

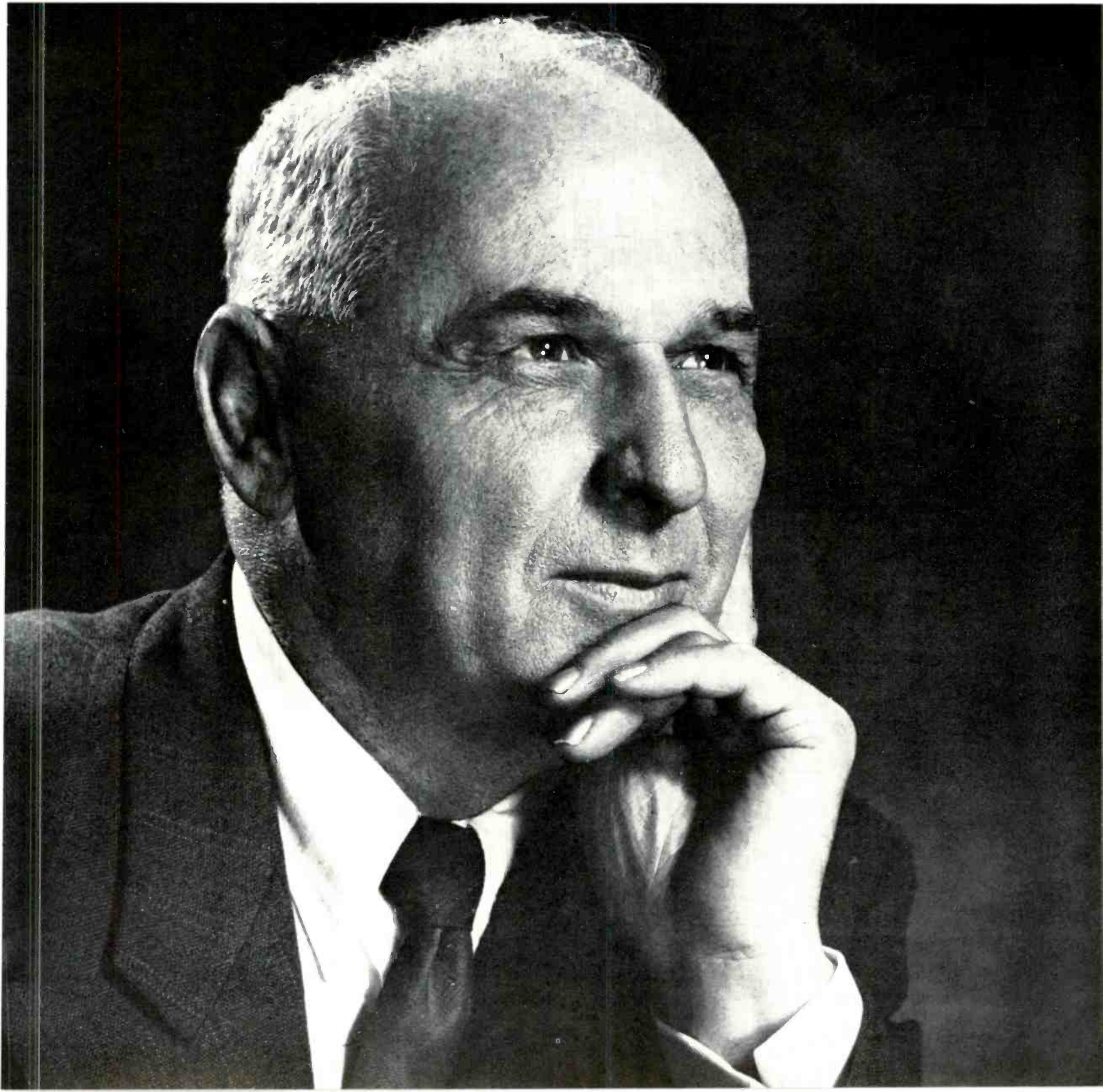
MODERN

*electronic
service dealer*

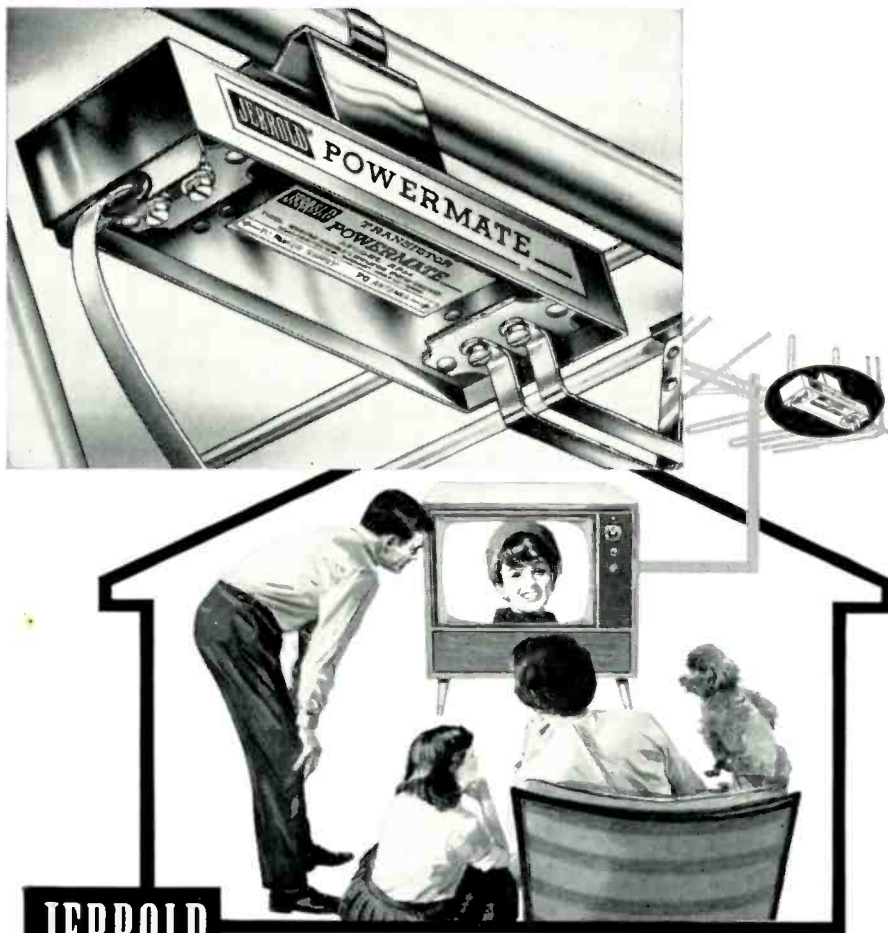
THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

VOL. 2, NO. 4

AUGUST, 1962



Sells best because it works best



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*

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Los Angeles
WE 6-6218

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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
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MI 8-3163

BRANCHES

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WO 5-5238

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WA 5-7213

MODERN ELECTRONIC SERVICE DEALER

REDUCE INVENTORY! INCREASE SALES!

**5 ADMIRAL
ENSIGNS REPLACE
43 TUBE TYPES**

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

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



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

BE WISE... STANDARDIZE ON

ADMIRAL
ENSIGN

<p>ENSIGN 17BJP4 REPLACES</p>	<p>17ATP4 17AVP4A 17ATP4A 17BUP4 17CLP4 17AVP4 17CBP4</p>
<p>ENSIGN 21AMP4A REPLACES</p>	<p>21ACP4 21AQP4 21ACP4A 21AQP4A 21BSP4 21AMP4 21CUP4</p>
<p>ENSIGN 21CBP4A REPLACES</p>	<p>21FLP4 21ATP4 21CBP4B 21ALP4 21ATP4A 21CMP4 21ALP4A 21ATP4B 21CVP4 21ALP4B 21BAP4 21CWP4 21ANP4 21BNP4 21DNP4 21ANP4A 21BTP4 21CBP4</p>
<p>ENSIGN 24CP4A REPLACES</p>	<p>24ADP4 24ATP4 24CP4 24AVP4 24XP4 24QP4 24AVP4A</p>
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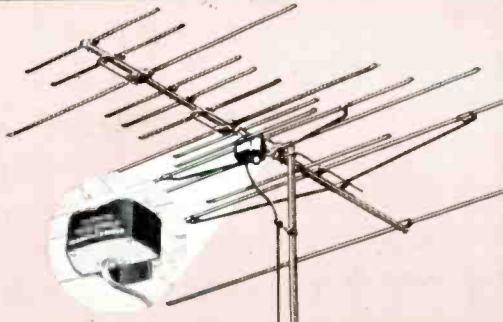
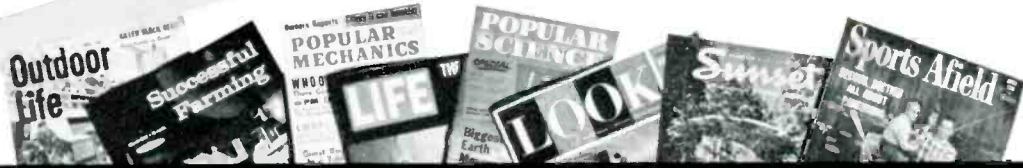
REPLACEMENT PICTURE TUBES—ALWAYS FINE/PRECISION QUALITY



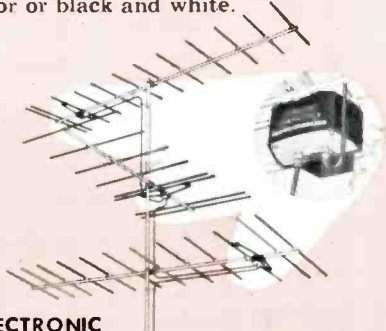
BRANDED!

THE BRAND NAME YOUR CUSTOMERS KNOW AND TRUST

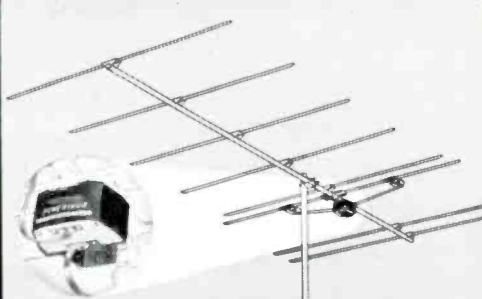
7 Winegard Electronic Products to Improve TV and FM Reception—nationally advertised month after month after month in magazines, newspapers & TV.



WINEGARD ELECTRONIC POWERTRON TV ANTENNAS—TUBE AND TRANSISTOR MODELS. World's first and most effective electronic TV antennas. More Winegard Powertrons have been installed than all other amplified TV antennas combined. Choose from 3 transistor or 3 tube models. Transistor models for FRINGE areas (nearest TV or FM station some distance away). Tube models for MIXED signal areas (locations with TV station close to set, and other stations far away). Both Powertrons come complete with built-in amplifiers, all AC power supply. Patented antennas have exclusive "Tapered T" driven elements, electro-lens director system. Six models, GOLD ANODIZED from \$74.95 to \$104.95 list. Excellent for color or black and white.

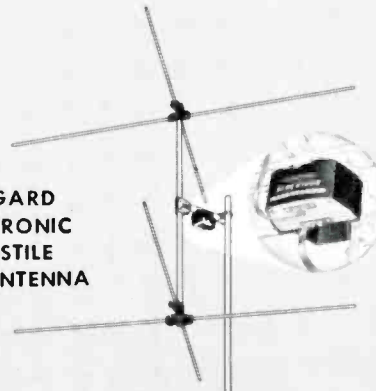


ELECTRONIC CUT-TO-CHANNEL POWERTRON YAGIS. Where you require the finest installation, motels, hotels, hospitals, institutions, deep fringe locations, there is no antenna made that compares to Powertron cut-to-channel yagis. Highest gain (28 DB), powered by transistor amplifier peaked for perfect results. Six (8 element) cut channel and broad low band models—eight (12 element) cut channel and high band models. Run up to 8 antennas from one power supply. ALL MODELS GOLD ANODIZED. Perfect for color or black and white. Write for models no's. and prices.

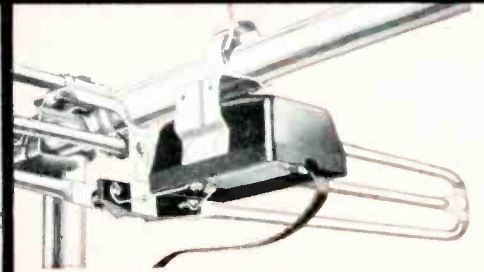


WINEGARD ELECTRONIC STEROTRON FM ANTENNAS. For the ultimate in long distance FM and STEREO. Stereotron is world's most powerful FM antenna. Comes with power supply and built-in transistor amplifier. Guaranteed to bring in 85% of all FM stations in a 200 mile radius over normal terrain with rotor. Has minimum gain of 26 DB over folded dipole. Recommended for use where signals are from 1 to 20,000 microvolts. GOLD ANODIZED. Model PF 8 (300 ohm) or PF 8C (75 ohm), \$64.25 list.

WINEGARD ELECTRONIC TURNSTILE FM ANTENNA



Non-directional, has 16 DB gain, receives in all directions to 125 miles . . . no rotor needed. Has built-in transistor amplifier and comes complete with power supply. GOLD ANODIZED, built to last for years of service. Complete with two 300 ohm terminals on amplifier; one for down-lead connection to the set and one for connection to a Powertron antenna. Model PF-4 (300 ohm). \$55.80 list



WINEGARD TENNA-BOOST. Mounts on any antenna. Excellent antenna amplifier mounts on antenna, mast or wall. Has 19 DB gain. All AC power supply built-in two set coupler. Next best thing to Winegard Powertron.

Model MA-300,
\$34.95 list.

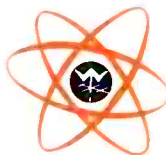


WINEGARD "BOOSTER-PACK" Single Set Amplifier or Home System Amplifier. Demonstrate right at set with unique "convincer" switch that switches from antenna only, to half power and full power. See the picture improvement with the touch of a switch. Takes only a couple of minutes to install. Has 16 DB gain on low band and 14 DB on high band. Transistorized, costs only 27c a year to operate. Model AT 6X, \$34.95.



WINEGARD "BOOSTER-COUPLER"

Signal booster and set coupler combined. Has one tube, 4 sets of no-strip terminals, on-off switch, antenna disconnect plug. Runs 1-4 sets. All AC—no hot chassis. Installs anywhere. WBC-4X, \$27.50 list.



For free technical bulletins, write today.

Winegard
ANTENNA SYSTEMS

3000 Kirkwood Street
Burlington, Iowa

Originators of Gold Anodized TV & FM antennas—makers of the World Famous Color-Ceptar TV antenna.



MODERN

electronic service dealer

AUGUST, 1962

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ON OUR COVER

The newly elected President of the California State Electronics Association Mr. Claire Lanam. Story page 10.

LETTERS TO THE EDITOR:

WESTERN UNION MAY 25TH, 1962

ATTN, Don Martin. Congratulations. Yours is the first trade publication to recognize the vast importance of automatic focus straight gun replacement tubes. The "SG" Universal picture tube is undoubtedly a major step forward in the replacement tube market. Aragon Electronics took this step long ago with 38 new types replacing 181 former types. Aragon introduced these in the Pacific Northwest in December 1960 and in California in October 1961. We are glad to have a brand name manufacturer for company and hope that others will soon follow.

Dave Watson, Aragon Electronics.

Modern Electronic Service Dealer

Gentlemen:

Please have Mercury Electronics send us information on their Model 1200 Tube Tester. We are interested in learning more about this equipment.

Halls Mercantile
Happy Camp, Calif.

THANKS FOR YOUR INTEREST in this equipment . . . the inquiry has been sent on to the company. Anytime we can be of service in locating a manufacturer for one of our readers we are happy to do so. I just hope that anyone that orders a product they have seen in our publication will mention where they saw it. It is real important to a publication and to the manufacturer to know just where these leads come from and what advertising is effective and what isn't. Thanks again.

Mr. Wm. J. Quinn
Electronic Service Dealer
618 South Western Avenue
Los Angeles 5, California

Dear Mr. Quinn:

Your readers will undoubtedly be interested to learn that a new television station will soon be on the air in Los Angeles. Specifically, I am referring to the fact that Channel 34 will begin televising (all Spanish-language programs), on September 1st.

Undoubtedly the activation of this channel will result in the greatest activity in many years for service people, distributors, dealers, and converter manufacturers.

If you are interested in additional detail, I will be happy to provide same.

Very Truly Yours
Julian M. Kaufman
Vice President

Dear Don:

Continuing our efforts to provide helpful, informative meeting materials we are pleased to announce the availability of a new slide-tape presentation—"Pricing Your Services for a Profit."

This lecture, like the Color TV Review Series, consists of a set of 35 mm color slides, a professionally recorded tape, and a printed handout piece for each person attending. A sample of this handout is attached for your examination.

To help you plan your meeting, here are the pertinent details:

- (1) A lecture package consists of:
 - Two reels of full-track tape—7½ inches per second.
 - One set of 32—35 mm color slides.
 - Handouts—*number to be specified when requesting loan of slides and tape.*
- (2) Total Time Required—60 minutes or less.
 - First section is 24 minutes, second portion is 21 minutes.
 - Time between each is that required to change tapes. We suggest about 10 minutes for this "rest stop."
 - Both sections must be given at same meeting.*
- (3) How to borrow a "package" for your group:
 - a. Direct your request to Tom Surber, Assistant Distributor Sales Manager, 4300 West 62nd Street, Indianapolis 6, Indiana; your Sams representative; or your PHOTOFAC Distributor.
 - b. Tell us:
 - Date* you plan to use the lecture.
 - What* group will be attending or holding the meeting.
 - Number* attending.
 - Name* and *address* of person to whom we are to send material.
 - Name* of person who will be responsible for promptly returning slides and tape to us, insured.
 - c. We will handle requests on a "first come" basis. We have 12 sets and will make every attempt to meet your schedule. That's why it is important to promptly return the set so another group can use it.

(4) Your Cost:

The effort to contact us . . .
Locate a tape player and slide projector with screen . . .
Get your group together . . .
A few cents postage and insurance to return the slides and tape to our Indianapolis office.

When we announced the Color TV Series, I mentioned that whether we continued to produce these lectures depended upon their acceptance by service people. We have been most gratified by the interest shown by dozens of local groups and, frankly, are having a problem satisfying every request even though we have 20 sets of color lectures to circulate.

We want you to use and benefit from these presentations and want to continue the program with added subjects for you. In fact, any suggestions you might have would be of interest to us because the entire program should reflect what you want and need. If you do have ideas let me hear from you.

Hope you will get your reservation in as soon as possible.

Cordially,

W. D. Renner

IT IS CERTAINLY OUR BELIEF BILL . . . that the service you fellows are providing the Service Dealer organizations are extremely valuable and important. We have reprinted your letter so that it could act as an open invitation to the over 30 chapters of CSEA, throughout the State, to take advantage of your firm's offer.

Gentlemen:

In your May, 1962 issue, on Page 7, you have an article entitled "Mexican UHF Station due to begin televising in September."

Since we have a large Spanish speaking following, we are interested in any information you can give us. If possible, will you please inform us where the converter can be purchased, also send us any information, either technical or sales, that you have available.

Thank you very much for your cooperation.

Yours truly,

J & S Television
B. R. Shuster

PAGE 13 starts an article that will give you most of this information. There are other converters on the market and I would suggest you contact your local distributor for more information.



DON MARTIN

THIS COULD BE THE ANSWER TO THE YELLOW PAGE PROBLEM

At the present time the Telephone Company is working under a Public Utility Tariff (regulation) in the State of California that permits the listing of a phone number in yellow page advertising without an address. This regulation was installed basically to provide answering services for professional men but it has turned into a nightmare as far as the service industries are concerned.

In a recent communication from CSEA Executive Secretary Keith Kirstein he stated that, "Mr. Edwards, Vice President of Pacific Telephone, is preparing a new Tariff, at the Association's request, that will require all firms who are in a business that may result in the taking of any household good, such as a television set, to list a business address.

As you can see, this regulation amendment would not effect the professional men and thereby sets the service industry in a special classification."

It seems to me that this is the most logical approach to the problem of yellow page advertising practices and could act as a model for the entire country. It is true that California is the only state that regulates the Telephone Company under the Public Utility Commission but this stand could be the ammunition for solving similar problems of independent dealers in other areas. CSEA is to be congratulated for taking this action for the best interests of our industry.

THE HAND OUT

Sometimes all of us can overdo a good thing without really realizing that this is what is happening. In my opinion the Electronic Service Industry is one of the most important, and vital industries in the United States today. The consuming public is completely dependent upon the service dealer to keep that magic eye going and yet we find that public opinion is not as high as we would like to have it. We are all working to lift this image . . . to create respect for our abilities and to provide greater services at the lowest possible cost. I am sure that no one will disagree with these statements but then you look at another side of the picture. The only way you can gain this respect is to earn it and the best place to start is right in your own back yard. Distributors are important to all of us to provide goods, services and above all credit. Yet today, it seems to me, that we continually ask for more. We don't ask how to be better business men but rather what we can get for nothing.

We have dealers selling tubes to acquire advertising funds . . . this is not the function of a dealer and he shouldn't be pushed into this position. We ask for free door prizes for meetings . . . when we could have an old fashion raffle and pick up a few extra dollars for the treasury. The squeeze for more and more gets tighter and tighter. No matter what walk of life or business we may be in it seems to me it is about time we all stood on our own feet and not ask for but give.

CITY BUSINESS LICENSE

We have received an inquiry as to whether or not any legal action can be taken to stop a service dealer from operating without a business license. As you know, many cities throughout California do have city business license ordinances and are enforced at the will of the individual city. There are, however, many cities that do not have a business license and many others that do not enforce their own codes on this subject. Actually, it depends upon the stature of the individual city as to whether or not to have one or to enforce one. If a city is trying to attract business they may use the lack of a business license ordinance as part of the package. In order to answer the inquiry directly I would suggest that the business operating without a license be reported to the city clerk of the city in which they are doing business. It is up to the city clerk then to take action.

PROGRESS ON PETS

I attended a recent Board meeting of the Pacific Electronic Trade Show and was amazed to learn the amount of effort and progress that has already been made for next year's event. Every committee seemed to be working and some of the ideas for attracting attendance were outstanding. A report on booth sales indicated that the show is nearing the half sold out mark which bares out an early prediction that sales would exceed last year.

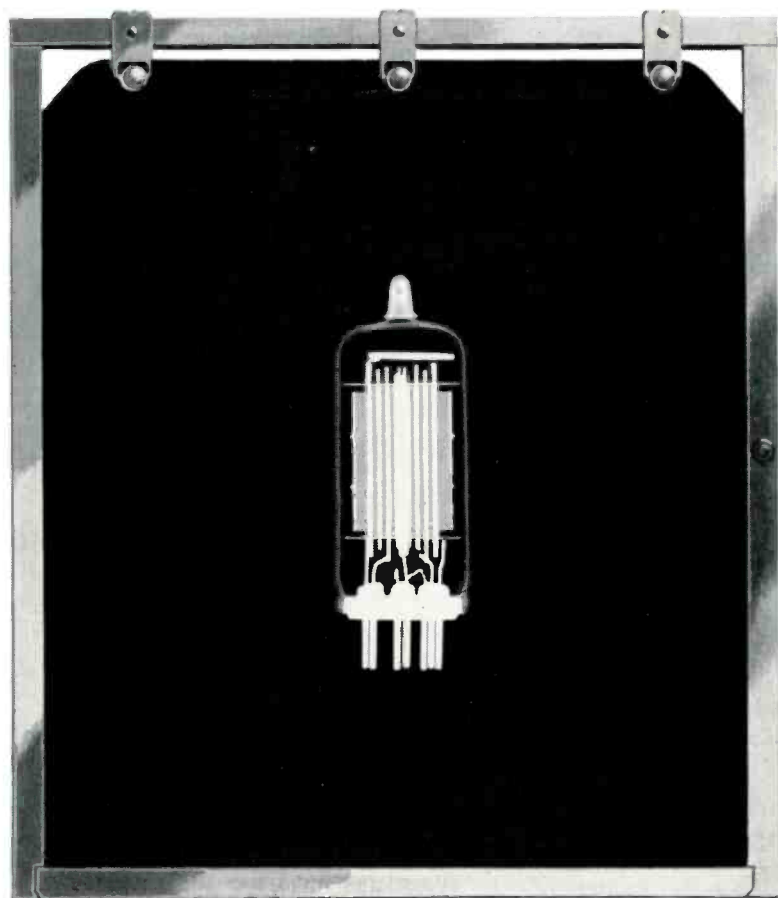
As many of you know, a CSEA breakfast is being planned for Sunday and a "Go PETS" Bus Caravan project may become a reality. The idea behind the Bus Caravan would be to bring dealers in from all over California to attend this big day of events. There will be more on this at a later date.

NEW AUDIO AMPLIFIER TUBE SUPPLIES FULL-RANGE TONE FIDELITY IN RECEIVERS

NEWEST addition to Tung-Sol's family of fine audio amplifier tubes is the type 4GZ5 pentode. Thorough exposure to realistic combinations of operating and environmental hazards during development shows this tube will lead its class in television, radio and high-fidelity service. Even after accelerated life testing, the subject remains full of pep, providing large power output with remarkably low distortion over the full audio range from

loud cry to subdued chortle.

Tung-Sol takes lavish parental care of this baby during its formative stages. Internal elements are welded and brazed on hospital-clean production lines after sterilization in bakeout ovens to prevent gas, leakage and spurious emission. Rigidized construction cures low-frequency rattles and other forms of tube distress. Alclad plates spread body heat evenly for efficient cooling.



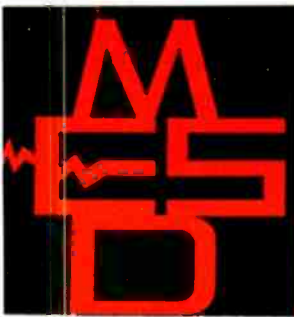
FORMULA FOR GOODWILL

Customers will love the way this model tube makes stereo, radio and tv audio come alive. Foster good customer relations by adopting the 4GZ5 as your first choice in replacement tubes. Others in Tung-Sol's family of audio amplifiers are: 6CU5, 6BQ5, 12CU5, 6AQ5A, 6GK6.

 **TUNG-SOL[®]**
AUDIO AMPLIFIER TUBES

TUNG-SOL ELECTRIC INC., NEWARK 4, N. J.

MODERN ELECTRONIC SERVICE DEALER



* dates

* zone reports

* chapter news

Notes . . . FROM SACRAMENTO

by

Keith Kirstein
Executive Director

To refresh your memory, in case any Associations are interested in getting started on an Apprenticeship Program, please contact this office as soon as possible. The way to get started on the program is to let us know when you want to start and we will have the proper people contact you.

Recently the question has arisen as to helping newspapers and district attorneys in "bugging" a tv set in order to catch the fraudulent practices of various tv service people. It is suggested that you make sure it is not just a publicity stunt by the newspaper to create news. If it can be used towards really cleaning up the industry, then we should cooperate 100 per cent. Ask those interested in exposing fraudulent tv repair dealers just what their purpose is and how it will benefit the public and the industry.

BEWARE! The New York State Attorney General's office is bringing an anti-trust action against the Brooklyn Radio and TV Servicemens Association, who agreed to fixed price scales for service calls in New York. In addition to dissolution of the Association, the suit seeks a permanent injunction.

Many times it is evident that officers of CSEA are more interested in things other than getting new members. There is nothing in Association work more important than acquiring new members.

"ALL INTERESTED PARTIES" MEETING SCHEDULED FOR FALL

At the request of the State office an "all-interested" parties meeting will be held in Sacramento this fall to discuss the CSEA's drive to upgrade the industry and improve the image of the TV service man. This meeting will be to counteract a meeting held recently in Sacramento, and to show the public something is being done to improve our status. Some of those asked to attend are representatives of the the Attorney General's office, Better Business Bureaus, Police Departments, Newspapers, etc.

Our industry seems to be continually under attack by local newspapers, Television Programs, etc. basically for its natural interest to the consumer and it is time that this same consumer becomes aware of the work being done by CSEA to correct this problem wherever it exists. As all of you know, over 90% of the reports to local BBB's are in regards to less then 1% of the total number of shops and it is unfair that every Electronics Service Dealer should be forced to suffer for the few. This meeting should go a long way in letting the public know something is being done and that the Service Industry itself is doing it.

TULARE GROUP JOINS 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.

SAN DIEGO CSEA ELECTS NEW OFFICERS

Election of officers for the San Diego chapter was held at the July board meeting. Hank Honda is our new President and Walt Meekins Vice-Pres. The Sec./Treas. will again be Trudy Lowell; who has done such an excellent job in the past.

1962 REPLACEMENT TUBE CODE—EXPIRATION DATES FOR 1962

Expires	Standard*	R.C.A.	Raytheon	Sylvania	Tung-Sol
JULY 31	61-30	M I	1-12	H H	M R
AUG. 31	61-35	M J	1-10	H J	M T
SEPT. 30	61-39	M K	1-8	H K	M W
OCT. 31	61-43	M L	1-6	H L	M Z
NOV. 30	61-48	M M	1-4	H M	N A
DEC. 31	61-52	M N	1-2	J A	N B

*STANDARD—The EIA standard four digit code number system is used by many brands. The first two digits indicate the year. The remaining two digits identify the month by referring to a week of the year included in that month. Brands using this system include: C.B.S., G.E., Philco, Westinghouse, Zenith.

by
Claire W. Lanam

Another year marches on and as we look back, we can see in retrospect the strides forward that have been accomplished. It is certainly far different now, than it was years ago, and our friends are many.

As we reflect on past events and see the new associations that have been installed by our executive secretary, and all our efforts in many fields that have been made to better our profession, including the latest action, that was first instituted in Sacramento against the telephone company advertising, by enlisting the aid of the Public Utilities commission and the State Attorney General's Office, we know now that we are on the road to improvement.

From these primary beginnings, the rest of the State could and can ameliorate this situation but only if good factual information is sent to the State CSEA office.

Too often, there is a dearth of real communication between parties. First, make sure your information is correct, check again to make sure. Second, make sure your information is a provable fact, not just hearsay. Third, always use a source of unquestionable integrity to prove your points. Work with the proper authorities. Too often, all that develops is hearsay evidence, not incontestable proof.

This lack of proper communication is

very evident among ourselves also. Try and try again to get the other man's viewpoint. Anybody can use destructive criticism, but to be an intelligent force for good, you must be constructive, offering a workable solution. Why condemn just because you think it won't work, when many times there is proof it can and does work.

It is time we dropped all petty politics, quarrels and minor differences and concentrate on helping our colleagues and our industry.

Be unselfish and give of your time and money; forget yourself and give unstintedly and you will automatically be taken care of as a result of your own efforts to help others.

Let us shake hands with each other and out of common necessity and friendship let us make this industry, already born to adversity, be one that we will all be proud to acknowledge.

Let us set our minds in determination that all people will know, and respect our efforts to make this a great profession, ethically and with a technical ability above reproach. Let us work for the cause of public good.

But remember this, only when you have complete faith in your fellow-man, with no thought of personal gain, then and only then will you have a great power in your hands that demands the respect of all concerned and we can taste of the fruits that are golden.

About . . . Claire Lanam

Claire W. Lanam was born February 6, 1904 in Iowa. He moved to South Dakota with his folks at an early age.

He became interested in and planned for electrical engineering in High School. At Yankton College he became interested in radio, helping to build one of the first rotary spark transmitters, and also one of the first tube transmitters. That transmitter took three months just to find out it would not work when spread out on a bread board with too long leads.

While in Shanghai, China he met Mena Lanam who was teaching at the University of Shanghai, and he married her a year later.

Upon his return to the United States he took a position as Shop Instructor at the Western College of Radio in San Francisco.

In 1932 he formed a partnership, Lanam and Turner, and went into radio service on his own, taking over the service of J. F. Hink's. At the same time he took special engineering courses at the University of California. The partner-

ship was dissolved in 1939 and he has been in business alone ever since.

During the years of 1930-1936 he was instrumental in forming radio groups all over northern California from Monterey to the Oregon border and encouraged the formation of associations in different parts of the United States.

His business having been formed in March 1932 being in Berkeley all of this time, is now well established after 30 years.

Being well pleased with the climate and possibilities of California he decided, this was it, and in 1930, purchased a home and proceeded to raise a family. He has two sons, one studying accounting, and the other a printer. Both of whom were in the Service during the Korean campaign, one in the Air Force and the other in the Army Medical Corp.

His experience ranges from the first crystal sets to battery sets, to electrical sets. From the first mechanical scanning Video sets to classes with Farnsworth on his Cathode ray tube in his San Francisco Laboratory in 1932.

TWO NEW CSEA CHAPTERS FORMING

With the aid of Russ Hamm, Zone D Board Director of CSEA, two new chapters of the State organization are in the formation stages in the Salinas-Monterey and Watsonville-Santa Cruz areas.

Early last month CSEA president Claire Lanam and Executive Secretary Keith Kirstein met with these two groups to discuss the benefits of CSEA and to add their support to Mr. Hamm's. Following these meetings, co-chairmen were appointed in each area to follow through. Mr. Mel Johnson of Salinas and Mr. Vasco Diridoni of Pacific Grove will co-chairman the Salinas-Monterey group and Mr. Fred Warnshuis of Santa Cruz and Mr. Bob Minto of Watsonville will co-chairman the other group.

We certainly hope that we can welcome these new groups into CSEA at an early date and wish these men the very best of luck in their organization program.

Annual Election Date for Chapters Asked by State

During the recent CSEA annual meeting a resolution was passed by the board of directors that all local Associations and Zones be requested to follow a suggested date for annual elections. The time for these elections would be during the month of January for individual associations and the month of February for Zone officers.

This request was made to facilitate the nomination in March of the State officers and was also felt that it would be more practical to have all Associations elect their officers at the same time. This request does not ask for a particular time for installation of these officers but it is hoped they would be completed by March 1st of each year.

DUES EFFECT CSEA INSURANCE PROGRAM

It has been pointed out by the State office of CSEA that all dues must be paid on time to prevent the dropping of the insurance plan because of delinquency. Since the plan is only available to members it is extremely important that up to date records as to current membership, be kept, and that each chapter report this on time.

CSEA SAN DIEGO AREA NEWS

VOL. 1, NO. 9

JULY, 1962

Editor: ED FORT, JR.

TV INDUSTRY FIGHTS BACK

This article was written by Alex George of Highland T.V., a man of unquestioned integrity and a past president of the San Diego Chapter. Since Highland T.V. was one of the shops involved, I felt his views would be very enlightening.

ED FORT

As you recall from the July 1962 CSEA SAN DIEGO NEWS article written by Ed Fort Jr., an article published in a South Bay newspaper accused several technicians and shops of being dishonest due to a survey conducted on a so-called rigged TV set. This article caused several repercussions and I feel it very important you know about them in case you should become involved in a SCANDAL of this nature. First of all business dropped off all over the South Bay because people lost confidence in their local repairmen, even though they were not mentioned in the article. Shops and technicians mentioned had to be subjected to sly remarks when out in public shopping or at a restaurant or wherever you happened to be, such as "there goes one of those crooks". Then there were those that sympathized with you but nevertheless the jokes they made were hard to take. There is only one way to help yourself when this happens so keep this in mind.

1. Do not under any circumstance phone the newspaper and complain about the article or do not write a letter or an article for publication in the paper because this is exactly what a paper of this type wants, they want to keep it alive.
2. Do not run any newspaper ads or ads that would bring attention to you even though you may not be mentioned in the paper. We have found out that people that read the local articles condemned everyone, they felt the ones not mentioned would be crooked if they were checked on.
3. Never run another shop down, even though you may know he is unethical, doing this places you at a very low level, defend the industry as a whole.

It is now 45 days after the original article and the above conclusions came from a great study of related incidents. We made the mistake of writing a letter of rebuttal to defend ourselves, they printed an article ahead of ours and after ours making our article worthless. Then this prompted additional articles and editorials to keep it alive. When we stopped, they stopped and from the time no more articles appeared in the paper, it took about 4 weeks for things to level off back to normal. No more slurring remarks and people seem to have already forgotten.

Needless to say, the only way to fight is through a law suit. Several have contacted attorneys and had letter demanding a retraction and according to law, they have a period of 21 days in which to do so. After having been served papers, a partial retraction was printed but they ended thusly:

"It was not the intention of the writer of this article to imply that all of the persons who replaced tubes or any particular one of them were guilty of dishonesty. Obviously in an occupation which does not require licensing, it is possible that repairmen could have been incompetent or inexperienced or simply made an honest mistake".

This leaves the only course of action for the shops to sue. It requires a \$250.00 bond in cash for Court costs for the other side in case you lose, also attorney fees ranging from \$500.00 to \$750.00 and coupled with the fact that Business has dropped off, very few shops can afford to go ahead with the suit and the newspaper knows this and counts on it. I hope that those that can afford it will continue with their suits and not just forget it. I for one do not intend to let it drop even though the expense at a time like this will hurt.

I feel the need for licensing has become very great and if we all pull together to get it, the reward will far surpass the efforts put forth to achieve this goal.

Bowling News

I'm happy to report that all the teams are doing much better now than at the beginning of the season. In the Men's League CSEA #2 is tied for third, only two games out of first and CSEA #2 is in fifth, just five games out.

Our CSEA team in the Mixed League is in second place and threatening the leaders. By the time the next issue of MESD hits the stands, I hope to be able to report a couple of championships. It will soon be time for the Winter Leagues to begin forming. Anyone interested please call Ed Fort at BE 2-8154.

Standings in the Mixed League

Name	W	L
Hot Shots	32	12
C.S.E.A.	27½	16½
Pin Dusters	25	19
Tigers	21½	19½
Hits & Misses	21	23
Punch Bowls	16	28
Misfits	16	28
Ups & Downs	14	30

PRESIDENT'S MESSAGE

I am deeply honored to be elected president of CSEA Chapter 13. I only hope that I may do as good a job as our past president, Gene O'Brien.

I will devote myself to making the association stronger, seeking new members, promoting better public relations and in general trying to bring a better understanding between the TV-Radio service industry and the public in what our association is striving to accomplish. I am sure that with the cooperation of the member shops we will be able to realize our goal of 100% membership and to have the necessary legislation passed to have our businesses licensed. Remember that the CSEA is an organization of and for the members and not for a group of individuals.

—Henri S. Honda

NEXT MEETING
San Diego #13
No General Meetings
Until September

North County #18
Not Reported

BUSINESS GUIDE
Up to 85% of 1959

CSEA Chapter News Roundup

BURBANK-GLENDALE

BURBANK-GLENDALE—At our last meeting we viewed part two of the Howard Sams Color Course and had as our guests Mr. Jack Mickle and Irv Tjomsland of the Bert Knight Company to elaborate on the course and explain the progress of color here in the Los Angeles area. Mr. Tjomsland stated that the progressive service dealer who took time and

equipment on color service calls and checked to see that there was proper color registration had an open field for profits as so many color receivers in the field are not showing color or black and white to their capability.

Next month Mr. James Songer will speak on the subject of "color shortcuts in servicing." Mr. Songer was one of the pioneers in color in Ft. Worth, Texas and worked for RCA for several years. His knowledge of color and service should make this a very interesting evening.

FRESNO

FRESNO—Four of our chapter members met recently with the president of the Better Business Bureau, the BBB Manager and several members to discuss the possibility of a general meeting of the Television Service Industry on a county level. The result of this meeting was that on July 24th these same representatives of the BB will outline the urgent need for local organization to establish a self regulation program. By the time you read this, the meeting will have been held and we sincerely hope it will have been successful. We have invited over two hundred dealers, distributors, etc. to attend and hope that between the BBB and our local CSEA group we will have a workable program.

SANTA BARBARA

SANTA BARBARA—The members of the Santa Barbara chapter turned out in force last month to hear the report of our delegate to the CSEA annual meeting Lloyd Kaun. Lloyd reported on the many programs being carried out by the state office and the need for new members. On August 25th we will hold our annual Barb-b-que and hope that all of our members, their families and guests will plan to be there and enjoy the fun.

STOCKTON

STOCKTON—Last month we discussed the so-called "night-crawlers" and home operators not zoned for commercial businesses and pledged our support to the efforts of the Board of Equalization in their efforts to check on individuals operating without a resale permit. Efforts are also being made to work with the City in uncovering those operators who do not have business licenses.

We were very pleased to add one new member last month and to re-instate two former members. We also have several other new members pending.

SACRAMENTO

SACRAMENTO—The most important issue (social) last month was the final plans for our annual picnic at McKinley Park on the 29th of July. We have invited the entire electronics industry to attend and hope that many non members will be there and have an opportunity of becoming better acquainted with CSEA. Our group advertising program is going along very well and customers are finally beginning to recognize our Association and calling our members. We have found that these people are usually a better class of people who are interested in quality service and better relationship with their service dealer.

PASADENA

PASADENA—Our first attempt at a Dinner and Business type meeting was met with great success last month and it looks as if this may become a regular format for future meetings of the chapter. The meeting was conducted by Bob Kealey, in the absence of our president Dave Wyman who is in the hospital, and a very fine Sam's Color Course was presented by Irv Tjomsland through the courtesy of Western Electronics in Glendale.

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UHF

--- Boon To Electronics Dealers



by
Richard Helhoski
Blonder-Tongue
Laboratories, Inc.

INTRODUCTION

UHF is forging into Los Angeles. Its arrival is destined to revolutionize area broadcasting and bring wide profit opportunities to the trade.

Spearheading this invasion is Channel 34—a new, Spanish-language station—which becomes operational in September throughout Los Angeles.

With a potential audience of 1,000,000 viewers, Channel 34 will open up a multi-million dollar source of income to dealers through the sale and installation of UHF converters to VHF set owners.

As a service dealer, you can be an integral part of the Los Angeles UHF boom by selling these units as essential accessories—primarily to Spanish-speaking residents eager to broaden their choice of home programming.

Equipment manufacturers as well as the channel are launching major promotional campaigns—designed with your participation in mind. The new channel is part of a national trend that will spur UHF television into a major industry in the coming years. For you, it is the simplest, fastest, and most profitable way to break into the UHF field and share in its unlimited opportunities.

THE NEW CHANNEL

Channel 34, known as station KMEX-TV, marks the first entry of UHF broadcasting into the Los Angeles area. Transmitting from Mt. Wilson, it will offer a log of programming that has been described as virtually unlimited: Movies, dramas, documentaries, and sports, all geared to Spanish-speaking Americans. At the same time, it will feature a number of unique programs that will draw many non-Spanish viewers in the area, such as dramatic and interest-pulling bull fights, unusual documentaries from Mexico and Latin America and other programs unavailable on traditional channels.

All programming on the channel will be filmed on Telesistema Mexicana, which is Mexico's largest TV complex. The enterprise consists of 18 studios which annually produce 250 shows, 28 of which are musicals.

WMEX is owned by Spanish International Broadcasting Co. Principals behind the new channel are Rene Anselmo and Frank Fouce, Jr., who have already established highly successful UHF stations on the same basis in several other cities with large Spanish-speaking audiences.

THE UHF MARKET IN LOS ANGELES

Is there a market for this unique form of broadcasting and its wide variety of programming? Research says yes.

Among the Mexican-American population of approximately one million, surveys demonstrate that a bare minimum of 40,000 UHF converters will be sold within a month after KMEX-TV goes on the airwaves. As the station develops and as promotional campaigns continue, even more sales will be generated.

This Mexican-American population has exploded outward from Greater Los Angeles into surrounding areas such as Riverside and San Bernardino Counties. Recent population studies estimate that 42 per cent of this Spanish-speaking

continued next page

population has migrated from Los Angeles to other Southland areas.

These people comprise a natural and well-defined market. The common ethnic, social, geographical and language characteristics of this group create a vast need for programming and entertainment specifically oriented to their traditions and customs.

The new UHF channel has every facility to fill this need. Whether it is soccer matches from Chile, Mexican bull fighting, dramas, special events, etc., it will be available at the flick of a dial. At the same time, these people are intimately concerned with life in Latin America, and they will go out of their way to tune in on the top coverage of topical hemispheric events, such as President Kennedy's recent visit to Mexico, which will be one of the early programs to appear on the new station. These are all powerful reasons why this ethnic group will convert their VHF sets to UHF immediately.

But the Los Angeles UHF market extends even beyond the Mexican-American population. Today, Americans generally are absorbed with the customs and dramatic events that occur south of the border. Millions of American tourists have also roamed over the hemisphere, carrying back a powerful interest in the area. They, too, will form a growing audience for the colorful pageants, documentaries and features offered on the new channel.

This specialized development of UHF in Southern California offers a vast opportunity to television service dealers that cannot be overlooked. Logic, backed by research, says clearly that demand for this programming, and the equipment necessary to receive it, exists in great quantity.

ABOUT CONVERTERS

A UHF converter, such as made by Blonder-Tongue, is a compact unit—smaller than most table-model radios—which quickly and simply attaches to an existing VHF TV set. It enables viewers to receive all UHF signals (channels 14 through 83) in addition to present VHF.

Selling in the \$25 to \$40 price range, these converters are tunable over the entire UHF band, converting any UHF channel into VHF channel 5 or 6, depending on which is not being used in the area.

The converter changes a UHF channel to VHF in much the same way that a VHF signal is converted to an IF signal in an ordinary TV set—by mixing or "bleating" the incoming signal with another signal. For example, Channel 14 has a picture carrying frequency of 471.25 MC. If that is bleated with a 388 MC signal, it gives 83.25 MC, the picture carrier of Channel 6. This is because 471.25 MC minus 388.00 MC equals 83.25 MC. Similarly, the sound carrier of 14 is converted to that of Channel 6.

Today, there are over 100 UHF stations operating across the nation, many on the air for over a decade. Even more important, there are 1,500 channels with pending applications before the FCC—including many UHF's in the Los Angeles area.

During the period of change to UHF, more than 25 million TV sets will have to be replaced by UHF receiver sets or be equipped to UHF reception with converters. That's where you come in.

Right now, approximately five million sets are equipped to receive all UHF channels. The six-million TV sets sold annually will be so equipped in about a year or so when manufacturers go into full production of models in keeping with legislation just passed by Congress.

The entire transition will probably take place over a 10-

year period, during which time most viewers are expected to use converters until the time comes for them to replace their sets. The average converter sale for service dealers—one of the easiest to make—including antenna, converter and labor, is about \$40.

WHAT ABOUT THE "STRIP METHOD?"

Some question has been raised about promoting the lower-cost strip method of conversion or the similarly less expensive single-channel converters, on the basis that they may be easier to sell. This has been proved to be an extremely short-sighted approach and should be considered long and hard and in full context.

The first sale is easy. There is a newness, excitement and the idea of something extra when the first UHF channel goes on in a market. But try to make the same channel-at-a-time sale for the second, third or fourth UHF station, and you'll find resistance, which gets stronger each time, until you've built up, in our opinion, an unhealthy reservoir of ill will. The net result is that you've made one small sale which becomes unsatisfactory as soon as another UHF channel comes on the air, and have undoubtedly eliminated yourself from competition for that big sale—the eventual replacement of the TV set.

Compare that logic with the idea of an all-channel converter sale at a good mark-up, customer satisfaction and good will, and the prospect of continued sales and service on present and future TV sets.

You must remember that you are selling more than the ability to hear one new channel. You are really selling UHF and the potential of 35 new channels in your market and the corresponding new vistas of programming which will be opened to viewers. We have spent 10 years in the UHF converter business, have seen dealers who have tried all possible methods of converter sale. In every instance, success came to those who stressed the all-channel models. The reason is wrapped up in that old business adage, "Get it right—the first time!"

PROMOTIONS AND TIE-INS

As UHF enters a new community, it brings along a new concept in programming and reception to conventional viewers. Effective promotion—by station, equipment manufacturers and local dealers—is the only method of telling the UHF story.

The success of the channel depends, of course, on the ability of area viewers to receive its UHF signal. Likewise, manufacturers such as Blonder-Tongue depend upon the success of the channel to promote the sale of converters. Such a two-pronged campaign is now underway in the Los Angeles area. As an alert service dealer, you can easily tie in with this campaign and join the UHF boom.

For example, Blonder-Tongue is now initiating a vast promotional campaign through its West Coast electronics parts distributor, Wedge Weber. The objective is to pre-sell consumers on Channel 34 and the need for converters. The campaign features factory-paid ads with dealer listings, as well as thousands of window streamers specifically tailored to the Spanish market.

Non-technical booklets promoting the station and converters have been printed for use as consumer handouts. Local publicity in the form of press releases is also being issued to newspapers and publications.

From Channel 34 will come heavy advertising, promotions, and exploitation, including special events featuring many of the stars who will be appearing in its programs.

USEFUL TIPS ON SELLING CONVERTERS

The most important thing to remember is that you are not merely selling another component. To be really effective, you must sell the specific programming appeal to customers. This is what they are buying. It is a more institutional type of selling, stressing the unique ethnic, language and cultural appeal to Spanish-speaking Americans, as well as the superior programming. Keep in mind that the station itself is extremely eager to help you here and will tie in its promotions with yours. Officials of Channel 34 will gladly provide you with all the information you need so that your firm can qualify as the effective, articulate spokesman on local UHF activity.

But you're selling more than Channel 34. One of your most convincing points in selling UHF is its potentially unlimited choice of programming. Your product is an *all-channel* converter. Unlike the 12 channels presently available on VHF (2 through 13), you are offering an added 70 channels (14 through 83) on the UHF spectrum—a seven-fold increase in available programming.

Of course, only a fraction of these channels will be on the air as operating stations in the immediate future—but you are selling an inevitable trend. This is a highly important concept that you must get across to customers if you want to sell converters. Remind them that UHF channels have opened up all over the nation: New York, Washington, D.C., Louisville, San Antonio, to name only a few. The FCC has received applications for 1,500 new channels on the UHF band—nearly three times as many channels of all types as are now on the air.

Home service calls are an ideal setting for you to suggest converter sales and installations. You can also do it when selling new sets. The latter can also be used effectively for tie-ins, such as free or reduced-price converters with every new set.

To run a proper merchandising campaign, you should put up signs and display converters in your window, so that your store becomes synonymous with UHF. Besides running a special on converters, you might start a direct mail campaign to local residents and even contact your local newspapers to give them basic UHF information. By all means let them know what is involved, what it costs, and results it can yield.

SUMMING UP

The arrival of Channel 34 is only the beginning of UHF in the Los Angeles area, and it marks a groundfloor opportunity of immense significance to all dealers and service men. UHF is destined to grow for the simple reason that people want more channels and programming.

Considered against the background of recent Congressional action on all-channel sets and ETV, and the strong support of the FCC, Channel 34 is only part of a nationwide trend that is expected to boom UHF into a multi-billion dollar industry over the coming years.

UHF, of course, is not a new discovery. Its 70 channels have been around as long as the traditional 12-channel VHF spectrum. But if VHF dominated the first ten years of television, UHF can be said to be the wave of the Sixties. Broadcasters, government and electronics manufacturers are all seeking a means to expand the nation's TV facilities and UHF is the way it is being done.

During the transition to UHF, the more than 55 million TV sets in American homes must be equipped for UHF reception with converters until they are replaced by all-channel receivers. The major role in this multi-billion dollar transition will be played by you—the TV service dealer.

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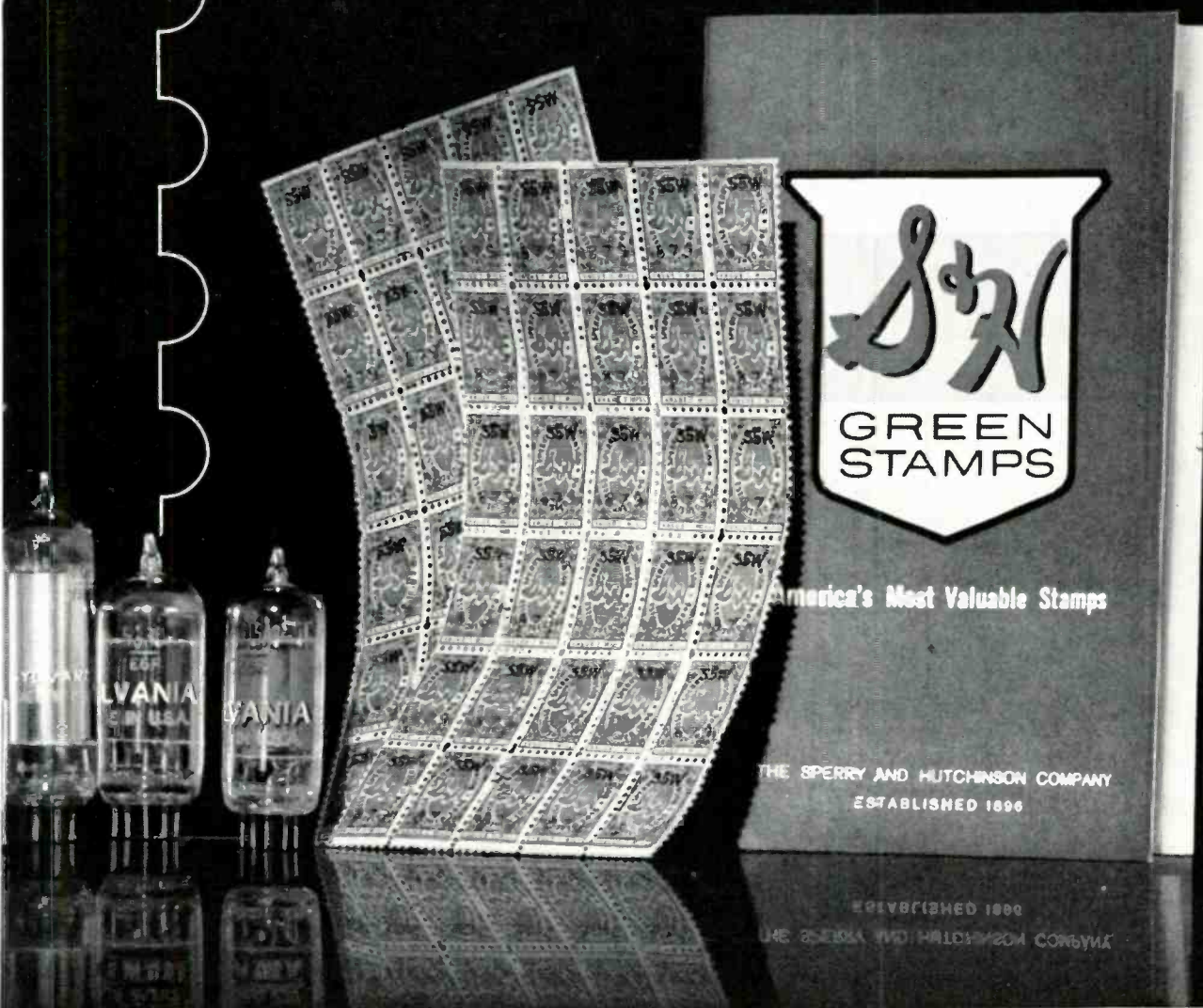
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*Based on EIA figures for the national movement of the picture tube types below.

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	21ALP4A	21BTP4	
	21ALP4B	21CBP4	21CMP4
	21ANP4	21CBP4A	
	21ATP4	21BAP4	21CWP4
	21ATP4A	21BNP4	21DNP4
21ATP4B	21CVP4	21FLP4	
21AMP4A	21ACP4	21AMP4A	21BSP4
	21ACP4A	21AQP4	21CUP4
	21AMP4	21AQP4A	
21ZP4B	21ZP4	21ZP4A	21ZP4B
21YP4A	21YP4	21YP4A	21AFP4

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MODERN ELECTRONIC SERVICE DEALER

Plan Before You Leap Into

RE-MODELING

by Ernest W. Fair

Now is the time when many service shop owners start thinking that this is the year to do that long put off remodeling job. It's a good time, too, for it is the turn of a business period and advantageous bids may still be obtainable from contractors.

But remodeling is still a costly step to take (and will without a doubt continue to be so for a long time to come) and it also involves a number of factors affecting the future of the business itself which must be taken into consideration.

Before even beginning original planning on that proposed remodeling it is a good time to check over all of these factors. Here is a list made up of suggestions from shop owners who have recently done a remodeling job, architects, contractors and building material men.

—Plan far ahead and not just for the immediate future. The shop owner should always consider what may happen in his business for as long as ten to twenty years ahead when planning such changes. Possible good business conditions which exist today may call for one plan while a slackening in the future may justify a far less ambitious project.

—Every remodeling job should take into consideration future growth of the business and it must provide room for that future growth or may be better to forget about remodeling and change plans to construction of a new building with provisions available for such a future expansion.

—Will population changes affect the future of the business under the proposed remodeling? If there is any indication of changes which may bring about customer shifts here again any major remodeling may prove to be an unsound investment.

—Local zoning laws should be checked as soon as the major plans have been formulated. There is always the possibility that some of the ideas we may have will run contrary to the city zoning or building ordinances; such changes can prove costly after construction has begun or even during the planning stage.

—Continued convenience to customers of the present location is a necessity. If the location we have today does not offer such conveniences as parking, for example, it will

probably help the business little to go ahead with the expansion. Customer convenience is becoming of more and more importance in operation of a business today. It may be all important in the very near future.

—Are chances good that the present area will retain its desirable features five to ten years hence or is new construction elsewhere in the community lowering property values around the present location and building toward a possible future decrease in available business.

—Resale value of the property after the remodeling investment has been made should also be considered. We can seldom hope that it will make us a profit on such a transaction but it is not exactly good business to spend a lot of money on remodeling which one could never hope to get back should one decide to sell the business in the future.

—Be sure to keep the remodeling cost within reasonable and justifiable limits. Spending money for features with little practical value will not be good business. The cost should also be kept in line with the overall value of the building and business after remodeling has been completed. Most architects recommend that such remodeling be kept within one-half of actual present value—even less will be a safer figure.

—Where financing of the project will be needed the financing costs involved and the ability of the business to repay the loans must always be taken into account. Never, bankers tell us, plan to repay the cost of remodeling out of anticipated future increases in earnings . . . keep them within present profit limits.

—The building remodeling itself should also take into account possible cost of new and additional equipment, fixtures, heating units, etc.; sometimes these can run into more money than the remodeling itself. Setting them aside until later often ruins an otherwise sound remodeling plan.

—Get a specialist to help. In every community there is one or more architects or building contractors who specialize in remodeling. The chances are they can be of much more value to the shop owner than men whose experience has been confined to new construction. Remodeling is a building science all its own and if one can have the advantage of

previous skills on the part of architect or contractor one has added assurance the project will be done not only satisfactorily but at lowest possible cost.

—The proposed remodeling should satisfy the business needs of the firm for at least five and preferably ten years ahead. If other remodeling work is to be done in a year or two after completion of the present program costs will be too great; these needs can much better be worked into the current program.

—The effect on the business while remodeling is going on must be considered. If profits are to be affected during that particular time then there is another element of added cost to be reckoned with. Usually the remodeling program can be tailored around current operation of the business. If such planning is done in advance rather than improvisements made on the spot as the project gets under way.

—Make sure all of the wonderful new building materials have been investigated before finalizing any remodeling plan. Look around—study other nearby remodeling jobs not only on service shops but other types of business buildings. There have been so many changes in building materials and accessories during the past year that one can very easily overlook something which will not only be less expensive than that one had planned to use but which will be of more value to the finished building.

—When planning remodeling consider not only the need for more space in the building work areas itself but reception or display room, office, storage etc. . . . these can often be incorporated into the general plan at very little cost where they can be expensive if it is necessary to add them as separate projects later on.

—Study the remodeling plan carefully for ways and means

of keeping down major building changes in the present structure itself. It is very expensive to cut into exterior walls, move stairways or load bearing walls and change roof lines. In some cases such changes may be highly desirable but in others they will give one nothing but added and unnecessary costs if overlooked.

—Will the present heating system be adequate to handle the entire layout after remodeling has been completed? If one has an antiquated or piece-meal heating unit about now it may be wise to plan for an entirely new one not only for the remodeled areas but those being carried over.

—Insulation is very important not only in saving heating costs in winter but air conditioning costs at other times of the year as well. Spend a little extra on the remodeling job to be sure that insulation is done properly and if possible to do so without major structural changes extend such insulation around all walls.

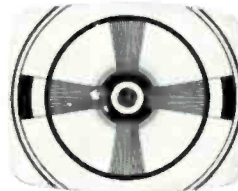
—Don't overlook electrical wiring and systems in the remodeling plan. Chances are the present system is old and inadequate in itself. Anticipate greater use of electricity in the future and make certain adequate service facilities are provided for in the remodeling. It is often possible to do a complete rewiring job on the building at the time of remodeling at low additional cost.

—Never overlook the exterior planning as well as the interior program. Interior changes may be wonderful in providing better and more profitable operation but the exterior ones are going to have more effect on the customers. Planning exterior changes later on may not be wise for there will probably be duplication of work (with the present remodeling) on walls, etc., which could be avoided if the whole job were done at once.

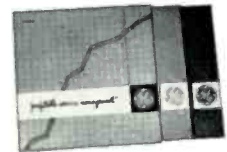
 **ELECTRONICS**

Partners in Progress

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



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



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

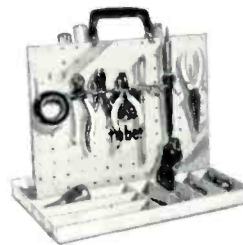
ALL-AMERICAN AWARDS

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



TECHNI-TALK

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



ORIGINAL G-E SERVICE AIDS

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

PROGRESS IN SERVICE-DESIGNED PRODUCTS



Compactrons



"SG" Picture Tubes*



Capacitors



Entertainment Semiconductors

Progress Is Our Most Important Product

GENERAL  ELECTRIC

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

*All new parts in a reused envelope

INDUSTRY NOTES

General Electric Announces TV Tune-Up Spectacular For Fall

OWENSBORO, KY.—A creative new plan to build business for radio and television service dealers across the nation in September and October has been announced by General Electric.

The plan is to promote preventive maintenance at World Series time by creatively combining many advertising and publicity media—television, press, direct mail. Named the "1962 TUN-UP SPECTACULAR," the plan offers service dealers these key opportunities:

—Exclusive use of a "Food in Focus" recipe book as a service business builder. This is a feature item in a complete sales kit. Featuring favorite foods of famous stars, it is carefully designed to appeal to the housewife, the key buying influence in the radio and television service market.

—Listing of dealers' names and addresses in local editions of TV Guide magazine, providing consumers with ready reference to neighborhood service facilities—together with an illustration of a perfect test pattern.

—Special five-minute network dealer shows (to be "presented by courtesy of your independent TV service dealer") featuring separate pre-World Series player interviews, on 155 stations, conducted by sports personality Joe Garagiola on the "Today" show.

—Special "Test Pattern" messages during the interview shows by sports announcer Mel Allen will show viewers a pattern on their own sets, which they can compare with the TV Guide ad, and which will refer to nearby dealers' listings in TV Guide.

The carefully-planned program seeks added business for service dealers through impressing television viewers with the benefits of equipment tune-up and maintenance before breakdowns occur. This approach and the planning of the entire program are based on extensive surveys of hundreds of dealers and consumers.

The 40-page recipe book in color features favorite recipes of famous television stars and is a "first" in its field. Its exclusive use by service dealers as a store traffic builder was obtained by General Electric through special arrangements with the publisher. The item is considered to have high appeal to the influential housewife, and a quantity of the books is included in the dealer promotion kit. Also featured is a variety of store banners and post card mailers which tie in with the program's tune-up theme, back-of-set repair stickers, and a multi-tube pin straightener.



E. Bruce McEvoy (right), Distributor Sales Manager, Electronic Tube Division, Sylvania Electric Products Inc., accepts S&H Green Stamps from Wyot Woods of the Sperry and Hutchinson Company.

SYLVANIA OFFERS S&H GREEN STAMPS WITH TUBE PURCHASES

The Electronic Tube Division of Sylvania Electric Products Inc. is making available the Sperry and Hutchinson Company's S&H Green Stamps to receiving tube dealers, it was announced by E. Bruce McEvoy, Distributor Sales Manager for the division.

In his announcement, Mr. McEvoy said, "We are the first company of our kind to offer trading stamps to dealers on a nation-wide basis. The S&H Green Stamps are issued to the dealers through our regional distributors. The amount of stamps the dealer receives is based on the number of Sylvania tubes he buys." Mr. McEvoy also said, "We anticipate that our dealers will be exceptionally enthusiastic about this program. They will be able to add the stamps they receive from us to the S&H Green Stamps that they and their wives have earned through the purchase of household goods, food, gasoline and other products sold by thousands of S&H merchants."

Mr. McEvoy added, "The Sperry and Hutchinson Company is the world's oldest and largest trading stamp firm. They have informed us that a recent metropolitan New York survey indicated that S&H Green Stamps are worth an average of 17 per cent more than other trading stamps in the area. The survey also showed that S&H was worth 9 to 25 per cent more in actual dollars and cents of retail value than other stamp plans."

More than 90,000 retail establishments across the country distribute S&H Green Stamps. There are over 800 S&H redemption centers.



EXCLUSIVE FEATURE ITEM in comprehensive sales-building program for radio and television service dealers is this recipe book "Food in Focus." Not obtainable from any other source, it includes favorite foods of famous stars—and is offered by General Electric as a key business-builder for service dealers in the company's "TV Tune-Up Spectacular" scheduled for World Series time. Trying it out here is newly-married G-E secretary Carol Hooker, Owensboro, Ky.

The entire kit is offered to dealers at one-third of its value.

Dealer name listings in TV Guide will reach 20 million readers during the World Series, which itself is rated as one of the highest TV-viewing periods of the year. Reader attention will be drawn to dealer lists by a "Test Pattern" theme in the ad which will emphasize the significance of proper set operation—and which will tie in directly with the on-the-screen pictures and messages.

The dealers' special sports interview features on the "Today" show, which will then be hosted by Hugh Downs, will run weekly during the latter part of September and first part of October, reaching many millions of potential dealer customers. Messages accompanying the interviews will refer both to the exclusive recipe book and the dealer neighborhood name listings.

The deadline for participation in the dealer listing program is August 27. Name-listing forms and promotion kits may be obtained by service dealers from authorized General Electric tube distributors.



Kimble Vice-President John P. Kearney, left, shows the KIMCODE process band to Kimble President William J. Stewart, right. The rim band is seen in the left foreground under the Fiberglas skirt, while a KIMCODE processed picture tube is under Mr. Stewart's hand.

NEW BREAKTHROUGH IN TUBE MANUFACTURING ANNOUNCED BY KIMBLE

A dramatic engineering breakthrough in TV picture tubes was announced by Kimble Glass Co., a subsidiary of Owens-Illinois and a major manufacturer of glass picture tube bulbs and electronic components. The development—called KIMCODE (for KIMble Method for COntrolled DEvacuation) offers significant advantages in weight, cost and design and eliminates the need of using any type of implosion plate or cap as is presently used in all TV sets today.

There are two principal systems used today for shielding the picture tube in a TV receiver. The most popular method is to mount a separate implosion plate of sheet glass or plastic in front of the viewing surface of the tube. This plate may be flat or curved and is usually of low visual transmission to improve the resultant contrast of the picture.

A second system recently developed employs a large piece of pressed glass, accurately molded so that its inside shape conforms to the outside curvature of the picture tube. This pressed cap is then bonded to the picture tube face with a plastic adhesive and then the plastic is cured, thus laminating the cap to the tube face.

The KIMCODE system, by a unique arrangement of steel bands, fiberglas and a small amount of plastic adhesives, eliminates any implosion plate, and presents a fundamental savings in cost, weight and size of the finished tube as used in a TV set.

PICO ELECTRONICS NOW REBUILDING COLOR PICTURE TUBES

Pico Electronics of Los Angeles has just announced their entry into the color picture tube rebuilding market.

According to Pico President Max Karp, "over the past few months our stores have received so many requests for rebuilt picture tubes, from their dealer, that we decided to expand our operation and become the first, to our knowledge, color picture tube rebuilder in Southern California."

"This move, he went on, was not an easy one. We found that rebuilding a color tube is a custom job that demanded the blending of the latest in equipment, perfect enough for the critical and delicate accuracy needed, and the highest workmanship, with the necessary man-hours to turn out a top quality picture tube. We feel that this has been accomplished and are ready to supply the needs of the service dealers for quality re-built color picture tubes."

Pico Electronics, through its Pico Parts Stores, sells only to dealers on a cash basis with no delivery. Because of this policy, according to Mr. Karp, "we are able to offer the dealer top quality tubes at the lowest price. Our stores are conveniently located throughout Southern California for easy access and we would rather give this quality than extend unnecessary services."

Pico Electronics also announced that they would rebuild any Dealer's color dud, within a week's time, with the same guarantee as their own rebuilt black and white tubes.

FULLERTON TAKES OVER SYLVANIA TUBE POST

The appointments of Gordon L. Fullerton as Vice President and General Manager of the Receiving Tube Operations of the Electronic Tube Division and Eugene E. Broker as General Manager of the Parts Division of Sylvania Electric Products Inc. have been announced.

The appointments were made by Senior Vice President Merle W. Kremer who has the over-all responsibility of both divisions. Sylvania is a subsidiary of General Telephone & Electronics Corporation.

Mr. Fullerton, who was formerly Vice President and General Manager of the Parts Division, will make his headquarters in Emporium, Pa. Mr. Broker replaces Mr. Fullerton as General Man-



BUSCHMANN APPOINTED PACIFIC TUBE MANAGER FOR SYLVANIA

The appointment of William T. Buschmann as Pacific Regional Sales Manager for the Electronic Tube Division of Sylvania Electric Products Inc. has been announced by E. Bruce McEvoy, Distributor Sales Manager.

Mr. Buschmann will be responsible for the sale of Sylvania's receiving tubes, and industrial and military tubes to electronic parts distributors in the Pacific Coast states.

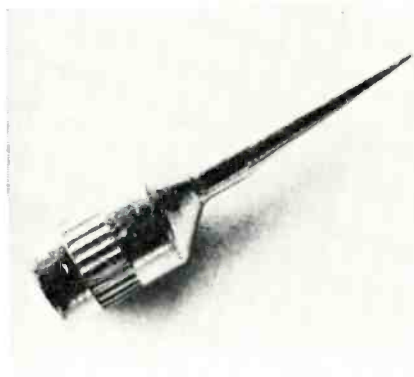
Mr. Buschmann joined Sylvania in 1950 as merchandising supervisor for Receiving Tube and Television Picture Tube Operations. In 1953 he became product sales manager for Receiving Tube Operations. From 1955 until 1957 he was Southeastern district manager-distributor sales with headquarters in Atlanta. He was appointed Eastern Regional Sales Manager in 1960.

ager of the Parts Division. He will make his headquarters in Warren, Pa.

The Receiving Tube Operations of the Electronic Tube Division is one of the nation's two largest manufacturers in this field. It has produced more than 2.1 million receiving tubes. Its plants are located in Emporium, Williamsport, Altoona and Brookville, Pa.; and Burlington, Ia. Sylvania's Parts Division manufactures a wide variety of metal, wire and plastic parts for industry in plants in Warren, Titusville and York, Pa.; Nelsonville, Ohio, and Naugatuck, Conn.

Mr. Fullerton and Mr. Broker have held a number of important positions with Sylvania.

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



A NEW IRON CLAD . . .

tapered screwdriver 3/32 x 3/4 Imperial "Mini-Tip" thread-on soldering tip, #6481, specifically designed for pin, tube socket and connector soldering work and 24K gold-plated for easier tinning and better alloying, has been introduced by Ungar Electric Tools, electronic div. of Eldon Industries, Inc.

Completely interchangeable, the #6481 "Mini-Tip" may be threaded onto any one of three Imperial long-life heat cartridges with fingertip ease, available in approximate wattages and tip temperatures of 25W (690°), 30W (750°) and 40W (860°).

The Imperial soldering iron currently features 44 interchangeable "Mini-Tip" thread-on soldering tips that are available in sizes and configurations to fill any soldering needs, whether it's soldering heavy, multi-lead joints or micro-miniature, hard-to-reach connections.



DYNASCAN 850 COLOR TV ANALYST

A NEW COLOR ANALYST . . .

which simplifies the service and repair of color television sets has been introduced by the B & K Division, Dynascan Corporation.

The B & K Model 850 color analyst provides dot patterns, crosshatch, vertical and horizontal lines, burst signal and individual colors one at a time on the instrument panel and the color TV set for fast, easy checking. The difficult probing into the color set is eliminated.

A unique window-viewer on the front panel enables the serviceman to see each pattern and color as it should be. This

provides a display standard to use as a guide for visual comparison and correct set-up of the color set. The 850 produces the colors R-Y, B-Y, I, Q, burst, yellow, red, magenta, blue, cyan and green. The color phase angles are maintained in accordance with National Television Standards Committee specifications.

Continual static convergence adjustments are eliminated since the 850 automatically deconverges a white dot into a color dot trio, eliminating time-consuming probing into the color set to misadjust the convergence magnets. It also deconverges a white horizontal or vertical line into red, green and blue parallel lines. This simplifies dynamic convergence adjustments.

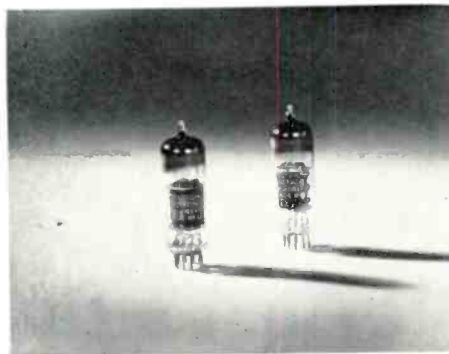
An exclusive color gun killer, a front-panel switch, makes it easy to disable any combination of the three color guns. Continuous adjustment of the background or screen controls, or connection of a shorting clip inside the receiver, are eliminated.

The unique color display created by the 850 permits a check and alignment of color demodulators without an oscilloscope.

Video output jack and video level control provide both positive and negative video information. A crystal-controlled 4.5 mc sound signal is provided for ease of receiver tuning and sound trap adjustments. Switch-selected r.f. signals, factory-tuned for channels 3, 4 and 5 are provided.

The model 850 color analyst operates on transformer isolated 117 volts, 50-60 cycles. It is 9 by 12 1/4 by 8 1/2 inches.

Further information may be obtained by writing B & K Division, Dynascan Corporation, 1801 West Belle Plaine Ave., Chicago 13, Ill.



A NEW NINE-PIN . . .

miniature triode-tetrode receiving tube, type 6/10JA8, is now available from the Westinghouse Electronic Tube Division. It is designed for dual purpose use as a low-voltage sync-separator and video-output tube.

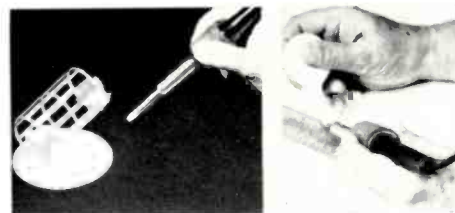
The tetrode section of the new tube

is rated at five watts maximum plate dissipation and 1.5 watts screen grid dissipation. Up to 12,600 micromhos of transconductance can be obtained with 135 volts on the low-voltage plate and the screen grid. With this screen grid voltage and zero control grid voltage, the tube's characteristic curve has a knee at 30 volts and a plate current of 32 milliamperes.

The triode section of the 6/10JA8 has a high amplification factor making it particularly useful for sync separation. This section is built for a maximum plate dissipation of one watt.

Two versions of the 6/10JA8 are available. One has a heater voltage rating of 6.3 volts and the other a heater voltage rating of 10.5 volts. The rated heater current of the 6.3-volt tube is 750 milliamperes while the rating of the 10.5-volt tube is 450 milliamperes. The latter version has controlled heater warm-up time.

For further information on the 6/10JA8, write to the Westinghouse Electronic Tube Division, P.O. Box 284, Elmira, N.Y.



THIS SOLDERING IRON HOLDER . . .

meets industry's safety requirements for a holder which does not allow the Soldering Iron to build up high idle temperature which tends to shorten both the tip and element life.

This "Little Joe" Model H-200 is adjustable to various sizes of soldering irons. Its many features include: A "Stantinned" Solder Cup which keeps the iron tip immersed in solder when not in use. This cup also keeps the tip in a clean and tinned condition. Tests indicate the heat recovery of the iron is almost instantaneous when it is removed from the holder. This model has a Self-Supporting Non-tip Base. The holder will not get hot and burn the user even after all-day continuous use.

It is designed for a fully, unrestricted air flow, and built of heavy gauge steel for long life. Compact and space-saving size: Base—4 1/2" dia. Height—5 1/2". Individually packed: Shipping wt.—8 oz. each. Also packed 8 to a carton: Shipping wt.—4 7/8 lbs. . . . Ready for immediate delivery . . . Price: \$1.95 each

Continued Next Page



SENCORE'S NEW MIGHTY MITE . . .

Tube Tester, Model TC114, is now being released with two important changes: A new D'Arsonval meter and a speedy Set-Up Tube Chart have been incorporated in all new models. The new improved D'Arsonval meter affords the utmost in reliability, will not stick and

has excellent damping. Large Size Speedy Set-Up Tube Chart is cemented securely inside of removable cover. Eliminates need for referring to set-up booklet for most often used tube types, a most welcome time saver in service and maintenance work. The new Mighty Mite retains all of the other circuit and performance features, checking all tubes including the new GE compactrons; the RCA Nuvistors and Novars, and the Sylvania 10 Pin Tubes. The TC114 is available at all authorized distributors, net price . . . \$74.50.

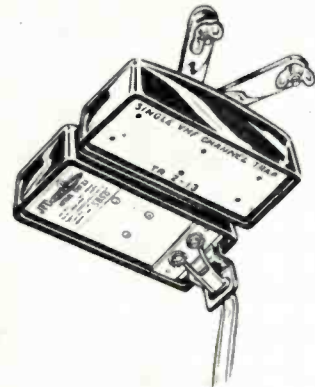
JFD ELECTRONICS CORP. . . .

has placed in production a new series of wave traps for any one channel from 2 to 13, to be used in conjunction with the JFD Transis-tenna or any other antenna amplifiers where very strong local signals interfere with its operation on desired channels.

The wave traps will give approximately 35 db. attenuation on any interfering TV or FM station, thus permitting the use of the all-VHF-channel Transis-tenna amplifier to boost signals from all other stations despite the proximity of a strong over-riding local channel. The Transis-tenna wave trap is piggy-back mounted on the amplifier and then attached directly to the antenna terminals by means of its solid aluminum

busbars. At this location, the antenna output feeds directly into the trap where the troublesome signal is attenuated before it is boosted by the amplifier.

Catalog numbers of the JFD Wave Traps range from TR2 to TR13. TRFM is also available to screen out FM station signals. List price is \$6.95. Each is housed in a compact weather-proof case to assure trouble-free performance throughout the year.



STILTS FOR PYGMIES...



Well, not quite . . . but we do offer service dealers a much better type of support. We offer you a superior quality picture tube, a nationally advertised brand that means quality to every American, a tube with the most effective merchandising program designed to get and maintain solid, steady customers for you. You can buy it for less and sell it for top dollar because you have more to offer your customer . . .

YOUR CUSTOMER BENEFITS BY:

- the 2- year warranty plan which means extra protection at no extra cost.
- a brand name that has meant traditional quality for over 20 years.

YOU BENEFIT BY:

- a captive customer on all service and parts thru the 2 year warranty plan.
- a higher profit margin for yourself.
- effective advertising and merchandising that makes it easy for you to sell.

PICTURE TUBES



RECEIVING TUBES

DU MONT
A B D

CURRENT LITERATURE AVAILABLE

HICKOK



FROM HICKOK . . .

A new eight-page technical brochure describes the Model 1885 Dynamic Beta Power Transistor Tester. This two-color brochure is available without charge from the RD Instrument Division, Hickok Electrical Instrument Company, Cleveland.

Brochure RD1885 describes a versatile and leakage free data included on a tile transistor tester which measures beta roll chart. (Only Hickok manufactures transistor testers with roll charts.) Transistor manufacturer's specifications, or the user's requirements can easily be the basis for transistor testing.

The brochure includes technical specifications, simplified schematic diagrams, and circuit descriptions of the beta and leakage tests, the variable duty cycle pulsing system, and the variable power supplies.

RD Instruments Division, Hickok Electrical Instrument Company, 10514 Dupont Avenue, Cleveland 8, Ohio.

FROM KORTING . . .

Korting Recorder Sales Corp. has announced publication of a new monthly Technical Service Bulletin designed to acquaint service organizations with the Korting line of Stereo and Hi Fidelity tape recorders, special accessories and electronic devices, from both the technical and consumer point of view.

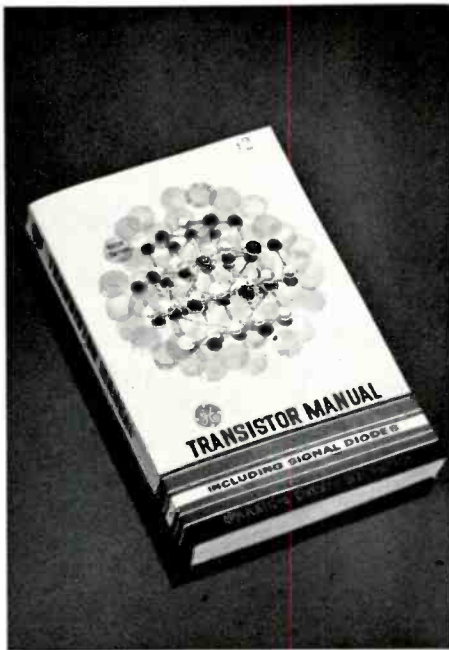
Since its purpose is to keep service organizations abreast of new products and information in their field, the Bulletin is available to all, whether or not they handle Korting products. It will be a valuable addition to the service file that many organizations maintain on current products. Korting feels that by keeping properly informed of their

products, it can help provide ultimate customers with the finest in service facilities.

Included with the current Service Bulletin are the following: (a) Service Manual on Korting Model 158s; (b) Korting line brochure; (c) Retail parts list on Models 158s, 138s, 136 and ME 114; (d) Model 158s instruction sheet.

Korting, as one of the oldest electronics manufacturers in Germany and a pioneer in many fields of home, industrial electronics, has applied its 37 years' experience to perfect and bring to the public its line of home and professional tape recorders.

All Korting Authorized Service Agencies will automatically receive the Monthly Service Bulletin. All others can be put on the mailing list to receive the Bulletin or to become an authorized agency by writing direct to Korting, 156 Fifth Avenue, New York 10, New York.



FROM GENERAL ELECTRIC . . .

General Electric has announced publication of a 200,000 copy edition, its sixth, of the Transistor Manual.

By the time the latest edition has been completely sold or otherwise distributed, which G.E. expects within the next six or seven months, over 800,000 copies of the technical publication will have been placed in use throughout the world since the volume's initial publication in 1957.

Translated versions have been published in Japanese, Spanish, Portuguese, Turkish and perhaps even Russian.

Brainchild of a gifted salesman, James

H. Sweeney, a former engineer and now manager of marketing for G-E's Semiconductor Products Department, the Transistor Manual was originally an extended application note designed to help teach engineers how to use transistors in the electron tube-oriented world of 1957.

Since that time it has become a standard reference work for electronic circuit designers and is being used as a textbook in some engineering schools.

From the pamphlet-size, 61 page edition of 1957, the Transistor Manual has grown to 440-page volume in its 1962 version.

While the 1957 edition basically contained information on transistor specifications and a few simple radio circuits, the latest edition provides handbook type information on almost everything to do with transistors. Its chapters cover basic semiconductor theory, how to interpret a transistor specification sheet, as well as design guidelines for basic computer circuits, logic circuits and regulated DC supply and inverter circuits. A separate chapter discusses transistor measurements with 75 circuits, graphs and charts as illustrations of the points made. Small signal, large signal, and switching characteristics of transistors are each discussed at length in separate chapters as are transistor biasing, high fidelity circuits, audio amplifiers, radio receiver and tuner circuits.

The transistor specifications chapter contains a current listing of JEDEC-types with specifications and interchangeability information.

The sixth edition of the Transistor Manual is priced at two dollars. Copies may be obtained from authorized G-E semiconductor distributors or by writing to the General Electric Company, Building 7, Electronics Park, Syracuse, New York.

FROM SYLVANIA . . .

NEW YORK—Sylvania Electric Products Inc., a subsidiary of General Telephone & Electronics Corporation, announces the availability of a brochure on its "GB" Gold Brand premium receiving tubes. The literature includes suggested Gold Brand replacements prototypes, and differences between the prototype and the premium Gold Brand replacement. In addition, the tests and controls which assure long-life and high reliability of these tubes are outlined.

The brochure may be obtained, without cost, by writing Sylvania Electric Products Inc., 1100 Main Street, Buffalo, N.Y.

LITERATURE

Continued

FROM AMPEREX . . .

Amperex Electronic Corporation announces a new, 33-page, condensed tube catalog. Free copies may be obtained by writing on company stationery to: Amperex Electronic Corp., Advertising Department, 230 Duffy Avenue, Hicksville, Long Island, New York.

Intended to serve as a quick reference guide for designers of new equipment as well as for replacement of tubes, this new Amperex catalog contains a numerical index, descriptions and basic specifications on the full line of Amperex Tubes, consisting of: cold cathode trigger tubes, entertainment and audio tubes, ignitrons, tuning indicator tubes, klystrons, magnetrons, power tubes, photomultiplier tubes, "Premium Quality" (PQ) 10,000 hour tubes, radiation counter tubes, rectifier diodes, sub-miniature tubes, thyratrons (hydrogen, mercury vapor and inert gas types), traveling wave tubes, UHF special purpose tubes, voltage-reference and regulator tubes, microwave triodes, counting selecting and indicating tubes, and photo conductive cells.

FROM ROWAN . . .

The Rowan Controller Company has received its new Terminal Block catalog from the printers. The catalog contains complete information on Rowan's terminal blocks, terminal strips, special connectors and accessories. This equipment is made by Rowan's Staffel Division, and was developed to give safe, efficient connectors, able to withstand extreme operating conditions, and still be the *lowest-cost, most compact* equipment of its type available.

A group of basic blocks are available for use with wire sizes ranging from AWG 21 to AWG 2. All may be grouped together on a single mounting channel to provide custom-tailored and labeled terminal blocks of any desired length or capacity. The ten major advantages of Rowan's terminal block system are: shock and vibration proof, no pre-assembly as each block is self-contained, easy installation, easy removal, custom application, no lost parts (all parts are captive), solid or stranded wire, no possibility of wire damage through trimming, positive contact, and safe (screws and connectors are countersunk). For a copy, with price list, write The Rowan Controller Company, 26 Bridge Avenue, Red Bank, N.J.



FROM GENERAL ELECTRIC . . .

General Electric has announced publication of the second edition of its Semiconductor Rectifier Components Guide.

The new 142-page booklet offers the power supply designer a convenient reference for the selection of silicon, germanium, selenium and copper oxide rectifier components and design of rectifier circuits.

Among the chapters included in the Rectifier Components Guide are: Quick Selection of Silicon and Germanium Component Rectifiers; A Rogue's Gallery of Transient Voltage Causes in Rectifier Circuits; Filter Design Procedures of Rectifier Power Supplies; Cooling Fin Design Data; Test Circuits for Silicon and Germanium Rectifiers Temperature Conversion Table and General ElectricVac-U-Sel® Selenium Rectifiers.

Two principal charts appearing in the guide are the Rectifier Selection Chart and the Rectifier Circuit Constant Chart.

The chapter titled Index of Germanium and Silicon Rectifiers Registered with JEDEC contains a current listing of Joint Electron Device Engineering Council rectifier types with cross reference information to specification data.

In all, the Rectifier Components Guide includes 19 chapters which cover a cross section of rectifier information of both general and specific interest. The new manual offers 27 additional pages of specification data.

The Rectifier Components Guide was prepared in the Application Engineering Center of GE's Rectifier Components Department. Contributors were: F. W. Gutzwiller, manager of application engi-

neering and application engineers G. A. Bacon, R. R. Rottier and E. E. Von Zastrow.

General Electric has also published the SCR Manual, the Transistor Manual and the Tunnel Diode Manual. These publications were the first manuals in their respective component areas to be made available by a semiconductor manufacturer.

The second edition of the Semiconductor Rectifier Components Guide is priced at fifty cents. Copies may be obtained from authorized G-E Semiconductor Distributors or by writing to the General Electric Company, Rectifier Components Department, Auburn, N.Y.

FROM CAL. CHASSIS . . .

LYNWOOD, CALIF.—Literature showing complete specifications for the California Chassis Company MPX (multi-purpose expandable) cabinet is available on request.

The MPX Designer Series enclosure is expandable for changing circuitry needs in the same cabinet with the simple addition of inserts to provide a rugged, versatile cabinet with clean lines.

Inserts are available in many sizes to accommodate standard panel chassis when expansion is desired. Standard finish is gray hammertone, other finishes optional.

Cabinet without inserts is 21 $\frac{5}{8}$ (W) x 9 $\frac{1}{3}$ (H) x 18 $\frac{1}{2}$ inches deep it will readily expand to 35 inches in height.

Literature is available from California Chassis Company, 5445 E. Century Blvd., Lynwood, California, MPX Designer Series.

FROM REFLUX . . .

New two-color, illustrated bulletin describes new Reflux safety solvent for fast, efficient removal of rosin flux residues, and general metal cleaning, developed by Supracote Development Laboratory, Bloomingdale, N.J.

The bulletin gives physical properties and operating data on this non-flammable, non-toxic organic solvent, which is said to remove flux from printed circuit boards in an average of 6 $\frac{1}{2}$ seconds, in a series of "on-the-job" tests.

Other uses are outlined and procedures recommended in this bulletin, available on request from the Bloomingdale, N.J. firm.



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LATE NEWS

CSEA Dues Structure Explained

The CSEA dues of \$30.00 per year are collected by, and are the responsibility of the Local Association who pay the State Office quarterly in one check. CSEA dues are payable in advance: April 1, July 1, October 1 and January 1. New members are to pay an initiation fee of \$25.00, \$10.00 goes to the State and \$15.00 to the Local Association and Zone, if one exists. One quarter's dues are payable in advance. If a new association comes into CSEA as a group, there is a blanket charter fee of \$25.00, plus \$10.00 initiation fee for each member, and one quarter's dues, payable in advance.

For example: Where no Local Association exists, a new member would pay \$25.00 initiation fee, plus \$30.00 for the first year's dues to belong to the State CSEA. This must be accompanied by a signed application card. At the end of the first year the member pays \$30.00 in advance for each ensuing year.

A member joining the State CSEA

along with others in a new association (at least 6 at a time) would pay \$10.00 initiation fee and \$7.50 for the first quarter's dues, or a total of \$17.50. The association joining will pay a charter fee of \$25.00 to the State Office. Thereafter the member would pay \$7.50 State dues per quarter, in advance, to the Local Association and they forward it to the State Office before the quarter starts.

The CSEA State Board of Directors recommends dues of \$50.00 per member per year be paid to the Local Association. This is broken down as follows:

\$30.00 per year is paid to State Association

\$20.00 per year is kept in Local Association treasury

\$10.00 per year to the Zone

If there is no active Zone organization at this time, the Local Association will keep this \$10.00 until Local Zone Delegates create one. The Local Association dues may be more if the local members so vote.

PLAN TO ADD STRENGTH TO "OPERATION CLEAN-UP"

You, as an individual, can help in our "Operation Clean Up". The best way you can do it is to write a letter to Hon. Stanley Mosk, Attorney General, State Department of Justice, Library and Courts Building, Sacramento 14, California, telling him of your appreciation for his having the foresight in establishing a Fraud Section in the Attorney General's Office, and allowing Assistant Attorney General Charles James and others, the time to work with CSEA in our drive to elevate the image of the TV service man. If you do send such a letter, please let us know. *Our most important ally in our fight has been the Attorney General's Office.* Just a few days ago in a meeting on statewide "bait" advertising in newspapers, Assistant Attorney General Charles James played a very important part. These letters should be from individuals primarily, but Local Associations can write if they want to.

INSURANCE CERTIFICATION FORMS

It has been brought to our attention that many Hospitals are demanding certification of many insurance programs, as well as ours, before allowing patients to enter. All members of CSEA who encounter this problem should contact their local representative in order to obtain this certification.

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Rex Q. Duba, 7510 Reseda Blvd., DI 5-6400

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L. V. Bright, 714 Alhambra Blvd., Sacramento, CI 1-1053

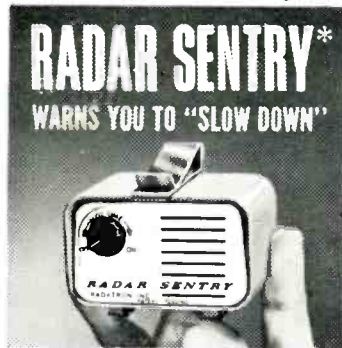
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Again we are listing below the two representatives of the Telephone Company that all communications, as an individual or Local Association, should be sent to. If there are any complaints of any kind in the Yellow Pages, please send it to either of these representatives in writing with a copy to state office.

Northern California—Mr. W. P. Sisk, 900 Third Street, Room 208, San Francisco 7, California. Phone: Area Code 415, EXbrook 9-8221.

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

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

sell the UHF converters proved reliable

1,500,000
times

BLONDER-TONGUE ALL-CHANNEL UHF CONVERTERS

Consider—800,000 Spanish speaking people in the Los Angeles area — Add the exciting programming direct from Mexico (bullfights, jai alai, drama, etc.) on the new UHF station KMEX-TV, channel 34 — Offer the world's finest UHF converters backed by hard-hitting promotion — The result: big business for Los Angeles dealers.

**AMERICA'S
BIGGEST
SELLING
UHF
CONVERTERS**

Blonder-Tongue offers two models, the 99R for prime signal areas; the Ultraverter, BTU-2S for difficult and more distant areas. Both are all-channel models and are performance proved. Both guarantee customer satisfaction and a full profit for you.



BLONDER-TONGUE BTC 99R — all-channel UHF Converter Provides sharp, clear, TV pictures to viewers located within 15 to 20 miles radius of station KMEX. Brings in channel 34 and *all* future UHF channels in the Los Angeles area. List \$23.95.

BLONDER-TONGUE ULTRAVERTER BTU-2S—all channel UHF Converter Provides sharp UHF reception even in areas up to 50 miles from station KMEX-TV, channel 34. Booster TV signals 5 to 8db. Brings in channel 34 as well as *all* future UHF channels in Los Angeles. List \$39.95

IMPORTANT: *Protect your profits. Build customer satisfaction. Sell only all-channel converters because your customers' sets will be equipped for all future UHF stations.*

**LATCH ON
TO THIS
POWERFUL
PROMOTION**

Here's how Blonder-Tongue's successful promotion experience in every UHF market in the United States goes to work for you.

- Advertising in the Los Angeles edition of TV Guide
- newspaper & radio spot advertising
- ad mats
- window streamers
- stuffers
- publicity.



IMPORTANT — *ad mats and brochures will be available in both English and Spanish to help you sell 800,000 Spanish speaking Los Angelans.*

READY-GET SET-SELL BLONDER-TONGUE UHF CONVERTERS-CONTACT YOUR DISTRIBUTOR

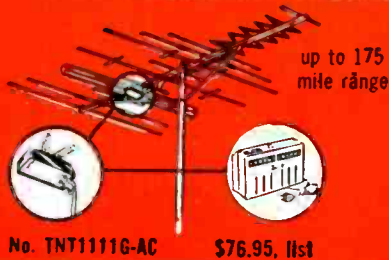
engineered and manufactured by
BLONDER-TONGUE
9 Alling St., Newark, 2 N. J.

JFD **transis-tenna** the brand that puts you in command of your market—

brings you the *total* line of TV and FM electronic antennas and antenna amplifiers that is *ahead* in models, *ahead* in features, *ahead* in sell.

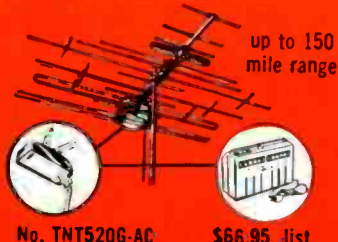
Why settle for less? Rely on JFD, the Antenna America knows best—and profit best!

JFD TRANSIS-TENNA ELECTRONIC TV ANTENNA-AMPLIFIER-DISTRIBUTION SYSTEM



up to 175 mile range

No. TNT1111G-AC \$76.95, list



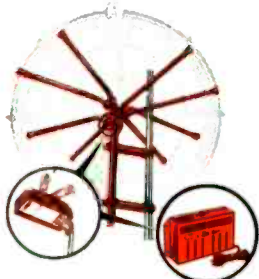
up to 150 mile range

No. TNT520G-AC \$66.95, list

ASSURE MAXIMUM GAIN AND HIGHEST SIGNAL-TO-NOISE RATIO—IN BLACK AND WHITE OR COLOR. Super-gain PADT transistor circuit delivers up to 18 db gain on low band, and 15 db gain on high band . . . exclusive direct-to-terminal mounting—the point of highest S/N ratio . . . a few of many reasons why you get more clean useable gain with Transis-tennas. Only JFD provides you with the broadest selection of electronic Transis-tenna systems—15 models—for every location and budget. Priced from \$39.95 to \$76.95, retail* (antenna, amplifier and power supply included). Each antenna gleamingly AAA* gold bond alodized.

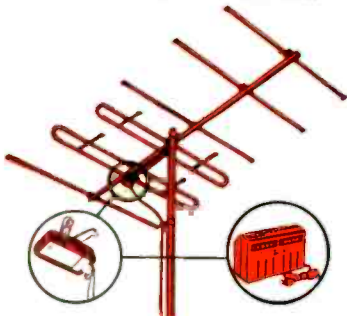
*Attractive, Anti-corrosive, Alodine-treated

100 MILE YAGI-SHARP RECEPTION FROM EVERY DIRECTION—WITHOUT A ROTATOR!



FM Stereo-Cone Transis-tenna No. TNTFM175G-AC \$47.95, list

200 MILE DEEP-FRIDGE HIGH FIDELITY RECEPTION



FM Stereo Yagi Transis-tenna No. TNTFM350G-AC \$54.95, list

JFD TRANSIS-TENNA ELECTRONIC FM ANTENNA-AMPLIFIER-DISTRIBUTION SYSTEMS

HIGH FIDELITY FM STEREO RECEPTION STARTS WITH A JFD FM STEREO-ENGINEERED ANTENNA. Whether you select an ultra-powerful JFD FM Stereo transistorized Transis-tenna or one of the 8 other quality-built JFD FM antenna kits, you step up to bright new profit opportunities in the growing FM market. You also get the extra sales boost of knowing that each JFD FM antenna is designed to overcome the power loss and range limitations of multiplexed FM stereo . . . receive distant stations crisply and clearly . . . add high fidelity quality to even budget-priced FM systems. Each antenna in lustrous AAA* gold bond alodized aluminum.

*Attractive, Anti-corrosive, Alodine-treated

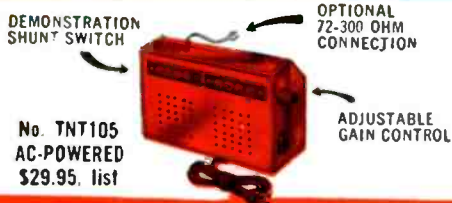


No. TNT103 AC-POWERED (shown above) \$36.95, list
No. TNT100 BATTERY-POWERED \$34.95, list

JFD TRANSIS-TENNA TV/FM AMPLIFIER

THE ONLY "ADD-ON" TV/FM ANTENNA AMPLIFIER THAT MOUNTS ON EVERY TV ANTENNA AT THE RIGHT PLACE—DIRECTLY ON ANTENNA TERMINALS—THE POINT OF HIGHEST SIGNAL-TO-NOISE RATIO.

Only the JFD Transis-tenna mounts directly on the terminals of any antenna, regardless of its design—for maximum signal transfer. Exclusive PADT transistor circuitry provides superior gain—up to 18 db on low, 15 db on high band. Interference-proof circuit design rejects spurious amateur, CB, aircraft, fire, police and other interfering frequencies. Available with AC powered (TNT103) or battery-powered (TNT100) supply.



No. TNT105 AC-POWERED \$29.95, list

OPTIONAL 72-300 OHM CONNECTION

ADJUSTABLE GAIN CONTROL

JFD "ALL-IN-ONE" HOME TRANSIS-TENNA TV AMPLIFIER

COMBINES AMPLIFIER AND AC-POWERED SUPPLY IN ONE HANDY UNIT that installs conveniently anywhere in home—yet operates 1, 2, 3 or 4 sets with amplified signal power. Average gain: low band, 18 db; high band, 15 db. Adjustable gain control . . . demonstrator shunt switch . . . optional 72 or 300 ohm connectors . . . courtesy AC outlet . . . AC-powered supply . . . 4-set coupler . . . all in one compact housing.



No. TNT106FM AC-POWERED \$36.95, list

JFD TRANSIS-TENNA FM AMPLIFIER

FOR THE ULTIMATE IN FM STEREO POWER, ADD THE NEW JFD FM TRANSIS-TENNA—THE ONLY FM ANTENNA AMPLIFIER THAT MOUNTS DIRECTLY ON THE TERMINALS OF ANY FM ANTENNA.

The best place for an amplifier is at the antenna terminals—and that's exactly where the JFD FM Transis-tenna goes . . . regardless of the antenna type. Increases gain of any FM antenna by 25 db. Complete with AC-powered supply—4 set distribution unit, 300 ohm connectors, and transistorized amplifier.

MAKE JFD—THE TOTAL TV/FM ANTENNA LINE—YOUR MAIN LINE TO PROFITS! CALL YOUR JFD DISTRIBUTOR NOW.

JFD

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

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JFD Electronics-Southern, Inc., Oxford, North Carolina
JFD International, 15 Moore Street, New York, N Y
JFD Canada, Ltd. 51 McCormack Street Toronto, Ontario, Canada
557 Richards Street, Vancouver 2, British Columbia