "back to school" for forty-three selected installers of Television Master Distribution Systems when Jerrold Electronics of Philadelphia held its first West Coast PMA (Positive Matched Amplifier) School in Los Angeles on April 2nd thru 4th.

Held at the Carolina Pines Banquet Hall, the classes lasted from 9 a.m. to 5 p.m. daily and covered all phases of theory and practice involving the installation of cable systems in all types of construction. Subjects included: System Layouts, Test Equipment and Procedures, Closed Circuit Systems (J-Jax), Antennas, System Installation and Maintenance, UHF Techniques, and Sales Techniques. The sessions were considered important enough for both the State of California and the City of L.A. to enroll engineers as students. The school was free and Jerrold treated all to lunches and an evening banquet.

Two experts in the TV Distribution field were chosen by Jerrold Electronics to instruct the classes: Mr. Robert M. Snider, West Coast Regional Manager (Distributor Sales Division), and Mr. Vic Nicholson of Philadelphia, Field Operations Engineer. These two men taught classes on a high technical level to a group of selected installers who were already experienced with Jerrold equipment. Some travelled in from

Nevada and Arizona, and there were those who "closed shop" for three days in order to bring their key personnel along. On the last day, the enthusiasm of the students was marked by a spontaneous speech of gratitude from one of them, followed by an ovation of approval from the others.

Every installer will receive a certificate of completion of the course and their names will be referred to building contractors in their areas. The school moved on to San Francisco for a "repeat performance" at the Hyatt House, with the same highly satisfactory results.

According to Dan Levine of the Jack Berman Company, Jerrold Sales Representatives, many TV Sales and Service establishments pass up chances to install distribution systems through lack of knowledge and qualified personnel. Such jobs can be referred to Jerrold System Specialists on a sub-contract basis. The names of Installer-Graduates of the Jerrold PMA Schools are available through the Jerrold Regional Office in Norwalk, California. Call UNIVERSITY 3-7410.



Informality is keynote at Jerrold PMA School. Instructors Vic Nicholson (standing) and Bob Snider (seated at left) reply to a student's question at one of the classes in T.V. Master Distribution Systems held in Los Angeles in April.

WINEGARD COMPANY ANNOUNCES 55% SALES INCREASE

BURLINGTON, IOWA. "Sales of Winegard TV antenna amplifiers and accessories were up 55% in 1961 over 1960," according to John Winegard, president of the Winegard Company, Burlington, Iowa. Mr. Winegard attributed the big increase to the development of the first true electronic TV antenna, new electronic FM antennas and a complete line of antenna amplifiers and boosters.

A new factory was completed in 1961 and is currently devoted only to manufacture of amplifiers, boosters and electronic accessories. Plans for additional expansion for 1962 include an addition to the antenna plant. "Sales for the first two months of 1962 were up 51% over 1961, indicating a continuing upward trend", said Mr. Winegard. He further stated that new products to be introduced shortly should show another sharp rise in sales. Mr. Winegard said, "1961 has been our record year to date, but we expect 1962 to show another 30 to 50% improvement."

CALVIDEO CONTINUES EXPANSION PROGRAM

Mr. Stephen Tidik, president of Calvideo Electronics, Inc., stated recently that capital in excess of a half million dollars has been acquired on a convertible debenture program to defray some of the money spent over the past year on its new automated manufacturing equipment. He further stated this program is ahead of schedule to increase production substantially as well as reduce costs.

We anticipate expanding our factory facilities, by an additional 30,000 square feet, early this summer. This was necessitated by increased sales. 1961 showed a 38% increase over the prior year, and the first quarter of 1962 showed a further increase of 35% over the corresponding period of 1961. Our plans this year are to expand field sales organization and acquire additional semi-trucks to deliver the additional sales.

For over two years we have been developing our patented Tube Toter carton. It is now perfected and Calvideo Electronics, Inc., has shipped 150,000 units in the Tube Toter, and we feel it is now ready for mass use throughout the industry. Calvideo Electronics expects substantial income from royalties of the Tube Toter in future years.

G.E.'s 30 New Universal Straight Gun CRT's Replace 169 Former Types

OWENSBORO, Ky.—A new line of General Electric "SG" (straight gun) universal replacement picture tubes which need no ion traps, has been announced by Thomas S. Knight Jr., distributor sales manager for dealer products.

The 30 "SG" tubes can be used to replace 169 existing types, of which 138 require ion traps. All the "SG" types are aluminized.

"The move is a bold extension of the universal picture tube replacement concept which General Electric announced last fall when the 21FLP4 was registered to replace any of 13 types of 21-inch tubes," Knight said.

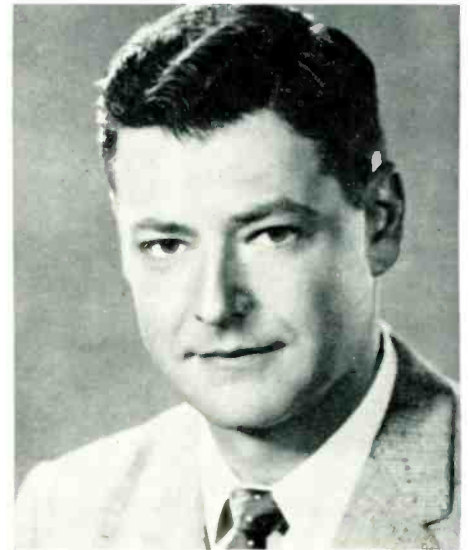
The move was made, Knight added, to permit both wholesalers and service dealers to continue to offer quick availability while at the same time reducing stock. Reduction in stock can result in distribution savings by easing warehousing space, insurance costs, capital investment and by increasing stock turnover rates.

Before the G-E-developed process of aluminizing picture tubes came into use to increase picture brightness, it became apparent that to avoid "ion burn" spots in the center of tubes it was necessary to employ a "bent gun" which directed the beam of ions and electrons over to the side of the gun. Then a magnet (the "ion trap") was placed externally on the neck of the tube to deflect the electrons back to the center of the tube while the ions, unaffected by the magnet, remained "trapped" at the side.

Discovery that aluminization protected the phosphor from ion burn (as well as increasing picture brightness) made a return to the straight gun practical. Although general use of the straight gun tube also would have made installation easier for the service dealer (it eliminates the critical ion trap adjustment), the replacement tube manufacturing industry continued to use the same guns that were used by the initial equipment manufacturer. It was felt that to substitute a straight gun tube in a TV set equipped with a bent gun tube (and its accompanying ion trap) would cause confusion in tube replacement.

To avoid this, General Electric will identify each of the new universal replacement tubes with a label pointing out that "No ion trap is required", even though the old tube being replaced needed a deflection magnet. In addition, the special prefix "SG" will be used in labeling the universal tubes.

In some cases, the recommended "SG" type is an inch or so shorter than some of the types it can replace.



SPRAGUE NAMES NEW SALES MANAGER

Appointment of Arthur Lassers as sales manager of the Sprague Products Co., wholly-owned electronic distributors' supply subsidiary of the Sprague Electric Company, was announced by Harry Kalker, president. Mr. Lassers succeeds Albert Coumont, who recently resigned to join International Resistance Co.

Mr. Lassers will be responsible for the sale of Sprague capacitors, transistors, resistors, transformers, and other electronic components through a network of over 1000 replacement and industrial electronic parts distributors in the U.S., Mr. Kalker said.

Mr. Lassers was formerly general sales manager of the Calcon Manufacturing Co. of Washington, Pa., a manufacturer of electronics wire and cable, and was previously sales manager of Columbia Wire and Supply Co. of Chicago. His prior experience also includes operation of an electronic manufacturer's sales representative organization in Illinois and Wisconsin.

Mr. Lassers, a former Chicagoan, is a graduate of the University of Illinois with a degree in business administration.



DISTRIBUTOR OF THE MONTH



There's a lot of activity going on in San Diego around India and Ash Streets. Western Radio is expanding again. A new 5,000 foot warehouse is being taken over. The parking lot is being expanded to accommodate 50 to 60 cars. In portions of the operation scattered as far as a block away the evidence of modernization, growth, increased efficiency abounds.

For as the organization enters its second 30 years in the parts jobbing business, its vigor and enthusiasm remains undiminished!

Credit for this is due largely to the progressive management given it by its founder, G. T. Reser, Chairman of the Board, and its president and General Manager, Harvey Watt.

They've developed that hard-to-beat combination of seasoned employees and young, purposeful executives, then set goals for them that require them to show imagination and to reach.

Evidence of how effective this can be is abundant:

The firm has an excellent stock of RCA color tubes and replacement parts for color TV sets.

It was one of the first to recognize the potential of citizens' band and particularly what this can mean to the thriving marine activity in San Diego. Nor has the firm suffered from the fact

that some of its key staff members are active in fishing and yachting organizations there!

There's a regular schooling program for service firms conducted by the distributor including such activities as an annual color school for a Taco-Jerrold school on the specific problems of a community with signal coming from opposite directions, the ABC station coming to San Diego from Mexico, the Los Angeles stations coming from the opposite direction and the two San Diego ones making their contributions to the need for antennas oriented for signal from diverse directions!

You'll see more as we trace some of the salient facts about the organization's history and present activities. The firm was formed in 1932 as a 2-man organization. One of its customers was the father of the present sales manager, handsome young Jim Reynolds, who'd started in the radio business back in 1926!

Expanded

Gradually the organization expanded and diversified. An amateur department was established. A subsidiary, Calwesco, Inc., became the area distributor for Webcor and, in a short time, became one of their largest Webcor distributors by capturing the great-

est percentage of total sales-to-market potential records in the state.

The brands they handle took on the appearance of a bluebook of the parts, tubes, accessories and antenna field: RCA, G-E, Sprague, Jerrold, Triad, Taco, B & K Hickock, Walco needles, 3-M tapes, Astatic cartridges, Centralab, Amphenol, Switchcraft, Cinch-Jones, Amperex.

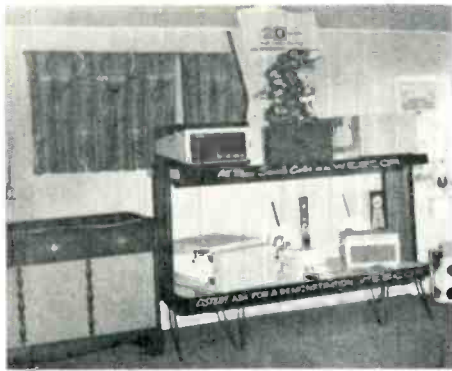
An incredible delivery system was
(Continued on Next Page)



HERE ARE THE BOYS . . . that make it run. (l to r) Mr. Jim Reynolds, Sales Manager; Mr. Guilford T. Reser, Chairman of the Board; Mr. Donald Reser, Vice President and Mr. Harvey K. Watt, President.



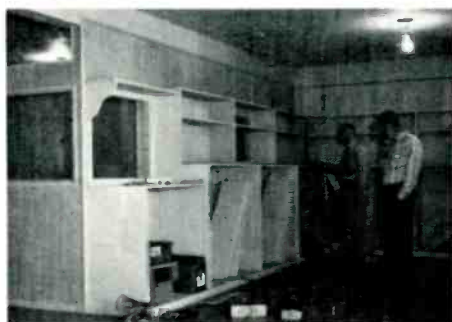
THE SHIPPING room is handled by one man who can assemble an order, pack it and ship it in one operation.



PRODUCT DISPLAY is accomplished in this new addition to Western Radio. By handling such consumer products as Webcor it is necessary to provide this additional service to those dealers selling products.



THE COUNTER is modern in every way and can provide visiting dealers with fast service. A coffee pot is always on and free doughnuts available to those who might have to wait a few moments.



THE NEW AMATEUR sales room will have a complete and operating Ham radio to help demonstrate the many products handled by Western Radio in this fast growing field.

Distributor of the Month

WESTERN RADIO & TV SUPPLY CO.

(Continued)

established combining common carrier and company owned deliveries so that there are four local runs a day of which two are in San Diego county. Service is also provided regularly in Imperial county and surrounding areas.

The organization grew until it now has 45 employees and serves 300 dealers throughout the two counties and into Mexico.

Service

Donald Reser, Vice President of the firm and son of its founder and Board Chairman, throws light on one of the secrets behind this growth: "We operate on the assumption that the service dealer doesn't have a lot of excess capital to put into dead inventory on his shelves. Therefore we bend every effort to free him from the necessity of this by stocking a rangy inventory, determining what parts he's going to be likely to need, having those parts on hand when he needs them, and giving him the fastest service and delivery he could possibly expect from his supply source."

How true this statement is may be determined from the size of Western's Radio's inventory, reliably estimated to range during the course of the year from around \$100,000 to \$500,000!

Industrial Division

Western's Industrial Division, sales of which are headed by Bill Kirk, is a part of the firm's activities that deserves respectful mention. Through it the distributor can play a role in programs such as the Atlas One and the growth field of computers. It's largely a different quality and line and orders are often in 1,000 lot breaks, yet it serves as a bridge between what some of the service firms are doing today and what they may well be doing tomorrow.

Amateur Dept.

Their amateur department, serving the ranks from which came many of today's most respected TV service leaders, is another specialty phase of the business.

More important, by far, though is the

particular team of dealer contact men they have in the field. Jim Reynolds started with the firm in 1953 as an outside man selling parts. In 1958 he was made their Webcor sales manager and in 1961 he took over both his present position with Western Radio and the presidency of Calwesco. As Don Reser puts it: "He was promoted on the strength of a fortunate combination of dealer-mindedness, talent and energy."

Talk to Jim, though, and he credits the continuing growth of Western Radio to the firm's management and the salesmen handling service dealer contacts. "They're all veterans," he says. "Ralph Foye has been here six years and he has an excellent electrical and electronic background. Dave Frank has been here as long. He was promoted to the outside on the strength of what a fine, conscientious job he did behind the counter and on the dealer order desk. Art Hunt has been handling outside sales for 15 years, loves to sell, and was a serviceman before he became a salesman with decades of service experience. And George Dimel, who has a first class radio operator's license, was servicing before he came here in '56. He's a crack audio specialist. And, an off-beat touch, he's a Judo expert!"

As you talk with him you find out what Don Reser had in mind when he referred to dealer-mindedness. There's something said about the satisfaction of being able to give service dealers thirty days billing and sometimes, when experience of the credit department warrants it, dating.

Dealer Help

There's a tone of pride in the salesmen who take time to help dealers phrase effective collection letters to send to their delinquent consumer accounts or when the salesman counsels the dealers to borrow from the bank rather than miss cash discounts because the interest rate is less than the discount saved. He likes the idea that his firm serves coffee and doughnuts to customers rather than treats them like numbers waiting to be taken care of.

"That's a big part of Western Radio's success," he says. "That, and quality merchandise competitively priced."

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



THE WINEGARD COMPANY announced recently their transistor Powertron antennas have added new circuitry. It was stated, "The signal input level of the Winegard transistor Powertron has now been doubled from 10,000 micro-volts to 30,000 micro-volts." Winegard said "and that now the transistor Powertrons can be used closer to strong signal stations. In addition, a polarity reversing switch on the power supply has been added, as has a high-pass input filter to prevent radio interference such as hams, citizens band, X-ray, etc."

An important addition to the AT-6X booster pack has been created with the new by-pass position added to the power supply switch. Called the "Convincer" switch, it allows the antenna lead to be switched directly to the set terminals—by-passing the amplifier and using the antenna alone. It is also useful in "mixed" areas where it is desirable to by-pass the amplifier when watching strong local channels. The "Convincer" switch has one half power and full power positions in addition to by-pass. New circuitry of the AT-6X booster pack increases the signal input level from 10,000 micro-volts to 20,000 micro-volts and the high-pass input filter prevents radio interference.



HERE'S THE HANDIEST . . . communication idea in years! The new Misco "Mini-Speaker"—a compact, weather proof, dustproof speaker mounted in a completely self-contained enclosure and listing for only \$7.95 according to the manufacturer, Minne-

apolis Speaker Company. This rugged speaker is ideal for extension, test, public address, intercom or paging use—designed to withstand extremes of humidity, temperature or shock!

The "Mini-Speaker" is the answer to rear speaker installation in station wagons—use it on the dock—in the factory—on the farm—virtually anywhere indoors or out, it will deliver peak performance year in and year out!

It's the perfect test speaker for the service technician! Takes rugged use and handling. Carry it in your tube caddy for service work in aligning detector or discriminator stages. Use it in your shop or on a call! The "Mini-Speaker" is ideal for use in grain elevators, open fields or any other dusty, gritty location! For use in industrial plants where manufacturing debris or corrosive chemicals in the atmosphere destroy other speakers. Makes dependable extension speaker outdoors on patios, pools, skating rinks, barns and any other demanding speaker applications.



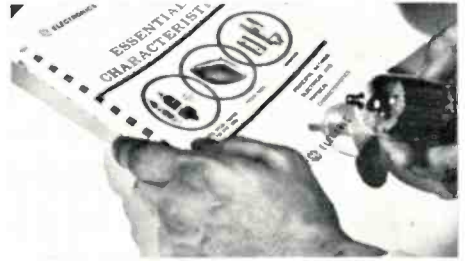
THE PRECISION MODEL P-25

Transistor Radio Battery Eliminator and Battery Charger is now available through PRECISION APPARATUS CO., INC., a subsidiary of PACOTRON-ICS, INC.

The P-25 eliminates the need for batteries in transistorized equipment under test and during repairs. The P-25 also simulates weak battery conditions during servicing. The PRECISION Model P-25 supplies adjustable DC voltage, continuously variable, from 0-25 VDC and up to 100 MA DC. It also provides an automatic center tap for transistor radios with no output transformers. The P-25 also includes a ± 1.5 VDC fixed tap. During repairs the P-25 can be used to recharge nickel cadmium batteries. A handy charge-rate chart is enclosed with every unit.

Housed in a sturdy metal enclosure and weighing less than 2 pounds, the

PRECISION P-25 Transistor Radio Battery Eliminator and Battery Charger is fully guaranteed for one year from its purchase date. Net price is \$19.95.



THE NINTH EDITION . . .

of "Essential Characteristics", the General Electric handbook on receiving tubes, television picture tubes and replacement capacitors, now is available. Included in the 300-page book for the first time are the characteristics of General Electric's new "universal" replacement capacitors—capacitance ranges, voltage ratings and dimensions of 297 types of electrolytics and 133 types of paper-Mylar* types. These can be used to replace more than 2,000 types of capacitors.

Also new are cross-reference listings of the prototypes of "Five-Star" high reliability tubes and other special purpose types.

Another innovation is the listing of General Electric service aids such as Twin-X wrenches, wire stripper, soldering gun and iron holders, fuse and heater checker. Technical publications also are listed for the first time.

The book title now appears vertically on the outside of the plastic comb binding, which is still employed to permit the book to lie open flat at any desired page.

As before, the book includes typical characteristics curves, tube outline drawings, circuit diagrams showing typical applications of receiving tubes and capacitors, and construction data for loud-speaker enclosures.

Priced at \$1.50, the handbook (Pub. No. ETR-150) may be obtained either from authorized receiving tube distributors or by ordering direct from the General Electric warehouse, 3800 North Milwaukee Avenue, Chicago, Ill.

A NEW 30-PAGE MANUAL . . .

on the planning of master TV antenna systems has been issued by Blonder-Tongue.

The booklet has been designed as a comprehensive and practical guide to all phases of the MATV installation. Avail-

(Continued on Next Page)

NEW PRODUCTS

(Continued)

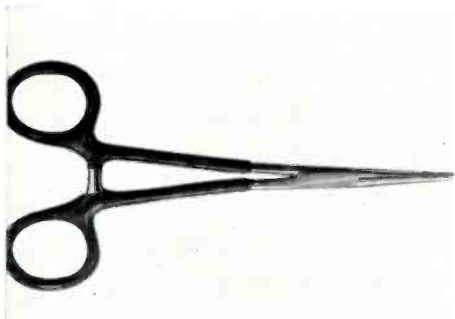
able upon request, it outlines a variety of systems with examples, gives installation tips, and provides a thorough guide to the selection of proper equipment.

According to Blonder-Tongue, a leading manufacturing and research firm in the electronics field, the use of master antenna systems is growing at an unprecedented rate. Installers are increasingly being called upon by architects and engineers to design these systems in motels, apartment houses, hospitals, schools and other establishments across the country.

A special feature of the manual is a list of 12 "packaged systems". Blonder-Tongue's Applications Engineering Department states that with slight modifications these systems will cover up to 80% of all possible installations. These range from two-story buildings such as smaller schools and hospitals with under 100 outlets, to large 20-story apartment structures with up to 400 outlets. These packaged systems are also tailored to a variety of locations, varying from 15 miles to 40 and 100 miles from transmitting stations.

The entire MATV area is now opening up broad opportunities, and Blonder-Tongue has prepared the manual as a useful sales tool for dealers and installers eager to enter the field.

The instructive booklet (PLANNING MASTER TV SYSTEMS) is available without charge from Blonder-Tongue Labs, Inc., 9 Alling Street, Newark 2, N.J.



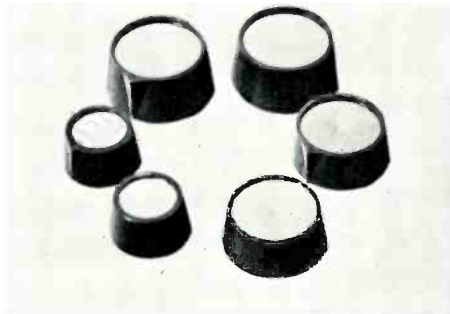
TECHNI-TOOL, INC. . . .

of Philadelphia has introduced a high quality, professional Lock Type Holder with a two position snaplock that won't slip.

Made of the finest quality Stainless Steel, the Lock-Type Holder with its insulated handle provides safety in high-voltage applications and provide a cushion feel to prevent fatigue.

The slim serrated jaws of this precision instrument provide an excellent heat sink and clamp for the soldering of transistors, thermistors and diodes or any application where heat would be detrimental to the component. Available straight or curved.

For further information about the Techni-Tool Lock Type Holder, write to Techni-Tool, Inc., 1216 Arch Street, Philadelphia 7, Pa.



COLMAN ELECTRONICS . . .

announces the addition of 6 new knob heads to their line of Universal Knobs. These attractive knob heads are designed to be replacements for a large number of Hi Fi knobs and are available both with and without pointers. The heads, which are molded from tough plastic, are available in four colors; black, brown, gray, and ivory. All the new heads will fit stems which are currently in dealer and jobber stocks.

In order to broaden the versatility of the Universal Knob System, Colman Electronic Products has added 21 new stems to the 23 already available. The new stems, which come in several lengths, will fit the following control shafts: 1/8", 3/16" & 1/4" Round Shafts (Set Screw Type), 1/8" Flat Shafts, 1/8" Knurled Shafts, and 3/16" Split Shafts.

With the addition of these new stems and knob heads, a total of 5016 different control knobs can be made from the 114 different heads and 44 different stems in the Colman Universal Knob System.

A COMPLETE LINE . . .

of 41 types of new miniature dry batteries, engineered to fit the special power, space, weight, and terminal design needs of transistorized circuits, has been introduced by Burgess Battery Company.

Charles E. Balz, vice president for sales, said the new batteries use the principle of Burgess' unique "Wafer Cell" construction and offer the design engineer eight different power ratings, ranging from 3 to 13 1/2 volts in 1 1/2 volt increments.

Each "Wafer Cell" consists of a sandwich of artificial manganese dioxide mix between disk-electrodes of zinc and carbon, heat sealed in an airtight pliofilm envelope. In manufacturing the new

miniaturized batteries, a number of these cells are stacked in a column and assembled in a metal case.

"With increased emphasis being placed on the miniaturization of new products, these 44 dry cells will help solve basic engineering problems by giving the industrial designer a broader choice of battery shapes, weights and voltages," Balz said.

Miniature batteries power hundreds of different types of transistorized products including communications equipment, geiger counters, ohmmeters and other precision measuring devices, dictating and recording machines, pocket radios, small household appliances, toys, and hobby kits. Because of the variety of shapes, voltages and terminal designs available, the new Burgess batteries can power almost any type of electronic products demanding portable power sources. If, however, a device has unique power requirements, Burgess' consulting service can, using "Wafer Cell" construction, develop a battery with custom size, weight, voltage and terminal design specifications.

For complete technical data on the new miniaturized batteries, write Burgess Battery Company, Freeport, Illinois.



STANDARD KOLLSMAN . . .

manufacturers of television tuners, has developed a new liquid cleaner kit called Contacare II for cleaning and protecting TV tuner contacts.

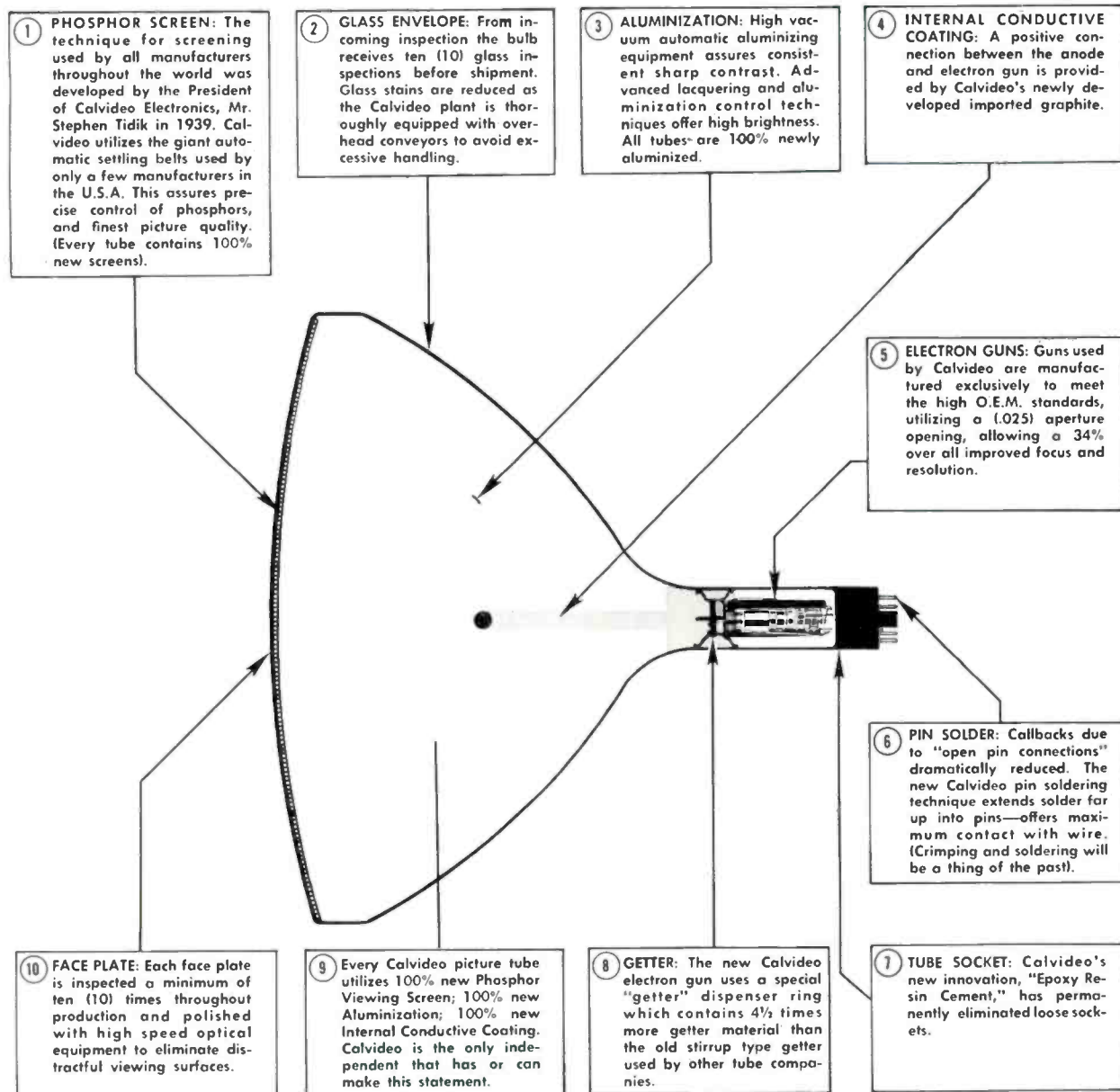
The compactly boxed Contacare II kit consists of a bottle of non-flammable cleaning solution specifically formulated by Standard Kollsman for cleaning television tuner contacts; a soft but tough cloth, line-free to avoid contact fouling and with which to apply the cleaner; a tube of non-evaporating lubricant for permanent channel lubrication and tuner contact protection. The lubricant may also be used on mechanical bearing points.

Further included in the kit is an instruction sheet giving the Standard Kollsman recommended step-by-step procedure for servicing TV tuner contacts with Contacare II. Price per kit is \$1.25 from Standard Kollsman electronic parts distributors, according to the TV tuner manufacturer.

(Continued on Page 28)

TEN GOOD REASONS WHY CALVIDEO QUALITY + ECONOMY = DEALER PROFITS

BE SURE TO SEE OUR SALES STAFF AT THE
MAY PARTS SHOW—CONRAD HILTON HOTEL—CHICAGO



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



Electronics Inc.

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

NEW PRODUCTS

(Continued)



FROM MARSAN . . .

A new Audio Video transmitter, developed by Marsan Industries and retailing for \$199.50, has just gone into production, bringing programming into any closed-circuit TV or master TV system at a cost that makes sensory communications financially feasible for the first time.

This Unit, designated Model TT-1, feeds audio and-or video into a closed-circuit system on an unused VHF channel. It will be marketed nationally through distributors and dealers specializing in commercial sound installations.

The TT-1 composite output capacity is 0.1 volts. It has three audio inputs provided to accept signals from microphone, tape recorder or 70 volt audio lines.

The unit, weighing approximately 6 lbs., has numerous applications including educational TV programming and institutional use in hospitals, hotels, motels, apartment houses, factories, and supermarkets.

Sidney Martin, Marsan's President, stated that this unit is just one of the many new products that Marsan is bringing into production this year.



FROM COMMUNITY . . .

comes two sockets for the General Electric ceramic triode tube GL-6299. One

socket is for grounded grid operation and the other for cathode mount.

The grounded grid socket, GG-9, is for applications requiring service up to 1,200 megacycles. Heart of the unit is the grid contact, into which the tube slips. This is of machined brass, heavily silverplated. Contact is made by a threaded, knurled nut that screws down to secure the tube tightly. The tube itself supports the plate cathode and heater contact, while the grid contact is mounted on the user's chassis, bulk-head or barrier. Cathode plate and heater contacts are made by tensioned fingers of beryllium copper, a construction that provides low contact resistance. All contacts are heavily silverplated for minimum resistance. Braided copper leads are included for connections to the immediately adjacent component.

Cathode mount socket, CM-9, was developed for grounded cathode utilization of ceramic triodes for UHF. Again, all contact surfaces are heavily silverplated. No dielectric material whatsoever is used in the socket. Since there is no insulating material, the temperature limitation of plastics is not imposed. Braided copper leads are furnished for connection to other circuit elements, which must be placed immediately adjacent to the socket. Chassis mounting is to a hole 0.312 in. in diameter, drilled in chassis or mounting surface of any thickness.

Both sockets are sold in the form of a complete kit containing all the necessary parts for mounting.

Community Engineering Corporation, 234 East College Ave., State College, Pa.



A NEW SOLID TANTALUM . . .

hermetically sealed feed-thru capacitor for chassis wall mounting has been introduced by the Rectifier-Capacitor Division, Fansteel Metallurgical Corporation. The feed-thru capacitors carry low-voltage d-c circuit leads through sheet metal portions of electronic chassis to effectively bypass radio-frequency noise.

Designated Type STAF, ratings range from 4.7 to 1.0 uf for use on 6 to 35 maximum vdc under 8 to 46 maximum surge volts. The capacitors have current ratings ranging from 1.0 amps at 25°C

to 0.4 amp at 125°C with working voltages at ambients above 85°C requiring 67 per cent linear derating to 125°C.

The feed-thru capacitor is connected in series with the lead being filtered with its self-inductance minimized by coaxial construction. The axial lead through the capacitor anode provides the shortest path for grounding bypass interference.

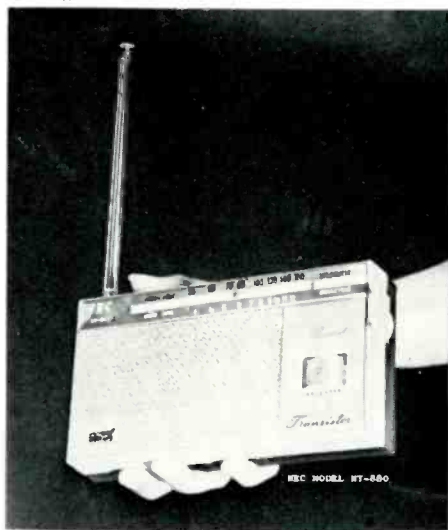
NEW 14-INCH COLOR TV ANNOUNCED BY TOSHIBA

A 14-inch color television set which gives twice as bright a picture as standard 17-inch models has just been developed by Tokyo Shibaura Electric Co.

The picture tube is a 3-gun, shadow mask type designed by Toshiba. The set contains 28 tubes, 3 germanium diodes, 2 silicon diodes and 4 thermistors. The synchronization system features reactance tube control and automatic phase regulation. Picture color is controlled by a single dial.

The circuit includes an intercarrier sound system feeding into two 9-inch oval speakers.

The set will be on the market next spring.



THIS 8-TRANSISTOR

. . . radio with standard and short wave bands, manufactured by Nippon Electric Company has just been introduced by its exclusive U.S. Sales Representatives, Kanematsu New York, Inc.

The exclusive feature of the NT-880 is the built-in indicator for best tuning on standard or short wave listening despite a weak signal and at the same time, determines battery condition. Other features include: fine tuning knob, horizontal dial scale for easy reading, and the entire set is protected against temperature and climatic conditions. The unit is packaged in an attractive gift box with complete accessories containing: an earphone, leather case, rod antenna, auxiliary antenna and 4 V and 1½ penlite batteries.

PICO Electronic PARTS

PICTURE TUBE SAVINGS

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



LOS ANGELES
3660 W. Pico Blvd.
RE 1-2177

LYNWOOD
10906 Atlantic
NE 9-6248

EAST LOS ANGELES
5916 Whittier Blvd.
PA 1-2907

CAL. CHASSIS NAMES NEW DISTRIBUTOR SALES MANAGER

Ralph Seiler, in coast electronic circles two score years, and currently a sales engineer with California Chassis Co., Lynwood, Cal., takes over the new CalChassis post of manager for distributor sales.

A senior member of IRE he had previously been with both Triad and Mercury Transformer corporations.



CLASSIFIED ADS

BUY, SELL, TRADE, HIRE HERE

FOR SALE EQUIPMENT

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

TV TUNERS

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

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, LA. 19, Calif.
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.
VAN NUYS, CALIF. TR 3-3883

**BUY?
SELL?
TRADE?
USE YOUR
CLASSIFIED
ADS**

HOW TO USE WANT AD PAGE

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

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

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% thereafter.

BLIND BOX NO'S: Add 50c.

POSITIONS WANTED: Less 15% cash with order.

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



DON MARTIN

EDITORIALLY SPEAKING

YELLOW PAGES CAUSES RED FACES

"Leave your guns at home" warned the recent pre-meeting agenda of the CSEA Zone F Council but this wasn't the case as over 40 members of CSEA representing 10 Southern California chapters listened to three representatives of the Yellow Pages.

Although the discussion took well over two hours much of the time was spent in evading the real question of what can be done to eliminate the bait advertising of certain dealers that do represent over 90% of all the fraud claims.

Actually, the only thing learned was that the Telephone Company and the Yellow Pages were completely regulated and controlled by the Public Utilities Commission. That they will not and can not judge whether or not a firm is committing fraud. That they can not refuse any yellow page advertising even though they know the firm is a known offender in many complaints. That they will not insist upon a firm listing an address in their ad as long as there are answering services and that, at the present time, there is no regulation concerning the number of listings under a name or different ads with different names.

These gentlemen pointed out that there are two sides to every story and that last June when the ruling was made to eliminate the "No fix no pay headlines and the \$2 house calls" a great many complaints were received from this "other side" of the fence.

I can not believe that any public utility or commission that regulates public utilities would take a stand that would be detrimental to the welfare of the general public. Of course, regulations must be general in nature to be applied to the entire directory but I believe that the TV industry is a special case and requires special regulations.

First of all, let it be known that yellow page advertising that contains only a phone number can not be located in the event of proven fraud. The only way in which a firm can be located is through the courts and a subpoena to look at telephone company records. It is possible that a firm could pick up a customer's TV and never show up again. This, in my opinion, is a "special problem that pertains only to the TV service industry. It should be regulated.

The respected TV service dealer is not afraid of competition. His only complaint is that the phone call service type operator is responsible for 90% of all the complaints received by the BBB in Southern California. The proof is available . . . The action must now be one of two things either a successful licensing bill or a Public Utilities Commission Hearing. Either, I believe, will solve a great deal of the problems that exist in our industry today.

FIRST ANNIVERSARY ISSUE

We haven't made a big thing of it but felt it shouldn't go by un-noticed. With this issue of MESD we have com-

pleted our first year of publication and have started our second. The success we have enjoyed is truly remarkable and we want to thank all of our advertisers for their support of a brand new medium. They say the first year of publication is the hardest and you must prove something before many manufacturers will invest advertising dollars. I certainly can't blame them but hope we have convinced the most skeptical that we are in business to stay.

One good way to judge whether or not a publication is being read is through its "letters to the Editor" column. In the ten years I have been associated with the publishing business I have never seen a magazine pull so many letters from its readers.

With this being our 1st anniversary issue it is also of importance to note that we have moved into new offices. We would be happy to have you visit us at any time. The address: Associated Publications, 2930 West Imperial Highway, Inglewood, Calif. Our phone is 755-5261.

FTC INVESTIGATION CONTINUES

Judging from the amount of comments we have had in regards to last month's editorial on the FTC you may be interested to know that the investigation is moving towards the Bay area. Interest also seems to be generating on the Washington, D.C. scene as Senator Estes Kefauver, chairman of the Senate's subcommittee on Antitrust and monopoly, read into the Congressional Record a telegram from a local independent tube manufacturer in regards to alleged pricing practices in the industry. As the investigating progresses we will try to keep you up to date.

PROBLEM CLINICS

One of the most unique ideas in making trade shows of greater value and interest is being introduced May 9-11 at the Great Western Exhibit Center in Los Angeles during the Material Handling & Packaging Show.

First of all, the sponsors have abandoned the generalized conference or seminar technique to concentrate on individualized problem-solving in what they call, "Applied Technology Centers."

Actually what has happened is that nearly 500 specialists, from all phases of their industry and faculty members drawn from leading colleges and universities, have been enlisted to staff more than a dozen of these non-commercial "problem clinics". The centers will be in operation from 11:00 a.m. to 9:00 p.m. and will cater to individual appointments with any expert of their choice. This service will be made available without cost and, it is hoped, will answer many of the questions in the minds of those attending the show.

It occurred to me that this might be something for CSEA to consider in regards to next year's PETS. I feel sure that if dealers could, by special appointment with an expert, solve a particular problem the show and "Problem Clinics" would be a success.

NEXT BEST THING TO THE
WINEGARD ELECTRONIC
POWERTRON TV ANTENNA

NEW TRANSISTOR TV-FM

WINEGARD

TENNA- BOOST

MOUNTS ON ANY ANTENNA

MOUNTS ON
ANTENNA



ON MAST



ON WALL

Model
MA-300

\$34⁹⁵
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 18:1 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-J2 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 CORP.

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

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

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

RETURN REQUESTED



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

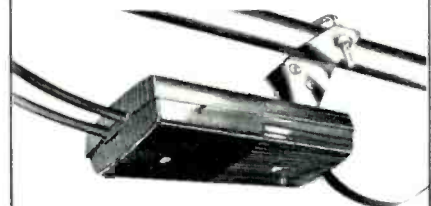
The Crossfire delivers the sharpest, clearest pictures you've ever seen... even at great distances. It's perfect for either color or black and white. And the Crossfire is an excellent FM antenna, too... a fact that gives you extra sales potential.

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

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

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

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



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

For more details, circle 22 on page 48

CHANNEL MASTER ELLENVILLE, NEW YORK
works wonders in sight and sound

DISTRIBUTED BY

KIESUB CORP.
 311 W. Pacific Coast Hwy.
 Long Beach—HE 6-9697
 In
 Oxnard—HU 3-9541
 Van Nuys—ST 1-3930
 San Bernardino—TU 8-6807
 Bakersfield—FA 7-5535

RADIO PARTS COMPANY
 2060 India Street
 San Diego, Calif.
 BE 9-6112
 In
 Calexico—EL 7-3148

MILLER'S RADIO & TV SUPPLY
 530 East 8th St.
 Oakland—TE 4-9185
 In
 Santa Rosa—LI 2-5423
 Walnut Creek—YE 4-3000
 San Francisco—KL 1-1223
 San Jose—CY 5-6818

WESTERN ELECTRONIC SUPPLY
 502 North Abby
 Fresno, Calif.
 AD 7-1142

ASSOCIATED RADIO DIST.
 1583 Howard St.
 San Francisco—HE 1-0212
 In
 San Mateo—FI 5-3575
 Palo Alto—DA 3-3173
 Vallejo—MI 3-4531

NORCAL ELECTRONICS
 1115 R. St.
 Sacramento, Calif.
 GI 3-4668