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THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

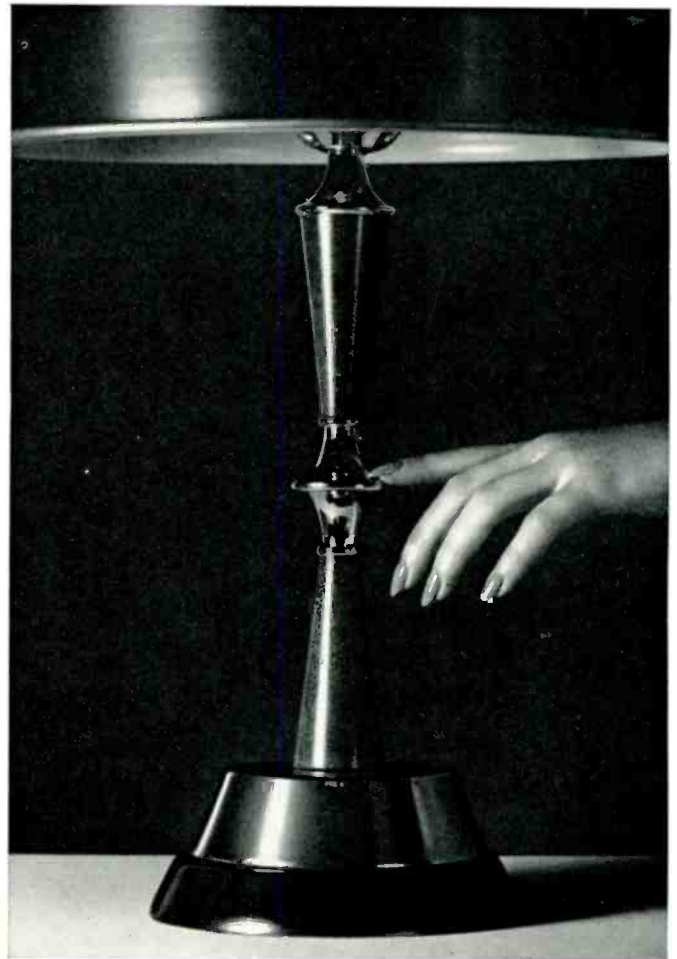
VOL. 3, NO. 4

AUGUST, 1963





TOUCH—IT'S ON

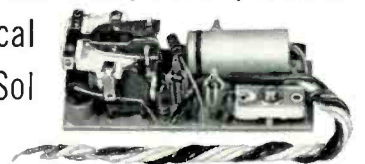


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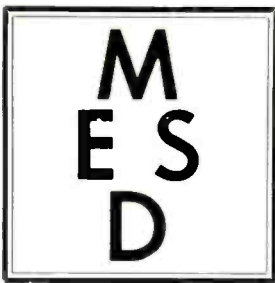


* Shade and bulb not included

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CENTER LINE

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ON OUR COVER

Governor Edmund G. Brown of the State of California is shown here signing into law Senate Bill 1292 the TV Repair Bill. This historic occasion was observed by (left to right) Mrs. Alex Van Frank, president of the Allied Citizens Club, one of the many groups who cooperated with the Consumer Council in working for the passage of the bill, Mr. Darrel Petzwal, acting Executive Secretary of the California State Electronics Association, Senator Alan Short of Stockton who authored the Bill and Miss Marian Ash, Senator Short's secretary.

LETTERS TO THE EDITOR

Dear Don:

When I read an article that pleases me, I want to acknowledge it.

Your Louise Miller feature in May issue of MESD is not only newsworthy, but Mrs. Miller is worthy of this timely salute to her long successful career and to the loyal men and women who have helped in the growth of this fine company.

You may note by my false start—April—instead of May—that I'm getting rusty from so much leisure.

Maybe for all intents and purposes it is best for all things that I go into hibernation.

Kindest regards,
Chas. Silvey

Dear Mr. Martin:

Congratulations to you and your staff for the splendid issue of June, 1963 MESD (vol. 3 #2) . . . and especially for the article concerning your Service Dealer Survey. Both are great pieces of work.

I am also writing to ask for permission to reprint material from your Survey—of course, giving full credit to MESD—should we find this desirable in some future issue of our publication—Philco Service Businessman. If you get to see our PSB magazine, you will know of our deep interest in bringing useful business information to our members of the

Philco Factory-Supervised Service Association.

For your convenience in replying, I'm enclosing a stamped, pre-addressed envelope. Also, you will find our latest issue of the BUSINESSMAN enclosed.

Thank you for your attention and courtesy.

Sincerely,
John Bennett
PFSS Programs Manager

Thank you very much for your kind words in regards to our publication. We have a very limited staff, but as our editorial award reflects, a good job is being done, and we are proud of it.

You certainly have our permission to reprint any or all of the reported survey. It is designed to help the dealer to evaluate his own business and, except for one big mistake, is pretty accurate. The mistake I refer to is the cost of color repairs on the rate chart. It naturally should have been \$8.50 instead of \$5.50. This was a typo that we missed.

Dear Don:

First of all I would like to congratulate you on the July issue of Modern Electronic Service Dealer. It sure was nice of you to include my article, which arrived at such a late date. I am sure that this July issue will do much to make the Service Dealer more aware of the great potentials that are presented to him profitwise with TV and FM antennas.

Robert M. Flaming
Sales Manager,
Winegard Co.

Thanks for your remarks Bob and I am sure you will be interested to know that we received more compliments on this issue than any other during the past two years. It can be directly attributed to men, such as yourself and the other authors who contributed their knowledge and made these articles possible.

Gentlemen:

Our company is in the sound contracting business in this area and if possible we would like to be added to your mailing list. Also it would be appreciated if you could send us a July copy of your magazine.

Your attention to the above requests will be greatly appreciated.

Respectfully,
Gary Thomason
Industrial Sound and
Telephone Co.

We will be happy to include your name on our mailing list and have sent an extra copy of the July issue to your attention. We hope it will be of value to you and look forward to any comments you might wish to make in the future.

Gentlemen:

Your magazine is very much appreciated here and I would like to again receive it. The last few issues have not been received.

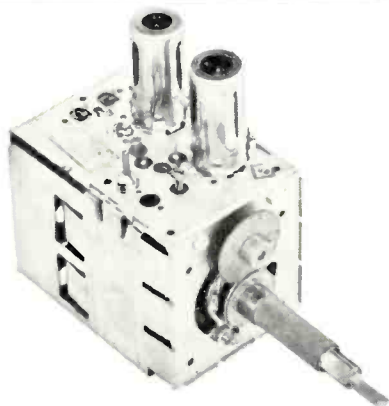
Since the California State Regulation bill has passed, I need an article explaining it, as do all TV and Radio Service technicians, and hope to have one from you soon.

Many thanks to you and the Association.

Sincerely,
A. B. Nolan
A. B. Nolan TV

Mr. Nolan, we are sorry that you have not received the last two issues of MESD but will check to make sure you do in the future. In May we reprinted the registration bill but, because of many letters similar to yours, we are reprinting it in the near future along with the new law that regulates liens in our industry. Thanks for the suggestion.

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



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

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

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

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

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

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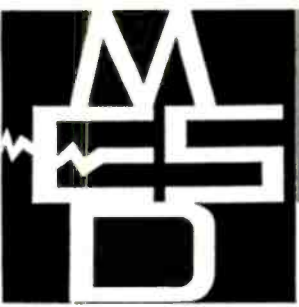
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dates

dealer news

programs

Blackwood & Johonnot Recommended to Registration Commission

Mr. John Blackwood of Bakersfield and Mr. Ralph Johonnot of Burbank have been recommended to Governor Brown for appointment to the new Commission that will administer the new Registration Law that goes into effect September 22nd.

Both of these gentlemen have been on the Board of Directors of the California State Electronics Association for many years and were named by unanimous vote of the Board during their special meeting in Fresno on July 28th.

Mass Dealer Meetings to be Held Throughout the State by CSEA

A series of Mass service dealer meetings will be presented throughout the State over the next few months in an effort to orient dealers on the new registration law as well as the new law governing service liens. The series of meetings will be sponsored by the California State Electronics Association, in local chapter areas, and will feature Association representatives, California State

Officials and potential members of the new commission that will administer the new registration law.

The first of these meetings was held in Los Angeles at the Rodger Young Auditorium on July 18th. This meeting was followed in San Diego on July 30th at KOGO Channel 10 with over 300 dealers in attendance.

The third in this series will be held on August 29th at the Mission Inn in Riverside, California at 8:00 p.m.

It is extremely important that all dealers in the State be fully aware of the magnitude of these new laws and what they will mean to the advancement of our industry. Watch for special mailings in your area concerning these meetings and make every effort to attend.

PRESIDENT CLAIRE LANAM PASSES AWAY LAST MONTH

Mr. Claire Lanam, President of the California State Electronics Association, passed away late last month following a stroke, at the age of 59.

Claire W. Lanam was born February 6, 1904 in Iowa. He moved to South Dagota 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 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 partnership was dissolved in 1939 and he had 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, was now well established after 31 years.

Being well pleased with the climate and prospects of California he decided, this was it, and in 1930 purchased a home and proceeded to raise a family. He is survived by two sons, one studying accounting, and the other a printer.

His experience ranged from the first crystal set 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.

Claire Lanam was well respected by all who knew him. He gave everything of himself even though he had not enjoyed good health for many years. In a recent issue of MESD he wrote, "Only when you have complete faith in your fellow man, with no thought of personal gain, then and only then will you have great power in your hands that demands the respect of all concerned and we can taste of the fruits that are golden."

These were the words that he lived by and no one will deny that he achieved these goals. Many organizations will pay homage to this fine individual and will have gained from his leadership. It was an honor to know him and a privilege to have worked with him.

Meeting Scheduled With Yellow Page Representatives

A special meeting has been set up with representatives of the Pacific Telephone Yellow Pages and members of the California State Electronics Association for later this month.

The reason for this meeting is to present examples of "bait advertising" that is appearing in current issues of the Yellow Pages. Under the new regulations set up by the Public Utility Commission this type of advertising is not allowed so evidence is being accumulated by dealers throughout the State and will be presented during this meeting.

Every dealer is asked to participate in this program and should tear out examples of misleading advertising that is appearing in their new issues of the Yellow Pages. These should be sent directly to the CSEA office at 3333 Watt Avenue in Sacramento, California.

Through the efforts of the Association this regulation was enacted by the PUC and it is important that every dealer in the State cooperate with the Association in presenting evidence of violations immediately to the State Office. We have had terrific cooperation with Pacific Telephone and feel sure that all offences will be corrected before the publishing of the next issue of the Yellow Pages.

JIM WAKEFIELD NAMED NEW CSEA EXECUTIVE SECRETARY BY BOARD

Mr. Jim Wakefield has just been named as the new Executive Secretary of the California State Electronics Association replacing Mr. Kieth Kirstein who resigned from the position on July 1st in order to take a similar position with another trade association. Mr. Darrel Petswal, Sacramento Board of Directors member, had been acting in this position since July 1st on a temporary appointment basis.

Mr. Wakefield was Executive Secretary prior to Kieth Kirstein and had administered this position on a part time basis until a full time executive was named. He was a former CSEA Board member and has been active in the Association for many years.

It was also announced, at the same time, that the official office will remain at 3333 Watt Avenue in Sacramento and all Association business will be conducted from this address.

POLICY FOR MASS MEMBERSHIPS SET BY BOARD

Further action by the Board of Directors in their special meeting was to set a new policy in regards to the fees for new members having many different shops.

Under this new policy, a special initiation fee of \$10 will replace the \$25 per shop for two or more shops. This means that a dealer who has a chain of two or more shops will pay \$30 State dues per year plus all local and zone dues and an additional \$10 per shop initiation fee. For example, a new member with three other shops would pay \$10 per shop initiation fee or \$10 plus an annual State dues of \$30 and an additional dues to the local chapter that he becomes a member of as well as his zone dues.

ZONE "F" HEARS ZONE OFFICE PROPOSAL BY GERSON RIBNICK

At the last meeting of the Zone "F" Council of the California State Electronics Association, Mr. Gerson Ribnick, head of a local Southern California Trade Association Organization, presented a program that would have his organization take over the management of the Zone office on a retainer basis.

Under this plan, his organization and staff would administer, promote, maintain records, and act as the Zone "F" office of the State wide Association.

The details of the arrangements were taken under advisement by the Council and some decision will be made at a later date.



Ralph Johonnot



Emmett Mefford

EMMETT MEFFORD ELECTED PRESIDENT CSEA AT SPECIAL BOARD MEETING

Mr. Emmett Mefford, San Bernardino Service Dealer, has been elected as President of the California State Electronics Association at the special meeting of the Board of Directors.

Mr. Mefford became acting President of the State wide Association for the past few weeks when President Claire Lanam was stricken with a stroke.

With the death of Mr. Lanam he assumed the position until a special election was held by the Board which gives him the unexpired term.

At the same time, Mr. Ralph Johonnot was named as the new vice president succeeding Mr. Mefford who was elected to this post in June at the annual meeting of the group.

Johonnot Reports Board's Meeting With Department of Standard Officials

An enthusiastic full Board of Directors meet in Sacramento Thursday July 11th at the office of Business and Professions at 10 A.M. Present from the Department were Mr. Alfred Rosenweig and Mr. Donald O. Otten who carefully explained the registration bill in it's entirety and how the bill will be administered. All directors were very interested to find that the department had twenty seven other professions similar to ours that would dovetail into the administration of our bill. Administrative offices of our department are now in Los Angeles, San Francisco and Sacramento and can have additional offices assigned if necessary. Also explained by the department heads is that this bill has more unique ideas and encompasses more desirable features to protect the customers and be workable in our industry than any other legislation of it's type so far under their control. The bill was passed in it's entirety without amendments. This again points out the great efforts of C.S.E.A. with the help of the state offices in seeing that all parties, all provisions, and all interests were carefully weighed in the two year period from 1961 to 1963. Credits must be made to the great help C.S.E.A. had from the Attorney Generals Office, the consumer Council headed by Mrs.

Helen Nelson, and Senator Short and his staff who introduced and "carried the ball" through the Senate and Assembly.

At the conclusion of the briefing the C.S.E.A. board of Directors placed a prospective name of the "chief" as requested in the bill for the Governors consideration, also named were the members of the board representing our industry, as created by the bills passage.

After three years of drastic efforts on the part of all members of C.S.E.A. from the defeat of legislation in 1961 through our "operation Cleanup" and finally to the victory of this bill's approval we are positive that it should be very apparent to all persons in our industry in the state of California that the C.S.E.A.'s ideal of cleaning up our profession is now a reality and as stressed by the department of Business and Profession that it is the sincere duty of all ethical service dealers in our state to join and to help the California State Electronics Association make this legislation effective and strong.

This is another first for the State of California and it is only because of our strong state association that we have made this accomplishment. Join us now for a better and more unified industry.

BY-LAW CHANGES REFERRED TO DELEGATES

The CSEA Board of Directors have voted three changes in the present By-Law structure of the California State Electronics Association along the lines of the Wilkins Resolution, and referred them to the Board of Delegates for a decision at their annual September meeting in Fresno, California.

These three changes involve the method of electing a President of the Association, the holding of an annual convention, and the elimination of proxy votes by the Board of Director members.

During the annual meeting in June the Board of Delegates referred the By-law change matter to the Directors for their consideration and recommendation. The action of the Board now means that these changes can be made with only simple majority of those voting. These changes had the unanimous approval of all Board members present and came at the suggestion of Mr. Ed Fort of San Diego.

WANTED

Information On

Russel Bernstein

alias

Russel Smith

Slight of build
Scar on forehead
Nervous slobbering while working
Good Technician

Any information regarding this person call

Tele-Fix TV, Highland Park

Beach's TV, Long Beach

Roger's TV, Sacramento

or

Sgt. Gunn, L.A. Police Dept.

or

CSEA Office, Sacramento, 482-0706

CSEA Office, Los Angeles, 849-3532

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Wholesale ONLY — Direct To You

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PICO Electronic PARTS

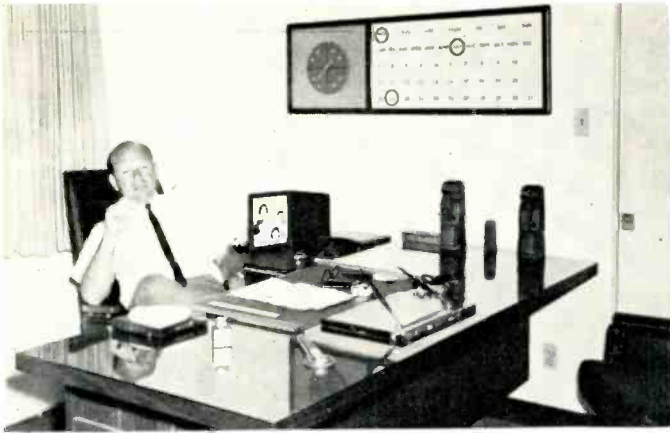
ALSO DISTRIBUTORS OF

Westinghouse Receiving Tubes—Rogers Transformers & Yokes—Test Equipment—Condensers—Resistors
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3660 W. Pico Blvd.
RE 1-2177

STORES IN
LYNWOOD
10906 Atlantic
NE 9-6248

EAST LOS ANGELES
5916 Whittier Blv
PA 1-2907



A New Look At The

BLOODSHOT EYE . . . An Interview

With Gil Sherman

Question—What is the current sales picture for picture tubes (replacement) in 1963, and what does the balance of the year look like?

Answer—Industry's sales figures are being revised downward after the first four or five months of 1963. Many estimates for the total year 1963 are as much as 20% to 30% below estimated figures given in 1962.

Question—What do you attribute as to the reason for a decline in picture tube sales so far this year?

Answer—There are many factors that have led to the decrease in sales so far this year. *One*, better quality picture tubes—they are certainly lasting far longer than tubes built in past years. *Two*, television sets are far superior today. *Three*, it is difficult for the average consumer today to develop enough cash to replace a picture tube, including labor at the current high list prices. *Four*, the low cost of portable television sets from the 11" variety up through the 19" variety selling anywhere from \$98.00 to an approximate \$138.00 per set. You can't really blame the consumer. For example—if you owned a set that was approximately six years old and needed its first picture tube replacement, and the cost was \$65.00 installed, what would you do? The answer is obvious. Too many consumers are trading in their six year old sets towards portable sets, thereby reducing picture tube sales for the replacement market.

Question—Has there been an increase or decrease in picture tube manufacturers in 1963?

Answer—There has actually been an increase in picture tube manufacturers. However, you must qualify that statement by what type of manufacturers. Since January of 1959, when the "bottom fell out" of the replacement picture tube market, many famous names have either gone out of the picture tube manufacturing business, or have reduced their plants or plant's capacity substantially. However, there have been many small regunners, or so-called "backyard" plants opened. These plants cater directly to the service dealer or part of their output goes to distributors who claim they need a real cheap picture tube for the trade-in, used set, market. There are at least 25 manufacturers on this type in the Western trading area. A few years ago, these firms were concentrated in major marketing areas, however, today you will find regunners manufacturing anywhere from 5 to 250 tubes a day in some of the smallest communities throughout the country.

EDITOR'S COMMENT . . . In an attempt to keep abreast of the changes in the Cathode Ray tube industry, we recently visited American Video, Incorporated and interviewed Mr. Gil Sherman, Vice President of Marketing. The dynamic, often controversial, and generally recognized as the top marketing executive for picture tubes west of Chicago, candidly answered questions posed by your editor. We will be very interested in hearing your comments to Mr. Sherman's answers to our questions.

Question—Do you constitute this as a healthy growth within the picture tube industry?

Answer—I would assume that some of these firms do serve a purpose. However, our firm is quite concerned with the flagrant misrepresentation that the majority of these firms have promulgated within the industry.

Some of these people manipulate their Excise Tax figures, or in some cases report only a part of their actual sales, enabling them to sell their tubes for \$1.00 to \$1.50 less per tube. Naturally this gives the regunner an unfair advantage over the legitimate manufacturer.

Question—What is American Video doing to overcome this situation?

Answer—Since the first of this year we have had an extensive advertising program using direct mailing pieces, as well as banners showing the difference between regunned and all new tubes, with the exception of the glass envelope. This material clearly states the difference in our product and the local regunners' tubes.

Question—What do you feel the future of the regunners is?

Answer—Experience has shown us that many of these firms are under capitalized, inadequately staffed, and lacking in proper know how in engineering and manufacturing, and consequently they come and go. Since this is a warranted product, it could become quite critical for the purchaser—whether it be the service dealer, distributor, or in many cases the consumer. Tubes being introduced in new sets and manufactured for the replacement market today are becoming much more sophisticated. Good examples are: colored tubes, the laminated or twin-paneled, bonded face tubes, and tubes with 110° or 114° angle of deflection. It is our feeling that the evolution of these more sophisticated types will reduce drastically the amount of regunners in all markets throughout the United States. Within two years the 19" and 23" bonded or non-bonded will be the sizes replacing the 17" and 21" tubes of today.

Question—Is your firm diversifying?

Answer—Yes, within our own industry and product line in addition to supplying tubes to distributors we are also

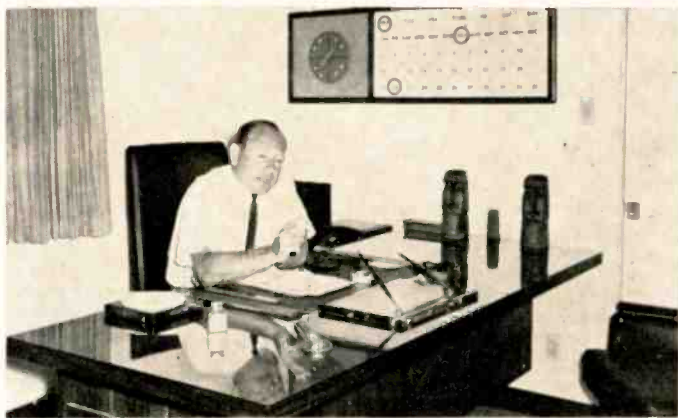
entering the original equipment market, as well as the export market. As many people in the industry are aware of, we manufacture picture tubes for many of the largest TV set manufacturers in the United States. This area is called private brand renewal. We feel that we will also expand this area throughout the balance of 1963.

Question—Has picture tube pricing stabilized?

Answer—To a degree picture tube prices have stabilized. In the past few years manufacturing costs have had very little relation to the selling price. This of course, resulted in retrenchment by many nationally advertised manufacturers and produced substantial losses for many of these firms in recent years. With the exception of some minor summer specials, larger picture tube manufacturers are thinking in the profit area. They are constantly searching for more efficient and less costly methods of production, sales, delivery and warehousing. Current pricing as it exists today, leaves a lot to be desired. Since 1959 the cost of raw material and labor have risen, whereas cost of the finished product has been substantially reduced.

Question—How has the distributor fared in recent years with relation to picture tubes?

Answer—The distributor has been the unfortunate beneficiary of more-or-less a squeeze play. As all manufacturers reduced their picture tube prices to the distributor his volume did not increase, in fact in many areas it decreased and his profit per unit dropped substantially. The distributor's cost of doing business rose during the same period. Recently, one nationally advertised tube manufacturer recommended that each distributor work on 20% gross profit. We feel this is a step in the wrong direction. Our firm advocates an increase in profit area for the distributor. In recent years the distributor has been forced to carry a larger inventory in units and dollars, thereby depleting his cash position, and he has also been forced to carry larger receivables for the service dealer.



Question—Do many dealers buy picture tubes direct from local regunners?

Answer—Yes, unfortunately this is true, thereby reducing the volume and profit of many distributors who serve a distinct purpose for the service dealer. In recent years the complexion of the average parts distributor servicing the service dealer has changed drastically. It is unfortunate that a large group of service dealers are prone to forget the value of their local distributors. In fact, he actually acts as their banker and warehouse. The demise of the middle man, or the electronics parts distributor, would severely hamper the independent service dealer. I hate to think of the position the service dealer would be in if there were not these parts distributors in his general marketing area to service his every need.

A record number of electronic distributors ended up in financial difficulty during the 12 months ending March 31st of this year. The failure rate is the worst in the history of

the electronics history—39 distributors experienced financial embarrassment during this period. The distributors' profits have been in a tail spin for a very long time; it is pretty obvious that something is wrong. Somehow the industry has lost the magic combination of product and policy that produces a decent distributor profit. A plant must be devised to check the trend of increasing volume and decreasing profit for manufacturers, as well as distributors.

Question—Where do you think this policy should emanate?

Answer—The electronic tube manufacturers became great by distributing their products through locally competitive outlets. Broad-front marketing forced their distributors to fight for available business. This technique left little market potential unsold and few manufacturers profitless. If our current trend continues, we may see a different form of distribution forming. There is much talk in the industry of a super distributor or the two-step method of distribution. I also feel that the reputable, large, independent and nationally advertised picture tube manufacturers, must do a far better job of informing the consumer and the service dealer of the reasons their products are worth a higher price.

Question—What do you feel is the manufacturers' and distributors' weakest area?

Answer—Unfortunately, most manufacturers and distributors have used pricing as a crutch. The distributor must learn how to plan ahead. Distributors who utilize merchandising plans extensively throughout the year have been the most successful in overcoming competitive pricing and in stimulating their own salesmen for greater sales. As picture tube sales grow, so do the other profitable components that distributors carry on their shelves. Sales planning is a basic step in merchandising and programming. It often reveals to the wholesaler and his salesmen the seasonal variations of past years. Once seasonal and monthly sales are forecast, distributors who use merchandising planning techniques take the logical next step of setting sales quotas. This done, it is necessary to turn to inventory planning. Each distributor must stop and take a good solid look at his organization—in particular—his sales organization. Many of these are found lacking although in many cases it is usually the fault of poor direction or enthusiasm on the part of management.

Question—What is the future of the small distributor?

Answer—Recent revision of distribution methods has found the "small fry" distributor frequently taking it on the chin. Lines to which he has been loyal for years have suddenly been lost to him. The manufacturer has little choice but to revise his distribution to fend off the profit squeeze, but somewhere between the exclusive franchise and the open to all technique probably lies the future of the electronic distributing trade.

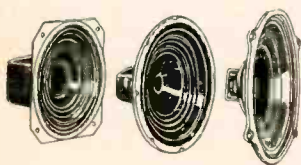
Question—Is the TV industry healthy?

Answer—Yes and no—it is an amazing fact that while TV broadcasters are reaping large profits, manufacturers of sets and components are straddling that fine line of profit and loss. Here is a good example: The May, 1963 Consumer Price Index indicated that the price of TV sets declined 3.4% despite the apparent growth of high ticket sales such as color sets. All segments of the television industry should be profitable. 89% of American TV homes get at least three stations; 19% receive 7 or more stations. When you compare initial cost and upkeep on a TV set against value received, you come to an obvious conclusion. Television is the best entertainment value a consumer can obtain.

Question—Can legislation help?

Answer—If the 10% Excise Tax were removed on picture tubes.

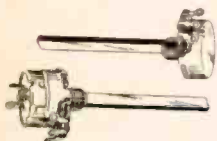
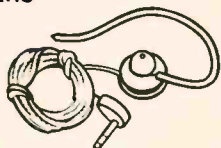
(Continued on Next Page)



Replacement SPEAKERS for all makes, models
 All sizes, oval, round, 4", 5", 8", 5 x 7", 4 x 6", 6 x 9", 2 x 10". PM speakers, 3.2 ohms, 1.47 oz., 3.16 oz., 2.15 oz. magnets. Special prices for quantity lots

PRIVATE LISTENING RECEIVERS

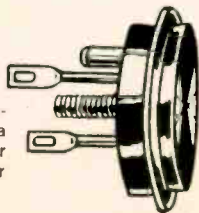
... 15 and 500 ohm
 Magnetic-type hearing aid. Quality manufactured, all with receiver and metal ear piece plus 39" cord. Also 15 ohm, 500 ohm and 2000 ohm deluxe models.



TELEVISION CONTROLS
 Standard taper, 3" shaft, 1/2 flat to fit Philco and other makes. Complete selection, 1 Meg; 2 Meg; 500 K types with on-off switch or without.

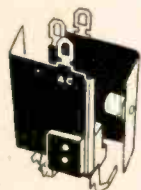
OUTPUT TRANSISTORS For Philco or other makes

Special Philco type, replaces twenty numbers formerly needed. Packed two to a package. Also 60 watt output transistor for GM radios, also exact replacement for 2N173, 174, 277, 278, 442, 443.



DUAL GERMANIUM RECTIFIERS

Snap in mountings. 2-300 MIL rectifiers at 130 volts. Replacements for GE (1N584). Also 500 MIL cartridge rectifiers, Hi-density 500 MIL rectifiers and guaranteed 750 MIL molded rectifiers in stock.



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- PRECISION Test Equipment
- PACO Kits

PHILCO MODERN COPPER ENGRAVED CIRCUITS — for Simplified Service



Question—What is the future for picture tubes, and in general, electronics through distributors?

Answer—In our industry, a second TV set offers sales opportunities. There are over 50 million television receivers now owned in the United States accounting for at least one set in more than 90% of the nation's homes. It is a simple mathematical fact that the more sets there are in use, the larger will be the annual replacement market. Sales through electronic parts distributors climbed near the two billion dollar level recently.

Question—If you were a service dealer and concerned about the future of your business, what would you be thinking of right now?

Answer—First, I would be taking a strong look at my distributor and attempt to understand his problems. If I was a service dealer buying direct from local regunners—buying questionable quality and stability — I would analyze my future. I would also contemplate what my business would be like if there were no distributors. These facts should serve as a red letter warning to every service dealer, but, particularly to the so called "discount artists" in our industry who think they can violate the basic laws of economics without risking bankruptcy. The dealer must be made to realize that the distributor must sell at a profit or else wind up out of business; then again, where is the dealer without the distributor.

Question—If you were a distributor, what areas would you be looking for to improve?

Answer—First, I would be taking a strong look at my and far more aware of what is going on in his industry. The changes taking place in our industry today are far more dramatic and closer together. He should attempt to maintain an even closer liaison with his supplier. The distributor should use the many promotional programs and materials available to him. Too many distributors have closed their minds to new ideas, and are reluctant to make changes. The only certainty in our business is *change*.

NEXT MONTH'S ISSUE

The Complete Text of the New Registration Law and the New Law Concerning Liens Will Be Reproduced. Be Sure To Look For This Big And Important Issue . . . **COMING IN SEPTEMBER.**

DUMONT
ABD
FIRST AND ONLY!

FULL
2
year picture tube warranty!

FIRST in Television Research, Development, Quality

DUMONT^{ABD} IS FIRST AGAIN!

Dumont ABD is the ONLY national picture tube brand to offer this new, extended warranty.

FULL *2* year warranty

NO pro-rata of second year... NO extra cost





What made this FULL 2 year warranty a reality?

Why is DUMONT ABD the only national brand offering a full 2 year warranty while others only offer 1 year? The answer is confidence . . . and experience! DUMONT ABD is the *first and finest* television picture tube, having established a proven record through many years of research and field testing. These years of planning and engineering have made this exclusive warranty possible!

MORE value for your customers . . . AT NO EXTRA COST

To make extra sales and profits in today's competitive market, you must offer your customers more value and remove consumer resistance. With the DUMONT ABD picture tube, the service dealer has a better opportunity to obtain the highest full list price. Why? Because DUMONT ABD "Golden Line" Picture Tubes offer your customers higher quality . . . superior performance . . . and now the *longest* full warranty in the industry today . . . *at no extra cost!*

History proves that Dumont ABD full 2 year warranty will increase your sales and profit

In the sale of auto batteries and tires, it is a proven fact, the best sellers give the longest guarantees. Sales of one nationally known wristwatch increased 35% during one year when the guarantee was extended. A large pen manufacturer is offering a "lifetime guarantee" and enjoying amazing success. In the television industry (your market) — the DUMONT ABD full 2 year warranty is the big feature your customers want, and it will help you to boost your sales and ring up bigger profits.

Dumont ABD costs you less . . . and still makes you more profit than any other national brand

You can't miss making money with DUMONT ABD! DUMONT ABD sells *faster and easier*, because your customers get more benefits "dollar-for-dollar" from the "Golden Line" than from any other national brand on the market . . . you *make-more-profit-per-tube* because DUMONT ABD costs you less, offering you the biggest profit spread over any other nationally advertised brand.

Here's how to make more money, today:

1. Order DUMONT ABD "Golden Line" Picture Tubes from your distributor . . . and
2. Promote the DUMONT ABD Full 2 year warranty to all your customers.

You'll be amazed how fast your sales and profit will climb!

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THE STATE OF THE ART

technical section

An MESD special feature

Irv Tjomsland, Editor

.... A Look At The Accuracy Of Today's Test Equipment

How accurate is the equipment used by the electronic serviceman in his day to day work? Are his voltage, current, and resistance readings within 1%, 5%, 20% of being correct?

How important are accurate measurements of voltage and resistance? Does this accuracy affect income, chargeable time, or customer relations?

Without a doubt the experience, knowledge, and instinct of the serviceman performing the tests will tend to modify confusing results of inaccurate equipment, but there appears to be very little doubt that most service organiza-

tions would increase their income if they would improve their test accuracy.

THE ACCURACY PROBLEM:

Most professional servicemen want accurate test measurements. Many make a careful survey of accuracy specifications (and claims) of equipment within range of their budget before making a purchase. When the equipment is put into operation few check points are available. The serviceman knows that a new flashlight battery will provide a potential of about 1.56 volts when unloaded. He often uses multiples to check

higher ranges, such as 6, 9, 67½, and 90.

Occasionally he finds a precision resistor and uses it to check a resistance range. His least accurate readings will be on AC voltages, particularly in the critical line and filament voltage ranges. It is interesting to note that many servicemen assume *assume* that the line voltage is 115 to 117 and adjust "kit" type equipment to read this when attached to the line. Most such equipment is found to read from 6 to 10 volts low, which tends to prove that line voltage definitely is not 117 volts. (See the January MESD article "Line Voltage Can Cost you \$\$\$")

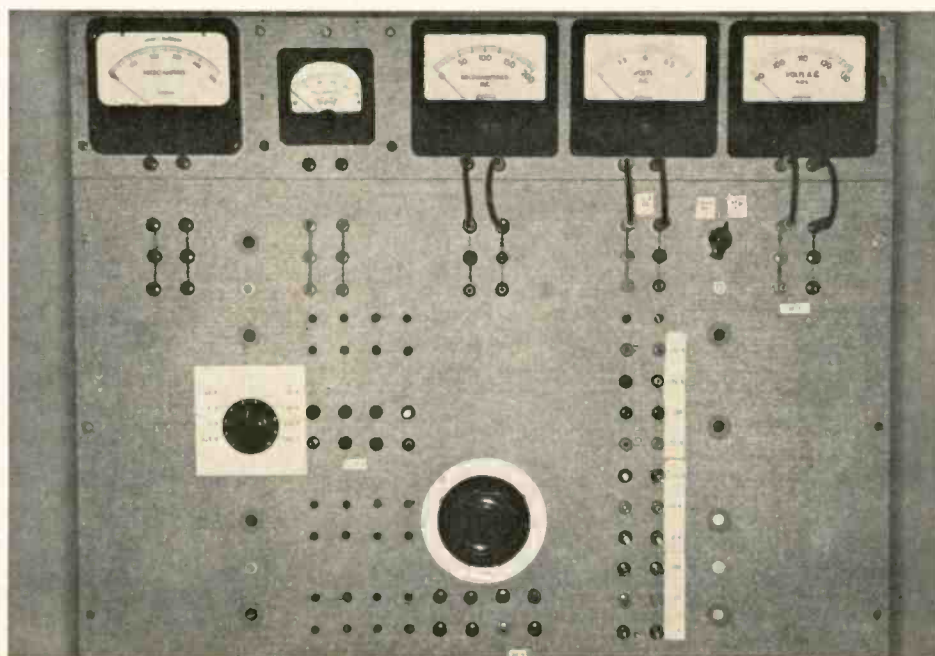
Members of the Pasadena CSEA organization finally took a step to bring the problem to a head. Plans were made to hold dual sessions to permit any member to bring in his VOM or VTVM for an accuracy check.

The W. Bert Knight Co. was contacted for assistance in preparing test standards and the program was under way.

THE CALIBRATION BOARD

When plans for the test unit were formulated it was decided that emphasis should be placed on providing check points for critical test values not otherwise readily available. AC line voltage and filament voltage values were cited as important.

Through the courtesy of Phaotron Instrument and Electronics Co. of 151 Pasadena Ave., So Pasadena, three meter movements of exceptional accuracy were made available to the project, as follows:



Portable reference lab used for checking

CALIBRATION WORK SHEET USED TO RECORD TEST RESULTS

Make DE-LUXE Owner _____
 Model 203 AC Meter VOM VTVM X Ser. Org. _____
 Serial _____ Address _____

AC VOLTAGE CALIBRATION

<u>6.3</u> Volts AC on <u>12 V</u> Scale Reads <u>5.98</u>	<u>⊕</u>	<u>7.95</u> %
<u>117</u> Volts AC on <u>120 V</u> Scale Reads <u>108</u>	<u>⊕</u>	<u>7.7</u>
<u>117</u> Volts AC on <u>300 V</u> Scale Reads <u>110</u>	<u>⊕</u>	<u>5.98</u>

DC VOLTAGE CALIBRATION

<u>1.5</u> Volts DC on <u>3 V</u> Scale Reads <u>1.42</u>	<u>⊕</u>	<u>5.34</u> %
<u>3</u> Volts DC on <u>3 V</u> Scale Reads <u>2.9</u>	<u>⊕</u>	<u>3.31</u>
<u>6</u> Volts DC on <u>12 V</u> Scale Reads <u>5.9</u>	<u>⊕</u>	<u>.17</u>
<u>15</u> Volts DC on <u>30 V</u> Scale Reads <u>14.8</u>	<u>⊕</u>	<u>.13</u>
<u>30</u> Volts DC on <u>30 V</u> Scale Reads <u>30</u>	<u>⊕</u>	<u>--</u>
<u>60</u> Volts DC on <u>120 V</u> Scale Reads <u>56</u>	<u>⊕</u>	<u>6.67</u>
<u>150</u> Volts DC on <u>300 V</u> Scale Reads <u>141</u>	<u>⊕</u>	<u>6.00</u>
<u>600</u> Volts DC on <u>1200 V</u> Scale Reads <u>540</u>	<u>⊕</u>	<u>6.67</u>

RESISTANCE CALIBRATION

<u>2</u> Ohms on <u>X 1</u> Scale Reads <u>2.2</u> Ohms	<u>⊕</u>	<u>10</u> %
<u>20</u> Ohms on <u>X 1</u> Scale Reads <u>19.5</u> Ohms	<u>⊕</u>	<u>2.5</u>
<u>200</u> Ohms on <u>X 1</u> Scale Reads <u>184</u> Ohms	<u>⊕</u>	<u>8</u>
<u>2K</u> Ohms on <u>X 10</u> Scale Reads <u>1940</u> Ohms	<u>⊕</u>	<u>3</u>
<u>20K</u> Ohms on <u>X 100</u> Scale Reads <u>19 K</u> Ohms	<u>⊕</u>	<u>5</u>
<u>200K</u> Ohms on <u>X 1 K</u> Scale Reads <u>195 K</u> Ohms	<u>⊕</u>	<u>2.5</u>
<u>2M</u> Ohms on <u>X 10 K</u> Scale Reads <u>1.88 M</u> Ohms	<u>⊕</u>	<u>6</u>

Date March 20, 1963

1. An expanded scale 5" meter calibrated from 90 to 130 volts AC
2. An expanded scale 5" meter calibrated from 5 to 7 volts AC
3. A 5" 0-200 microampere meter

When these meters left the plant in South Pasadena accuracy of a very high order was provided. Since meter accuracy can be held to extremely fine tolerance at certain points on the scale the 90-130 meter was adjusted to be "right on" at 117 volts, the 5-7 was checked in specially at 6.3, and the DC micro-ampere meter was set at the 150 point.

For the AC readings it was necessary to provide a variable control and a 5 amp variable transformer was installed so that by means of a switch system incoming voltage or controlled voltage could be read.

A transformer was connected to the controlled output and a 6.3 secondary was loaded to provide an AC source in the 6.5 volt range.

Precision resistors were purchased to provide DC calibration monitoring. An 800 volt DC supply was calculated to operate a bleeder string of adjustable pots at about 5 ma. A selector switch was wired in to pick off a known voltage and switch in the correct series resistor to the DC meter.

With the variable transformer set at 117 each pot in the bleeder string was set to develop a reading at the 150 check point on the scale, and if the meter under test drew enough current to upset this voltage the meter, acting as a monitor, would permit correction to the 150 point by means of the adjustable transformer.

The entire arrangement was mounted as illustrated to provide a portable (?) reference lab.

The calibration equipment shown in the photo can be used for the following check points:

- AC Volts: 5 to 7 volts and 90 to 130 volts at 1%.
- DC Volts: 1.5, 3, 6, 15, 30, 60, 150, 600 volts at 1%.
- Resistance: 2, 20, 200, 2K, 20K, 200K, 2M at 1%.

THE NEED FOR A PERMANENT RECORD

It was soon apparent that very few test instruments would be accurate in all ranges and functions. One might be good at 3, but poor at 15 volts DC.

Many brands and models of test equipment were reviewed to determine the best checkpoints. Whenever possible space was provided to permit two readings on a range to make interpolation practical.

The final result was a work sheet for the owner to enter the results of his tests as each range is examined. An example is shown. (slightly reduced in size)

CALIBRATION SESSION PROCEDURE:

Several outlets are provided to permit thorough warm-up of equipment before comparisons are run. Variable transformer controlled AC permits AC powered VTVMs to be operated at 117 volts. In a normal session two to three instruments are warming up while one is under test.

The actual calibration work is done by a team of members from the organization and it appears that forty to fifty pieces of equipment can be checked in a single session if owners are careful to bring the necessary probes, and of course be sure batteries and power supplies are in good condition.

One member operates the test board and maintains voltages at check point accuracy, and actually applies test leads from the subject meter to the proper points on the board. One of his constant duties is to provide test lead "Open" and "Short" conditions for meter "Zero" checks as ranges are changed.

Another member, often the owner of the instrument, switches ranges and reads his meter when the standard and known input is applied.

For instance: The 120 Volt AC scale is under test. Any voltage from 90 to 120 volts can be furnished with high accuracy. The operator calls 117 Volts. The owner reads 108. He enters the reading as:

117 volts on the 120 scale reads 108
Later calculations will permit him to enter ".7.7%" accuracy.

RESULTS OF EARLY SESSIONS:

An example or two might be in order. Results of about forty calibration runs indicate that about half of the equipment is not capable of the necessary accuracy in AC, DC, or resistance measurements.

Lets examine the details: For instance the 117 volt AC range: Before making this comparison many owners indicated that the AC readings were bad. Several felt that good readings would be preferable, but a surprisingly large group worked on the theory that the power line actually was maintained at 117 volts AC. They completely disregard such factors as:

Unless line voltage can be adjusted to the median encountered in the customer's home, such factors as height, width, linearity, convergence, focus, to mention a few, will have to be readjusted when delivery is made. Many meters were not within 10% when plus or minus 1% is desirable.

A substantial group, about 20% of the meters tested, could not read 117 volts within 30%. Typical indications ran from 78 to 165 volts when connected

to the 117 volt terminals of the calibrated board.

CONSIDER THE FILAMENT PROBLEM:

Continual trouble will be encountered in such areas as TV tuner assemblies, audio and stereo amplifiers, if filament supplies are high. Very few pieces of test equipment are accurate enough to indicate actual voltage conditions and as a result many unnecessary callbacks because of gassed-out tubes, cooked plate dropping resistors, and other symptoms are required.

Nearly all test instruments which were inaccurate in the 6.3 Volt AC range were on the low side, typically 5.5 for 6.3. Most power output tubes, tetrodes and pentodes, are particularly susceptible to going "gassy" when the filament voltage is high. A combination of a slightly high line voltage, and a heater winding also on the high side can shorten the life of the four output tubes in a stereo amplifier, but if such an amplifier is checked with an inaccurate meter, an actual voltage of 7 might read as little as 6.2 and most servicemen will fail to locate the source of the premature failure.

Or take the case of the "DE-LUXE" 203 as recorded in the specimen "Calibration Report" chart: This VTVM indicated 560 volts (inadvertently typed in as 510) when connected to the 600 volt source.

This is one of the more dangerous errors a television servicemen will encounter.

If a television receiver is brought in with a "cooked-out" flyback a replacement must be installed and adjusted for safe operation. If boost is checked with the "DE-LUXE" the boost will actually be 625, for instance, when the meter registers about 585. The tendency will be to adjust drive, width, linearity, etc. until boost reads correctly. Under this setting, unless a drive line appears, the receiver may be delivered with actual boost and operating temperature at excessive levels and a call-back may be in the making.

WHAT ABOUT ACCURACY OF BRANDS:

In the sessions held to date certain impressions have developed:

1. Very few VOMs more than 1 year old are very accurate. When new, the accuracy can be excellent, but overloads, shocks due to transportation in service trucks, and other factors take a high toll.
2. Many VTVMs sold as built up units remain surprisingly accurate over long periods of time. One or two brands are outstanding.

When inaccuracy is encountered it tends to be in the AC scales.

3. The performance of "kit" type equipment is often very erratic, usually due to lack of standards for calibration. Many extremely unprofessionally performing "home-built" VTMs are holding back or lowering the caliber of work done by technicians who choose to save money in this region. It is rare to find such an instrument to be accurate on more than a few of the low voltage DC scales.
4. Many servicemen will find that their equipment misleads them.

THE SCORE TO DATE:

Preliminary work has been done with the active cooperation of the Pasadena and Glendale-Burbank CSEA organizations, and from this experience it will be possible to conduct calibration sessions wherever servicemen wish to determine the accuracy of their shop equipment.

Following the CSEA sessions, several distributor sessions featured the equipment. Accuracy standards were typical and some interesting points developed. A bystander watching tests noted that three meters in a row tended toward low readings. This brought up the question of the accuracy of the "board". This is always a possibility, but the board had been checked out on a cross check basis and appeared to be good. This was borne out when the next two meters checked high on the same ranges.

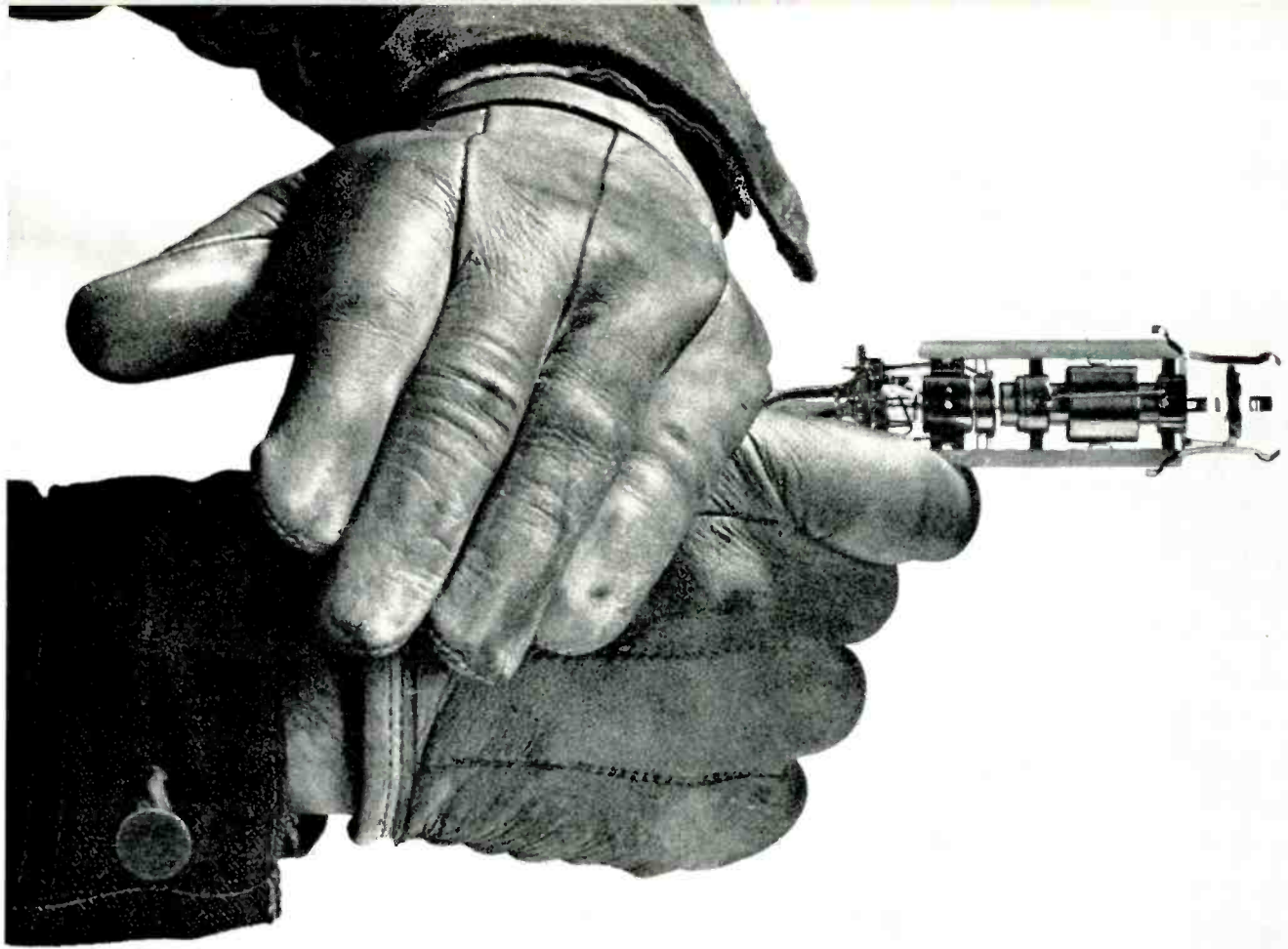
THE BIG PROBLEM:

The biggest problem is to convince servicemen that their test equipment should be checked for accuracy. Some believe it, but bring in a damaged item, or one known to be in poor condition. The best idea is to bring in the most accurate piece of gear, and with the quality of this as a shop standard (with the chart for correction reference) check out all items used professionally in the shop. One shop owner brought in three relatively new VOMs and didn't have a good 1200 volt DC or 300 volt AC scale on any of them.

It appears that the most effective use of this equipment will be obtained when meetings are devoted to information on meters, AND SERVICEMEN BRING IN SHOP EQUIPMENT FOR CALIBRATION.

CONCLUSION:

Much credit for the development of the board must go to Ben Leff and Stan Gilkerson of the Pasadena Chapter. It is hoped that such a start can lead to establishment of better standards for all service equipment such as meters, scopes, signal generators, and substitution units.



This straight shooter never gets trapped

G-E "SG" straight gun picture tubes* do away with ion traps. No fuss, no call-backs. A G-E "SG's" rugged gun fires electrons with uncanny precision straight at the aluminized phosphor screen—assuring sharply resolved pictures up to 80% brighter. How's that for "Accent on Value"? These features save your time and give your customers thousands of hours of viewing pleasure.

And that's not all the value accents you get with these "straight shooters." A single G-E "SG" picture tube replaces as many as twenty other types, bent gun or straight gun—the types that get "trapped." In fact, with only 25 G-E "SG's", you're ready to replace 250 other picture tube types. You'll serve customers faster—and say *good-bye* to emergency pick-ups and the ion trap nuisance.

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**WHOLESALE ELECTRONIC
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GET THIS "ACCENT ON VALUE" BONUS, TOO!



This 16" x 12" x 1/2" polyurethane foam bench pad neatly protects the picture tube from marks and scratches. The handy pad's yours with the purchase of a G-ESG-21FLP4 Service-Designed "straight shooter." Your

reliable General Electric distributor is waiting for your order now. Call him today. General Electric Company, Distributor Sales, Electronic Components Division, Room 3018, Owensboro, Kentucky.

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EDISCO, INC.
5901 Mission Street, San Francisco

KIESUB CORP.

311 W. Pacific Coast Hwy., Long Beach
1162 Industrial Ave., Oxnard
14511 Delano St., Van Nuys
910 - 11th St., San Bernardino
318 - 21st St., Bakersfield
2426 - 4th Ave., San Diego
725 N. Los Angeles St., Anaheim

DISTRIBUTOR AND CSEA GROUP TO CO-SPONSOR MEETING ON NEW LAWS

A special meeting has been set up by local Los Angeles Distributors and the local chapters of the California State Electronics Association so that dealers throughout Southern California will have an opportunity to learn more about the new Registration law recently enacted by the Legislature.

Guest speaker for the evening will be Mr. Donald Otten, Fiscal Officer, Department of Professional and Vocational Standards, for the State of California. Mr. Otten, who will make only two appearances in Southern California in regards to this new law will be prepared to answer any and all questions regarding the enactment, enforcement, and procedures evolved in the new laws affecting the Service Industry.

This meeting will be held on August 28th, at 8:00 P.M. in the Roger Young Auditorium. Every dealer in the area should make arrangements to attend. It could be the most important meeting you have ever attended.

ASSOCIATION SETS POLICY IN REGARD TO BOARD OF CORRECTION

At the last meeting of the CSEA Board of Directors the Association set a new policy in regards to working with the Board of Corrections and their program of rehabilitation of men in prison.

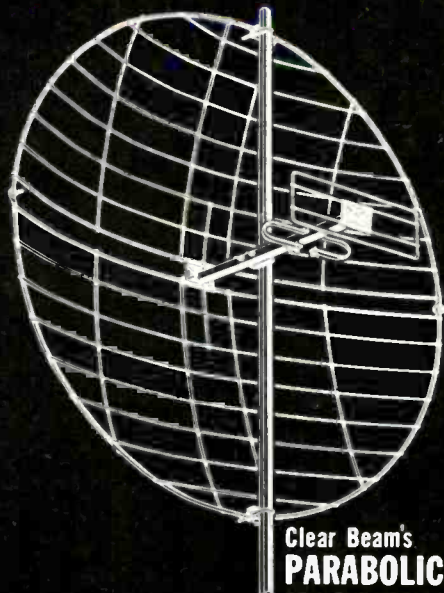
In the past the Association has shown a preference towards the type of offender that was admitted into the Electronic instruction courses in many of the State prisons. Under this new policy, the Association will not attempt to designate the type of offender and will leave the hiring of these men strictly up to the individual shop owner. It was felt that each dealer will have advance knowledge of the type of offense the person was convicted of and will have an opportunity to determine for himself whether or not he should hire him.

RCA EXECUTIVE TO DISCUSS NEW CITIZENS BAND UNIT AT L.A. MEET

Mr. Jack Devinsky, Manager of RCA Consumer Products Division, Harrison New Jersey, will be guest speaker at a Dealer meeting scheduled for Tuesday August 6th at 7:30 p.m. at the Roger Young Auditorium in downtown Los Angeles.

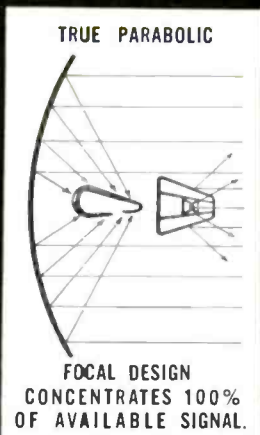
Highlight of the program will be the discussion of the new RCA Mark VIII 27-MC Citizens Band Radio-phone unit with the technical aspects being discussed by Mr. Jerry Carne, RCA Field Engineer.

Most POWERFUL UHF FRINGE ANTENNA EVER!



Clear Beam's **PARABOLIC** Model P-100

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Focusing screen selects directional signal . . . Rejects ghosts.

Unique parabolic "big screen" design, single dipole feature, and all metallic construction provide maximum performance even in the toughest fringe and translator UHF areas. Prevents signal loss caused by weather deterioration and phasing harness mismatch. Preassembled screen and dipole for fast, strong installation! Up to 18 db gain. *Proven the most powerful UHF antenna ever designed!*

Ask your distributor or write today for technical bulletin

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UHF DESIGN • UHF PERFORMANCE • CLEAR BEAM**

Through continuing research and nationwide evaluation of problems in UHF areas, Clear Beam brings you the widest selection of proven UHF designs. Clear Beam's UHF antennas have been field tested in every type of UHF reception area to assure you maximum performance, maximum profits!



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How To Talk

ANTENNAS TO YOUR CUSTOMERS

By ROBERT D. RAYNOR, President
Clear Beam Antenna Corp.

PART VI

WHY TV ANTENNAS WEAR OUT

We have stated elsewhere that TV antennas wear out . . . that they lose up to 50% of their power in the first three years of use. We have said that over 60% of all TV antennas presently in use are over three years old and should be replaced. We have said that worn out TV antennas have created one of the finest replacement markets of any appliance type merchandise used in the home.

All these facts are true . . . however, the strange thing is that most people do not seem to realize them until their antenna is totally deteriorated. The big question is "why" . . . just what happens to make the antenna wear out? The public has been led to believe that aluminum is impervious to the weather. The general feeling seems to be that if an antenna is still up on the roof and in one piece it should work as well as the first day it was installed.

Here's what happens:

1. **CORROSION** — Although the aluminum used in an antenna does not rust — it does corrode. Whereas aluminum is a good conductor of electricity . . . aluminum oxide is a non-conductor. When an antenna is corroded it is encased in aluminum oxide. Corrosion, therefore, is an insulator and prevents the antenna from receiving the full signal.
2. **RUST** — Almost all antennas use some brackets made of steel. Although these are generally employed to strengthen the antenna, usually they also function electrically. As an example, the nuts and bolts which connect the lead-in wire to the antenna must be clear of rust at all points of contact or the signal will not go down the wire to the set.
3. **INSULATORS** — Plastic insulators, used on almost all antennas, are affected by the infra-red rays of the sun.

They lose their luster and become porous. As dampness seeps into the insulator, it tends to short out the antenna.

4. **LEAD-IN WIRE** — The plastic in the lead-in wire is affected by the infra-red rays of the sun in the same way. It becomes porous, dampness can set in and it can reduce the TV signal. Frequently, when lead-in wire has been in use too long it becomes brittle and develops fine cracks going directly across the wire. These can be detected by bending the wire at an angle. If this condition exists it can cause a direct short across the wire and prevent virtually all of the signal from reaching the set.
5. **ELEMENTS** — Frequently, because of the wind, birds or icing conditions, the elements of an antenna will become bent or will actually fall off the antenna. When this occurs the antenna becomes detuned and either does not perform on certain channels or can actually work against itself and cancel out much of its own signal.
6. **OBSOLESCENCE** — In many cities, new stations have come on the air and have become available since the time the original antenna was installed. Because of the nature of television, it is quite possible that the old antenna does not receive the new stations adequately whereas a new antenna . . . of a more modern design would do the job.

There are lesser other reasons why antennas wear out . . . the above, however, directly affect the picture quality in terms of clarity, sharpness, etc.

Because these difficulties occur over a period of many years, most set owners do not detect the deterioration of the picture quality as it occurs. By the same token, there are very few set owners whose antennas have been in use a few years who rave about their picture quality . . . and fewer yet who do not feel something could be done to get a better picture.

SUMMARY

Antennas wear out slowly, but surely. They lose up to 50% of their power in the first three years of use. Some of the causes: rust, corrosion, dried out and cracked insulators, or lead-in wire, broken or bent elements and general obsolescence of antenna.

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95¢ PER LINE, one time. MINIMUM: 5 lines.
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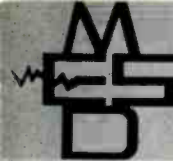
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DON MARTIN

EDITORIALLY SPEAKING

CLAIRE LANAM PASSES AWAY

It is with a great deal of regret that we announce the news that CSEA President Claire Lanam passed away, after suffering a stroke, late last month.

Claire Lanam was a leader of men. Although you may have disagreed with him, he was respected by all who knew him and he will be missed by us all.

He was active in many organizations having served as President of numerous groups with hundreds of objectives. He never let down at any time even though he had not been in good health for many years.

As President of CSEA from June 1962 until his death the Association enjoyed its greatest hours of achievement. The signing into law of the new registration law just a few hours after his death was the achievement of hours, days and months of dedicated work. He would be the first to say that he didn't do it alone because nothing is accomplished in that manner. However, the spark and drive that made this law a reality can not be denied him.

The entire industry mourns his passing.

A CASE FOR STATE ASSOCIATIONS

As many of you know, there has been a great deal of activity on the part of dealers throughout the country to form an association of state associations called the National Electronic Association. As we understand it, this has been accomplished with the incorporation of this group and the intinual membership of some 14 state associations.

To date, the California State Electronics Association has gone as far as possible with the organization of NEA. It has supported it with minor funds but is still holding back its final endorsement to a later date. The association itself, we feel, is a compliment to CSEA.

In California we have a unique situation in that this State Association has accomplished more than any other group of its kind in the nation. For this reason I feel that many State groups have decided to go it alone and show a united strength within their own State rather than through a national association. All of the individual battles we have had in California are reflected in other States. Yellow Page Advertising, Bait newspaper advertising, a Registration Law with teeth in it, etc., are only a few of the battles that have been, or are being, won. Our operations clean-up, the work with the State law enforcing agencies and Better Business Bureaus, our code of ethics and many, many more programs have given hope to other dealers in other States that similar results can be accomplished through hard work and a united front on State level.

No one in CSEA would ever state that the fight is over. We are far from that type of attitude. What has been accomplished is only the beginning . . . now we must fight to make it all work and to insure a clean industry for the sake of the dealers as well as the consuming public. Yes, we now have the tools. With the help of every dealer in the State and through a united membership these plans will work.

This did not start out as a membership pitch to all of you dealers who are not members but it seems to be headed that way. Just take a look at what is happening in our industry in California today and dig out some of the old phone books, newspapers, etc., that have appeared only a few years ago. We have made terrific strides and can go a lot farther.

Through CSEA you will have direct representation on the new Commission that will administer the new registration law. This alone is worth the cost of membership. You will enjoy an insurance program that is second to none. You will be able to meet with and mutually solve the everyday problems of being in the service industry and you will take part in the industry that you are making a living in. Why not find out more about it today?

MEANING OF NEW REGISTRATION AND LIEN LAWS

In the next issue of MESD we will reprint the new Registration Law as well as the new law that regulates Television and Radio repair liens. I can not urge or impress upon you enough the importance of reading this material and not just once. Never has anything ever affected the Service Dealer in California more and it is vital that everyone know and understand the full meaning.

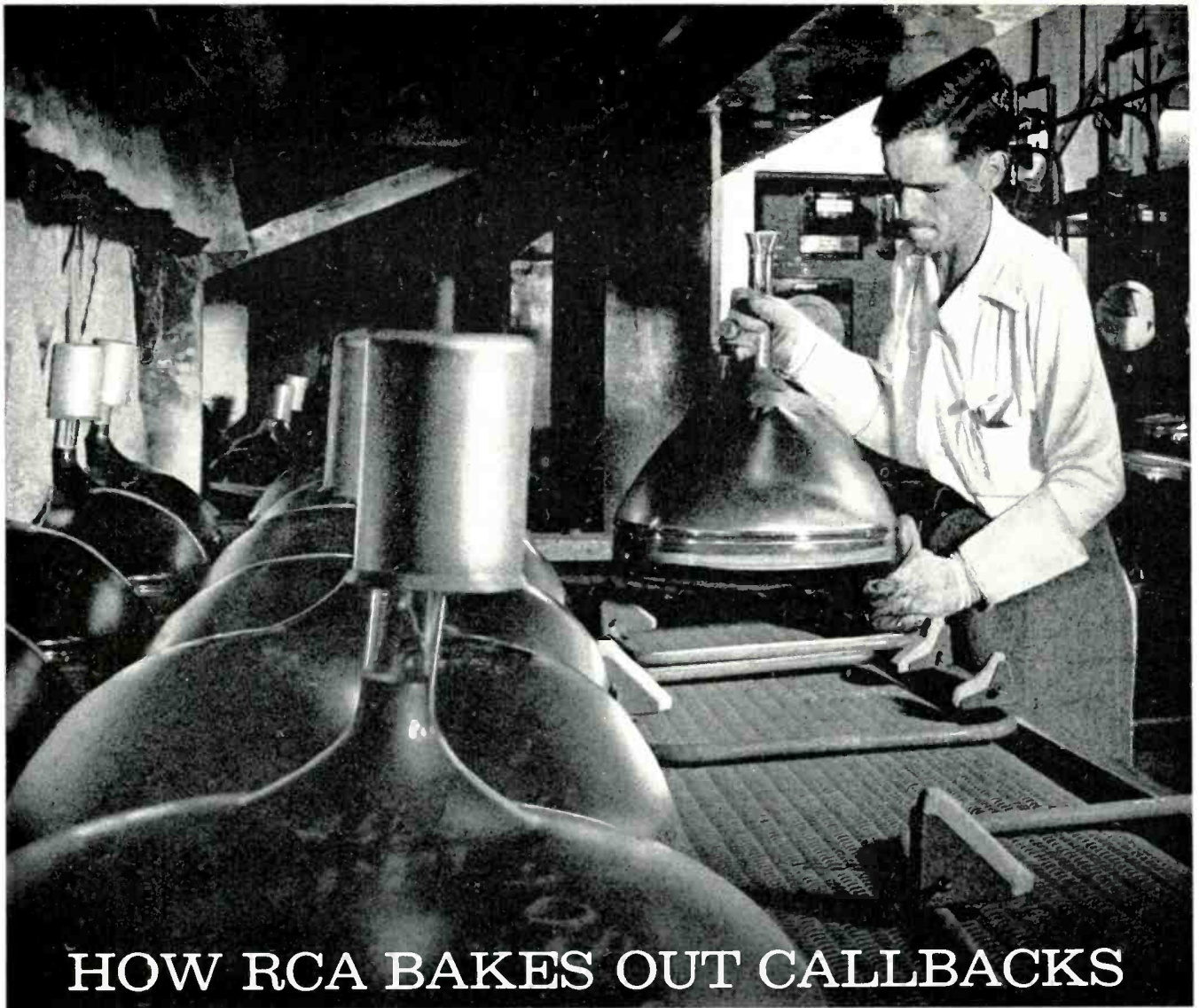
The registration law is just that. It is an act that requires the registration of every Service Dealer in the State and provides the teeth to enforce it. It may produce many ramifications and could be abused by the general public or the industry itself. It is designed to protect the consumer and equally as much, the honest service businessman.

Because of its uniqueness in California, it is on a trial basis for two years. If everything goes well, it is only a formality that it will be passed in 1965 by the legislature.

CONVENTION COMMENTS

Once again it was a pleasure to attend the annual meeting of the California State Electronics Association in Fresno. These meetings never cease to be interesting, stimulating and educational. They always bare out the complete interest in the Association from a State-wide basis, and the worth while results of their efforts. As in any organization they have their differences of opinions but this is only indicative of general interest and always results in unity and a stronger Association.

The defeat of a proposed amendment to the By-laws that would have called for a State-wide election of the President at a general convention of the membership was received with mixed emotions. There is no doubt that the move was designed to bring a greater degree of participation into the Association by the general membership and I am sure that sooner or later this will be done. Many contend that the present system does provide a direct communication by the election of Delegates by the Chapters, the election of the Board of Directors by the Delegates and the election of the officers by the members of the Board. Others feel that the Delegates should elect the Officers at this annual meeting and here is where the difference of opinion occurs. The only comment I have to make is that the Association has always had a good group of State-wide Officers. They have always demonstrated good sound leadership and will continue to advance the projects and principals of the Association and the Industry as a whole.



HOW RCA BAKES OUT CALLBACKS

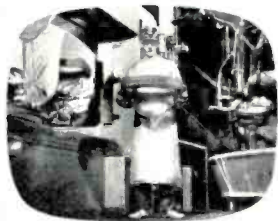
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You are looking from-inside-out of a Lehr oven—a high-temperature “picture tube kiln” designed to bake potential troubles out of Silverama picture tube bulbs.

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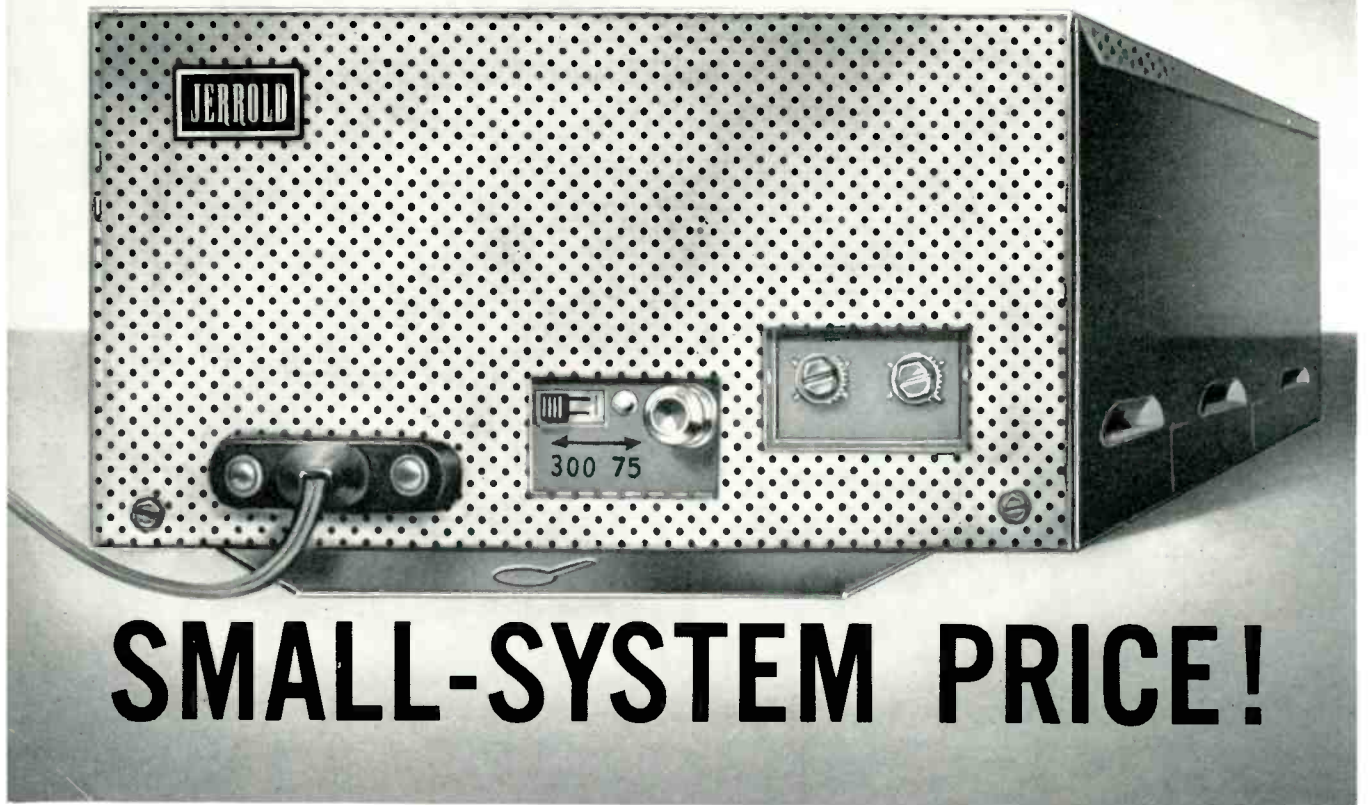
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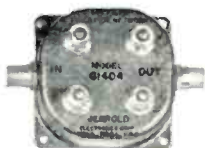
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