

MODERN

1963 "WSBP"
Award Winner

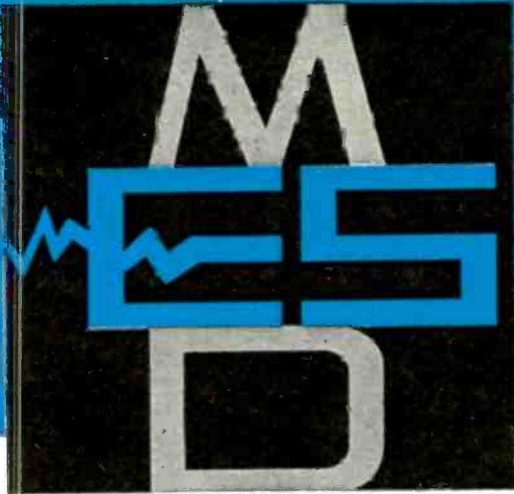


electronic service dealer

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

VOL. 4, NO. 3

JULY, 1964



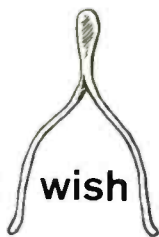
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Others just wish they could



throw in this sales hook free with every set



Yes, they wish they could ...but dare they?

We dare.

We can afford to.

We say to dealers who sell Channel Master transistor radios: "Is the complaint reasonable? Did some little thing go wrong? (We're only human). In that case—remember—our customer is always right.

"So reach up and hand him a spanking new set. Free. Don't keep him waiting for repair or factory replacements. Not even for a minute."

And to our distributors who sell the dealers who sell the customers, we say in turn: "Quick! Replace the dealer's defective unit with a brand-new radio."

(We don't want to keep you cooling your heels, either.)

Of course, the 90 day warranty starts all over again the moment you get the new set.

Daring guarantee? Not really. It doesn't take guts. Anyone could do it—with radios as good as ours.

Come to think of it—this whole radio line backs itself up. The terrific warranty merely happens to put it in writing.

Don't you just wish you had this exclusive selling tool? It's yours to use.

Build yourself a mountain.

Of profit.

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Long Beach HE 6-9697 & SP 5-1428

IN

Anaheim: KI 7-3527 & 865-0688

Bakersfield: FA 7-5535

Oxnard: HU 3-9541

San Bernardino: TU 8-6807

Van Nuys: ST 1-3930

MILLER'S RADIO & TV SUPPLY

530 East 8th Street
Oakland, TE 4-9185

IN

San Jose: CY 5-6818

Santa Rosa: LI 2-5423

Walnut Creek: YE 4-3000

ASSOCIATED RADIO DIST.

1583 Howard St.
San Francisco, HE 1-0212

IN

Palo Alto: DA 3-3173

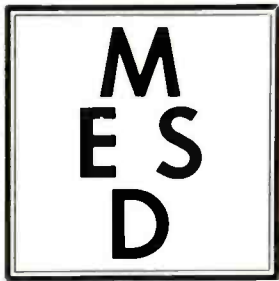
San Mateo: FI 5-3575

Vallejo: MI 3-4531

NORCAL ELECTRONICS

1115 "R" Street
Sacramento, 442-9041

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MODERN ELECTRONIC SERVICE DEALER

STAFF:

DONALD J. MARTIN
Publisher and Managing Editor
CSEA Press Secretary

IRVING TJOMSLAND
Technical Editor

FRANK BURNS
Business Manager

MORRI OVSEY
Art & Cover Director

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CALIFORNIA STATE
ELECTRONICS ASSOCIATION, INC.
JIM WAKEFIELD
Executive Director
5154 No. Palm Ave.
Fresno, Calif. 93704
227-1587
Sacramento Phone: 482-0706

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COVER:

New President Ralph Johannot takes over gavel and duties of directing the California State Electronics Association from Emmett Meffort. Association unity and industry direction are key issues in 1964-65 stated Johannot as he addressed the general session of the Association last month.



EDITORIALLY SPEAKING

By **DON MARTIN**

First of all I want to thank the members of the California State Electronics Association for the Special Award they presented to me during the annual convention in Fresno. In all humility I want everyone to know that this is the finest recognition a publisher can achieve and it is very rare that an Industry will show this type of appreciation to the Business Publication that is doing its best to serve that Industry.

This award is especially gratifying when on many occasions we have had opposing views. The integrity of this publication is always on display through this type of difference and when we all agree that we are trying to build a better industry, regardless of the viewpoint, we can not help but to go forward.

ANNUAL CONVENTION

Each year we seem to say the same thing . . . that this convention was the best of them all. The story is the same this time but with even a greater meaning. For the first time our Industry made an attempt to look at the other side of the coin and to evaluate the situation with complete knowledge. Against strong opposition and, I believe, rightfully so the delegates heard the Subscription TV story. They had heard the Free-TV side a few months ago and at this affair were able to meet face to face with STV and learn more about their program for the future. At the same time, they invited one of the world's top manufacturers of home entertainment products to present the import marketing picture. Leo Wyett of Sony did a terrific job of proving how the foreign manufacturers are on the offensive to create new products rather than duplicates. Both presentations were timely and important to the Service Industry.

Dan Weston's declaration of war on "unfair competition" was a fitting climax to the three days of convention activities. A policy of full disclosure is certainly in order and a realistic approach to the problem of protecting the consumer and developing a healthy atmosphere for the independent TV service businessman.

The social activities, I believe, went a long way in developing state wide friendships and unifying the organization as a whole. The informality of the picnic and the openness of the hospitality room generated a great deal of goodwill. I would also like to make the comment that the total cost of the convention was provided by the members who attended. The event was completely void of any manufacturer or distributor participation or sponsorship of luncheons, cocktail parties, etc. that usually mark this type of gathering and I think it is to the credit of CSEA that no pressure was placed on any of these people to provide door prizes, food, etc. I honestly believed that this type of attitude is in the right direction and shows these suppliers that we are interested in their welfare as well as our own.

**NATIONAL ASSN. OF BROADCASTERS
ASK FOR CATV REGULATIONS**

The Television board of directors of the National Association of Broadcasters has voted to seek congressional legislation which would give the Federal Communications Commission authority to regulate all forms of community antenna television systems. The legislation, according to the report,

would be for the purpose of providing for the operation of community systems solely as auxiliary and supplementary broadcast services. In the Association's recommendation it pointed out that the CATV systems started out solely to provide service where normal reception is impossible but is now growing far beyond its original function.

**TV REPAIRMEN ACCUSED
BY BUNCO SQUAD**

An item in the June 20th, 1964 edition of the Los Angeles Herald Express seems to be timely so we thought we would reprint it for those of you who might have missed it.

The article reads with the above headline and then, "The managers of two Los Angeles television repair shops and three employees were arrested Friday by bunco squad detectives who said they have received more than 1,000 complaints from customers over the past five years.

Booked on charges of petty theft and later released on \$1,000 bail each were John Schaefer, 42, of 1321 N. Formosa Ave., manager of Magnatron Television, 1506 W. 7th St.; Fred C. Sands, 26, of 849 1/2 N. Seward St. manager of the American Television Corp., 3117 W. 8th St., and two of Sands' employees, William Santoro, 34, of 11213 Califa St., North Hollywood, and Frank James Komenus, 28, of 727 S. Coronado St.

"The fifth man, Dennis Beaton, 27, of 1613 1/2 W. 7th St., an employee of Magnatron, was booked on a burglary charge and freed on \$2,200 bail. Detectives said he went to a home to pick up a rented TV set but instead took a set owned by a resident.

"Police said customers have complained they were charged for work not performed and for materials not used."

**CSEA CREDIT UNION TO BE
INVESTIGATED**

One of the most interesting ideas to come from the recent CSEA annual meeting in Fresno was that of forming a credit union. Many organizations and companies do have credit unions and it seems to me that this type of activity by the California State Electronics Association might be a good one. Financing today is a major concern of most small businessmen and an active participating credit union of service dealers could fill a real void.

The Board of Directors have authorized the President to investigate this proposal and to make a report to them at their August meeting. I am sure that it would involve a special type of corporation and stock sale but it could be a step in the right direction of the Association.

READERSHIP STUDY

Within the very near future we are going to do a readership and buying study of MESD readers. This type of information can be of major importance to us in determining the type of articles you want to read and the material you wish presented. At the same time it will let us know what you are buying, how much and from whom. Once again your cooperation will be sincerely appreciated.



American Video, Inc., is proud to announce its *new* trademark.

Our growth and diversification within the electronics industry dictated our decision to change our trademark to best exemplify the dynamic national nature of our organization.

Soon you will see this trademark on all of our many items as well as on our new fleet of diesel semi-trailers.

American Video, Inc., The West's largest manufacturer of industrial, special purpose and entertainment cathode ray tubes.

Winegard COLORTRON Antenna



The Colortron Antenna's "BALANCED DESIGN" is the Winegard secret of superior color reception!

It takes a combination of high gain, accurate impedance match, complete band width and pinpoint directivity to make the perfect color antenna. Only the Winegard Colortron gives you all 4 with **BALANCED DESIGN**.

What is Balanced Design? It's not enough to design an antenna for high gain alone and expect good color reception. A high gain antenna without *accurate impedance match* is ineffective. Or an antenna with *good band width* but *poor directivity characteristics* is unsuitable for color. The Winegard Colortron is the one antenna with *balanced design*, excellence in *all* the important characteristics that a good color antenna requires.

For example:

Gain and Bandwidth—A superior color antenna must have high gain and complete bandwidth as well. But the response must be *flat* if it is to be effective. Peaks and valleys in the curve of a high gain antenna can result in acceptable color on one channel and poor color on another.

No all-channel VHF-TV antenna has more gain with complete bandwidth across each and every channel than the Colortron. Look at the Colortron frequency response in this oscilloscope photo.

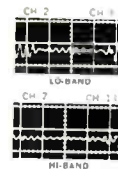
Note the consistent high gain in *all* channels. Note the absence of suck-outs and roll-off on end channels. The flat portion of the curve extends on the low band from the channel 2 picture carrier past the channel 6 sound carrier.

On the high band, it is flat from the channel 7 picture carrier to the channel 13 sound carrier. There is less than 1/2 DB variance over any channel.

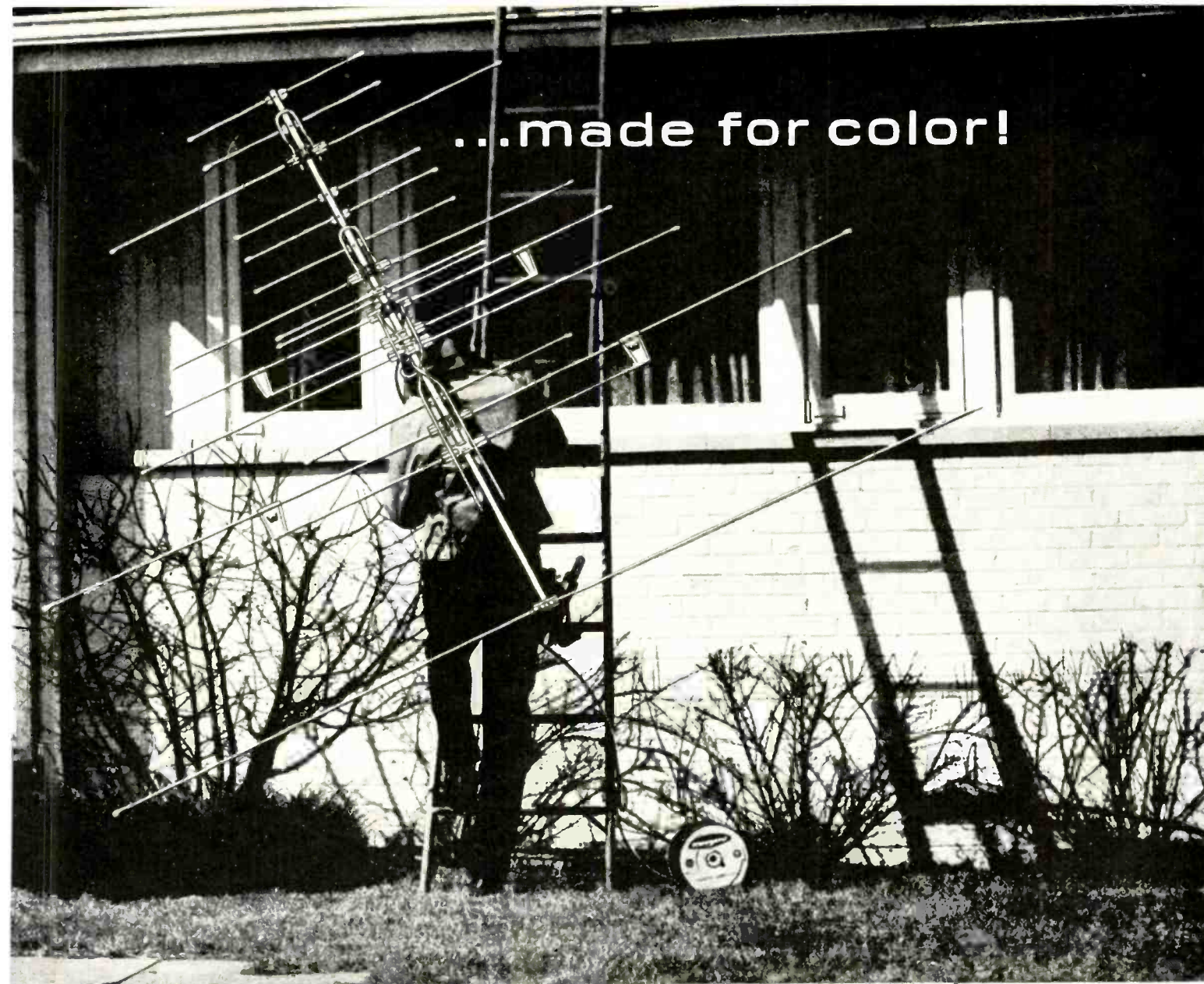


Impedance Match—the two 300 ohm "T" matched Colortron driven elements have far better impedance match than *any* antenna using multiple 75 ohm driven elements. The Colortron transfers *maximum* signal to the line without loss or phase distortion through mismatch. Winegard's "T" matched driven elements cost more to make, but we know the precision results are well worth the added manufacturing expense . . . because a mismatched antenna causes loss of picture quality which *might* get by in black & white, but becomes highly disturbing in color.

The oscilloscope photo here shows the Colortron VSWR curve (impedance match). No current VHF-TV antenna compares with it across all 12 channels.



...made for color!



Directivity—Equally important for superior color pictures is freedom from interference and ghosts. Therefore, an antenna with sharp directivity and good signal-to-noise characteristics is necessary. Extraneous signals picked up at the back and sides produce objectionable noise and ghosts in black and white reception . . . frequently ruin color reception.

Winegard's Colortron has the most ideal directivity pattern of any all channel VHF antenna made. It has no spurious side or large back lobes . . . is absolutely dead on both sides. Colortron does not pick up extraneous signals, and even has a higher front-to-back ratio than a single channel yagi.

Look at this Colortron polar pattern. No other VHF-TV antenna has sharper directivity on a channel-for-channel comparison.



BALANCED DESIGN COLORTRONS HAVE SUPERIOR MECHANICAL FEATURES, TOO!

Every square inch of the Colortron has been engineered for maximum strength, minimum weight and minimum wind loading. Even the insulators are designed for low wind resistance. The result

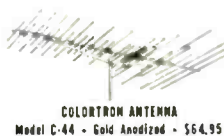
is a streamlined, lightweight antenna that stays stronger longer. Colortrons have been wind tested to 100 mph.

Colortrons are simpler to put up, too. Easier to carry up a ladder and mount on a high mast. No extra weight and bulk to frustrate the antenna installer.

And, you can see the difference in quality when you examine a Winegard COLORTRON. The GOLD ANODIZED finish is bright weather-proof gold that *won't fade*, rust or corrode. It's the same finish specified by the Navy for military antennas. Full attention is paid to every detail.

Winegard Helps You Sell—does more national advertising than all other brands combined. When you sell Winegard, you sell a brand your customer knows . . . backed by a *written factory guarantee of satisfaction*.

It's not surprising that Winegard leads the field in the number of antennas installed with color sets. And Colortrons have been installed by the hundreds of thousands for black and white sets too—for the antenna that's best for color is best for black and white as well. Why don't you try a *balanced design* Colortron and see for yourself?



COLORTRON ANTENNA
Model C-44 • Gold Anodized • \$64.95



COLORTRON ANTENNA
Model C-43 • Gold Anodized • \$51.90



COLORTRON ANTENNA
Model C-42 • Gold Anodized • \$34.95



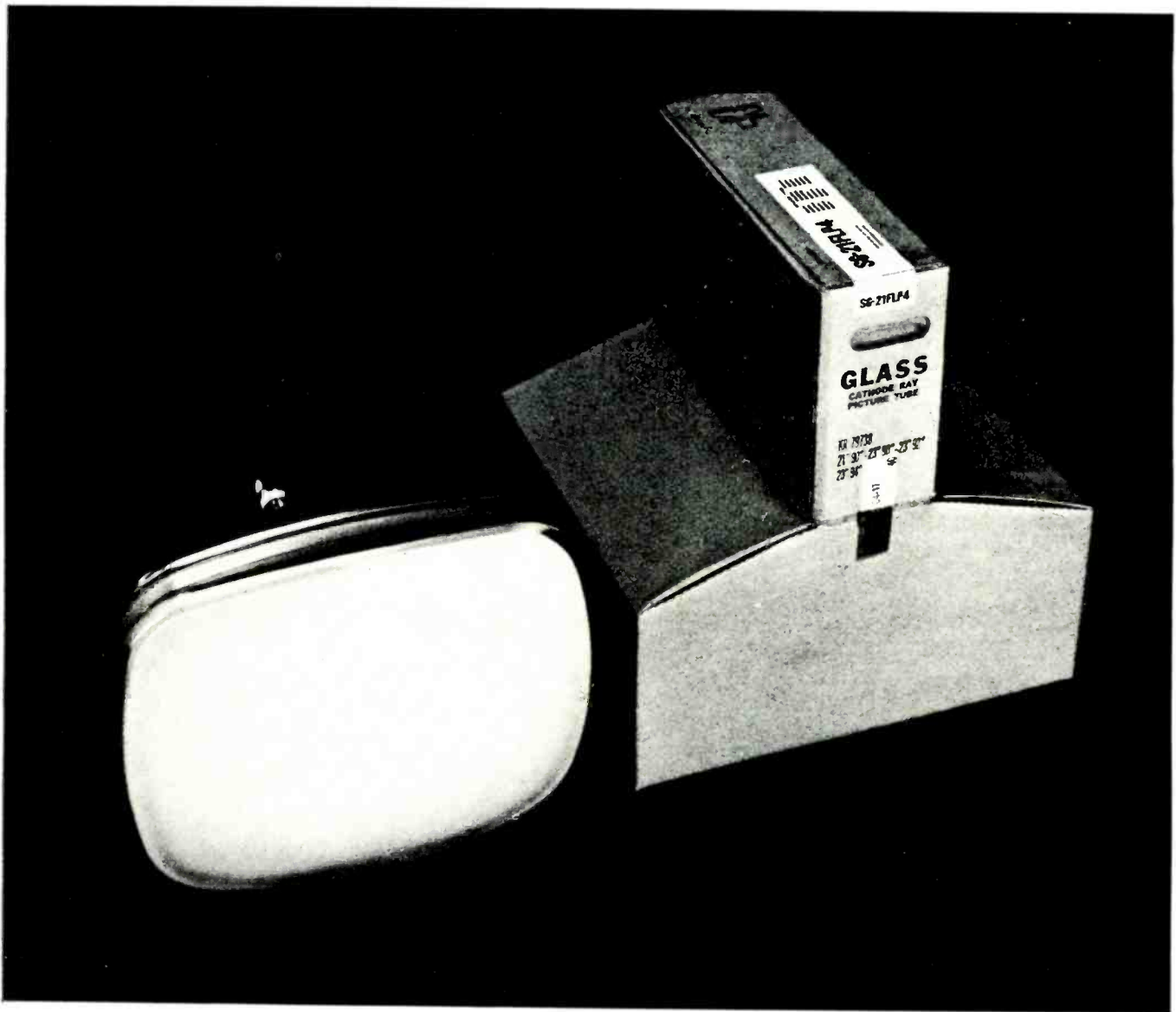
COLORTRON ANTENNA
Model C-41 • Gold Anodized • \$24.95



3009-F KIRKWOOD • BURLINGTON, IOWA

Circle 11 on literature card

A better tube deserves a better box



(a T-Box)

The G-E "SG" straight-gun picture tube* comes in a new package that's more than just a box—it's custom-tailored tube protection. Easy to carry, easy to open, the new T-Box minimizes tube breakage and is really handy for dud return.

As always, G. E. is placing the "Accent on Value" by manufacturing the best straight-gun tube—that doesn't need an ion trap. With only 25 G-E "SG's," you're ready to replace 250 other picture tube types and provide faster service. Fewer call-backs! No ion trap nuisance!

A perfectly resolved picture . . . up to 80% brighter.

Your reliable G-E distributor is waiting for your order now. He has the best replacement tube yet—and the box to put it in. Call him today.

**All new parts and material in a reused envelope.*

Progress Is Our Most Important Product

GENERAL  ELECTRIC

CONTACT ANY OF THE FOLLOWING DISTRIBUTORS:

**MILLERS RADIO &
TV SUPPLY, INC.**

530 East 8th St., Oakland, Calif.
7076 Armory Dr., Santa Rosa
1263 Arroya Way, Walnut Creek
785 S. First St., San Jose

ANDREWS ELECTRONICS
1500 W. Burbank Blvd., Burbank

**WHOLESALE ELECTRONIC
SUPPLY**

265 So. Laurel, Ventura
209 W. Cannon Perdido, Santa Barbara

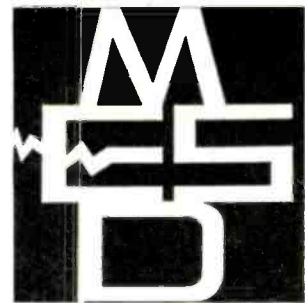
COOK ELECTRONICS
210 E. Hardy St., Inglewood

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
725 N. Los Angeles St., Anaheim



dates

dealer news

programs

WOODMEN OPENS NEW INSURANCE DRIVE FOR CSEA MEMBERS

The Woodmen Accident and Health program that is being used by the California State Electronics Association, has been re-opened with no evidence of insurability needed to participate.

According to the State office, this program of re-solicitation will be open until July 25 with only two qualifications. 1. that the person applying has not been turned down by Woodman in the past, and 2. no one over 60 years of age can participate without examination.

Representatives of Woodmen are in the field at the present time and everyone is urged to join the program if at all possible.

NEA COST OF DOING BUSINESS: SURVEY UNDER WAY

The National Electronics Associations (NEA) are embarking on a nation-wide cost-of-doing-business survey, specifically for the Radio/TV Service Dealer. In the past many surveys were conducted for/and/by manufacturers, distributors and sales dealers, but none were conducted for and by Service. The survey forms will be available in June and should be filled in by Service and returned to the auditor before July 10, which will give approximately 30 days to analyze the returns before the September NEA meeting in Detroit.

All NEA members will automatically receive the results. Any non-members who wish to participate can do so by including a self-addressed stamped envelope with the completed form.

The completed survey information sent in by Service Dealers is confidential and are mailed directly to the auditor whose name is on the form who in turn will compile the information and report the results to NEA.

If Service People are careful and fill the forms in detail this report can be a valuable tool in running a service business, contracting for new business or in making future plans.

NEA asks Service shops to return the forms as soon as possible. IF you did not receive a form, write and ask for one to NEA, 4401 Quincy Street, NE., Minneapolis 21, Minn.

FREE TRIP, CASH, & AWARDS AS MEMBERSHIP DRIVE GETS UNDERWAY



MESD PUBLISHER HONORED FOR SERVICE TO TELEVISION INDUSTRY

The California State Electronics Association, through its Board of Directors, presented a "Special Award" to Don Martin, Publisher of Modern Electronic Service Dealer at the recent annual convention of the group in Fresno.

The surprise presentation was received with a great deal of pleasure and appreciation to the Association for this recognition. MESD just began its fourth year of publication in May and its future gets brighter each month.

According to Martin, "I have been in the publishing business for over 12 years and this is the first time I have ever seen a publication honored by the Industry it is trying to serve. This award has even greater meaning when you stop to realize that the viewpoints expressed by the Publication are often controversial and are received with mixed emotion. However, whatever our editorial stand might be, we want to make sure that both sides are heard and will always publish the criticism, as well as the compliments. In this way we can always be fair and, as long as it is in the best interests of the Industry as a whole, can not help but to go forward."

A weekend in Las Vegas, Reno or Stateline including transportation and hotel accommodations are waiting for any point getter in the new California State Electronics Associations membership drive that got underway June 13th.

Open to members only, none of the paid staff people can participate, a \$50 second prize and special prizes to anyone turning in one new member adds further incentive to this new drive.

The program itself is based on a "fish bowl" drawing with chances being earned on a point schedule. For each point a ticket with the person's name on it is added to the "fish bowl." For example: For each new member turned in you receive 10 points or chances. If you are able to get a full chapter started (six minimum) it is worth 50 points or chances. For attending your regular chapter meeting you receive another chance and all persons who attended the annual meeting last month in Fresno will receive a bonus of 5 chances. Although distributors are o. k. for membership a special 5 chances will be given to each member who brings in a new distributor as a member.

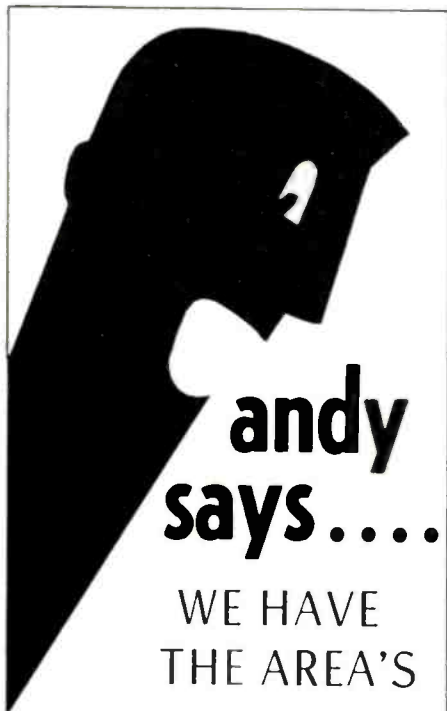
In this contest everyone wins that brings in a new service shop as a member. A special prize has been set for those who qualify and special award trophies will be given to the chapter turning in the largest number of points and to the chapter who has the greatest increase on a percentage basis.

Naturally, everyone is urged to participate in this big drive for membership and further information can be obtained from the State office in Fresno.

Two New Chapters Chartered by CSEA


Two new chapters of the California State Electronics Association have been chartered, according to Jim Wakefield the Association's Executive Secretary.

The two new chapters are North San Joaquin County with chapter headquarters in Lodi and the Butte County chapter located at Oroville.



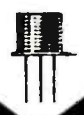
**andy
says....**

WE HAVE
THE AREA'S
**LARGEST
SELECTION
OF ORIGINAL
SERVICE PARTS**



- RCA
- ZENITH
- GENERAL ELECTRIC
- DELCO AUTO RADIOS

PLUS—THE BEST LINES
OF GENERAL
REPLACEMENT PARTS



ANDREWS
ELECTRONICS
1500 W. BURBANK BLVD.
BURBANK, CALIF.
TH 5-3536
ST 1-3120
VI 9-6014



BY
RALPH
JOHONNOT

1964-65 will be a challenging year for our association. Making our legislation permanent will again require our greatest efforts. As this year progresses it is apparent that the Board has really got the ball rolling and much progress will be made this summer and fall. Many I know feel that there has been too little achieved to this date, but remember, this is a law and it must have the proper teeth to do the job as we envisioned. This requires that all definitions and phases be checked time and time again to see that there are no loop-holes before the Board takes any drastic action.

As your elected president for this coming term I have several plans which I hope the Board of Directors and Delegates will approve.

First, a program known as "The Self Certification Program" was started over a year ago by past President Lanam. This program I feel is of the utmost importance in as much as our legislation has no technical requirements. This plan would enable any technician to take such an examination at some authorized trade college or place so designated so that he might prove his proficiency and knowledge. From this C.S.E.A. could issue certificates of apprentice through a master technician. Such exams could be broken in parts much in the same manner the F.C.C. licenses the amateurs. In this case it could be from the simple A.C.-D.C. radio on through color television or even computers if there was such a demand.

Second, the C.S.E.A. should have participation in the National Electronics Associations. I have asked our Executive Director Mr. Wakefield to proceed along the necessary requirements of membership. This is on a strictly voluntary basis and so if any shop is inter-

ested in supporting the National group please get in touch with our state office.

Another action I feel should be carefully studied is the incorporation of the local and Zone offices for the protection of the members and officers in their area. This, again, I have asked Mr. Wakefield to assist when he is in your local.

Another point of interest which came to light at the Annual Meeting which we just attended in Fresno, was the general lack of membership in CSEA by our California Distributors. I feel that in some degree this situation is caused by a lack of understanding by our distributors of CSEA and its aims and objectives and just where they fit into our association. Very briefly, it is this—through the suggestions and other offerings by those Distributors that have joined with us, we have found that we can better understand mutual problems that do exist. This was proven some years ago when we sponsored two meetings in Fresno at which representatives of our service industry and the Distributors met and found that we *did* have common problems and some solutions were found. I would therefore like to extend an invitation to those Distributors—whether parts exclusively or finished products or both—to join CSEA as active members of our group. You pay no more than a Service Shop, and enjoy all privileges except a vote. This will be another chance for you to be heard by a group who are vitally interested in you, the Distributor.

In closing I wish to state that I feel that it is an honor and privilege to be elected as your President for this term, and will do everything possible to see that our industry is up-graded and progresses into a more desirable and profitable future. I welcome any suggestions or ideas and would like to hear from members and non-members alike.

MODERN ELECTRONIC SERVICE DEALER



NEW OFFICERS of CSEA include (left to right): Hugh Wilkins, Secretary; Darrel Petzwal, Vice President; Ralph Johonnot, President and Ed Fort as Treasurer.

Johonnot Named As New President At CSEA Annual Meeting In Fresno

Ralph Johonnot of Tri-Color TV in Burbank was named last month as President of the California State Electronics Association.

In an election held during the Association's annual meeting in Fresno, Johonnot was chosen by a slim margin over Darrell Petzwal of Sacramento in a surprise move by the delegates.

The Board of Directors of CSEA, under a new set of By-Laws, nominated Emmett Mefford, the incumbent, and Johonnot for the position of President. When nominations from the floor were opened the delegates nominated Darrell Petzwal in a surprise move. For a moment it looked as if the delegates from Southern California would be split over the two nominations from that area and that Petzwal could be named President on the first ballot.

After the counting of the votes, Johonnot held a slim, but not a majority, margin over Petzwal and he, in turn, over Mefford and the result making it necessary for a runoff between the top two vote getters. The final count showed that Johonnot had enough delegate votes to carry the election with a close ballot of 318 to 295. The majority necessary to elect was 307 since 613 member votes were represented at the meeting.

In other offices, Darrel Petzwal was elected vice president, Hugh Wilkins of Los Angeles was elected Secretary and Ed Fort of San Diego was re-elected Treasurer.

The balance of the new Board of Directors include: Al Chesser of Fresno; Mel Hury, Morgan Hill; Lee Hoy, San Rafael; Allan Crawford, El Cerrito; Wes Keys; Walnut Creek, Ralph Cornelius; Bakersfield, and Emmett Mefford of Fontana.

The only two new members to the Board of Directors were Hugh Wilkins of Los Angeles, who replaced Bob Whitmore, and Al Chesser, who replaced Ken Preston. Whitmore had been named as Chairman of the Zone "F" council and could not remain on the Board and Preston retired because of ill health.

This year, for the first time, special recognition awards were made by the Association for outstanding contributions to the Association and to the Service Industry.

First to receive an award was Ken Preston for his years of dedication and devotion to CSEA and the Industry he has been a part of for many years. It was through his work and reputation that the State Senator Short of Stockton first became acquainted with and then introduced the Senate Bill that is now known as the Electronic Dealer Registration Law.

Second to receive special recognition for his contributions to the Association and Industry was Don Reed a former member of the Board of Directors from Zone "F." Don Reed is almost entirely responsible for the present By-Laws of the Association.

Third to receive recognition was Don Martin, Publisher of Modern Electronic Service Dealer, for his work in providing a means of communication and service to the industry as a whole.

Weston Addresses Group

Over 200 delegates, wives and friends were in attendance at the annual meeting of the California State Electronics Association held in Fresno on June 12, 13 and 14 and heard Dan Weston, Chief of the Bureau of Electronic Repair Dealers Registration state that

"unfair competition" is the major factor facing the television service dealer today.

In addressing the group at the President's Luncheon on Sunday afternoon he stated this "unfair competition" has caused the service dealer the loss of "customer confidence." The Bureau of Electronic Repair Dealer Registration is dedicated to eliminating this type of competition through free and full disclosure of information regarding what is being done to a set. It is felt that through this method the service industry will regain the respect of the consumer, as well as his confidence, and place the individual shop on a level that reflects his technical, educational and mechanical abilities."

Mr. Weston went on to say that, "the present law provides us with the tools to regulate the conduct of the service

(Continued next page)



THE NEW BOARD OF DIRECTORS besides the officers include (left to right) Mel Hury, Al Chesser, Wes Keys, Lee Hoy, Emmett Mefford and Ralph Cornelius.



CONVENTION

(Continued)

shop but that it is the intent of his Bureau to set regulations of disclosure of information rather than conduct."

In talking of unfair competition Mr. Weston referred to such things as dealers who charge for alignments when they are performing adjustments which thereby places the honest repair dealer in an unfair position of competing for alignment business on a basis of alignment rather than adjustment. Another area to be covered by regulation is the definition of tuners as to whether they are new, re-built or just cleaned. Under this regulation a dealer will only be able to charge for the work he performs and a tuner replacement or repair will not have to compete with a little oil. Other subjects covered included the picture tube and a new system of grading that will force the manufacturer to disclose what is new and what is used under a definition. In this case, the regulation will actually place the proof of new, re-built, rejuvenated, etc. on the back of the manufacturer and not on the dealer. Also discussed was the regulation regarding full disclosure of where a set is being repaired and by whom. It will call for a complete definition of address and business.

Mr. Weston pointed out that "you can not pass a law to make a person honest, but you can through disclosure take away the unfair competition that these dishonest dealers have over the 90% of the dealers that perform a dollar's worth of value for a dollar's worth of cost. The customer only wants a fair and just price and through disclosure type regulations we hope to insure this right."

Following his presentation to the group a question and answer period was held. We will try to highlight some of these as an insight into the job Weston was appointed to administer.

In answer to a question as to his Bureau's activities Mr. Weston remarked that on the first day he took office he walked into an empty room with two telephones on the floor and over 18,000 pieces of mail. Each and every letter has now been answered and they are up-to-date as far as this work is concerned. At the same time he stated that they have opened files on over 2,000 complaints against Television service men and are in the process of qualifying these at the present time. His staff consists of himself, an Assistant Chief, two representatives in the field and three office employees. To date they have registered over 6,700 dealers and are in the process of re-registering these people at the present time.

CONVENTION CANDIDS: Top row: Barb-B-Que and Beans for all . . . but you had to line up for it was a top attraction of the convention. Second row: Delegates raised many questions during the business sessions (left) while President Emmett Mefford and Delegates Chairman Chester Almond attempted to answer them. Third row: New Prexy Ralph Johannot addresses the group for the first time while Mrs. Johannot, far left, watches and Bureau Chief Dan Weston looks on. Fourth row: Sandbagger Mefford after his bowling victory at the picnic (left). Leo Wyatt, Sony Corporation, is shown here prior to his presentation at the Saturday luncheon.

CONVENTION SOCIAL ACTIVITIES HIT HIGH POINT

The social calendar for the annual meeting of CSEA was not left undone by the delegates, their wives and children with the big hit being the Bar-B-Que and Bean dinner at Roeding Park.

Hosted by the Fresno Chapter, this was truly one of the most successful events ever held. A warm feeling of friendship and fellowship evolved from the carefree and comfortable atmosphere of the affair. Delegates from all over the State were able to become better acquainted and a free exchange of business information was of great interest to everyone.

Setting the stage for this event was a get acquainted cocktail party hosted by President Emmett Mefford on Friday evening. Good old room 49 got to be the center of activity and remained so throughout the three days.

On Saturday afternoon, following the two major addresses in the morning, the first annual mixed howling tournament was held with old "Sandbagger," as he is now known, President Emmett Mefford taking the honors as Wakefield split in the last frame. Some say that Wakefield knew it wasn't a good idea to beat the President of the Association but we will have to let that one go for now.

Following the Bar-B-Que the Bakersfield Chapter of CSEA along with the Bakersfield Hacienda Hotel hosted a Champaign party with delegates and Wives then catching the late show at the Fresno Hacienda. The idea behind this affair was to encourage the delegates to hold their next convention in Bakersfield and this will have to be decided at a later date.

At the President's Luncheon on Sunday that featured Bureau Chief Dan Weston, Ralph Johannot and his new Board and officers were installed by Don Martin, Publisher of Modern Electronic Service Dealer.

In taking over the gavel from President Emmett Mefford, Johannot pledged himself to Association unity and progress during the next year. Having served as the Association's vice president for the past two years, Johannot stated that his vice president Darrel Petswal is in for a lot of work. Indicating that there is a need for a chairman of the committee chairmen to coordinate the different activities of the Association he appointed the new V.P. to this task.

At the same time he set August 2nd in San Francisco as the date of the first meeting of the new Board of Directors.

PAY TV AND IMPORTS HIGHLIGHT FORMAL CSEA CONVENTION PROGRAM

Donald Kunsman, vice president of operations and finance of the Subscription Television Corp., stated that, "there is no provision for their firm to enter the service industry."

Speaking before the recent annual meeting of the California State Electronics Association Kunsman stated that articles that appeared in Modern Electronic Service Dealer were not, in fact, true. He pointed out to the delegates that their agreement with the Lear-Siegler Corporation for service and installation of the Subscription TV receptor forbid this company from entering the service of the Television Set, its officers and any or all SUBSIDIARIES now or in the future from entering the television service business. At the present time, this contract is for a period of six years and there is no assurance, or can we expect one, that it will be continued at the end of that time. Since this is a policy of Subscription TV and its Board of Directors it is subject to change and re-evaluation but at the present moment this is the content of their contract with Lear-Siegler Corp.

Kunsman also stated that the real issue is whether or not Pay Television should be the sole property of Theatre owners for Theatre presentations or should it be allowed in the home.

At the present time, he pointed out, if you want to watch a top fight or the Beatles you must pay a big tab to watch it at your local Theatre so what is wrong with making it available in a person's home at a lower cost?

Although speaking to a hostile audience Kunsman brought out some interesting points that certainly warrant a further investigation into the issues of Pay TV and those raised by the backers of Free TV. At the present time, the Association is on record opposing any type of Captive Sales and Service that may evolve from the installation of Pay TV cables.

In a direct answer to a question of

whether or not STV would engage in the sale or lease of color sets to subscribers Kunsman stated that, "we have investigated the possibility but have decided against entering this segment of the industry."

Import Market

At the Saturday Luncheon Leo Wyett, Sales Supervisor, Consumer Division, Sony Corporation of America stated that, "the days of low cost labor and product copies for Japan are over and that the emphasis is now on new products with new markets based on quality and performance."

According to Wyett, the average worker in Japan is now paid a little above the worker in Italy and just below the worker in France and that this represents the growth in stature of the average worker in Japan during the last 15 years. This increase in labor cost has caused the manufacturers to open new markets, such as the small transistor Television sets, and to build high quality products that can compete in this country.

Of chief interest to the Television Sales and Service market, Wyett predicted that the one color television set will be ready for the market sometime next spring or summer. Although manufacturers have been aiming for the 1964 Christmas selling season, according to Wyett, it looks more like early 1965. Other products that illustrate the trend in Japan for new and better products are in the medical and ship building industries.

Latest inventions include the new high powered transistorized microscopes and a self powered jet stream of air that will berth a ship without the use of tugs with still more to come in the future.

Articles are being prepared by Mr. Wyett and Mr. Kunsman for future issues of MESD so be sure to look for them.

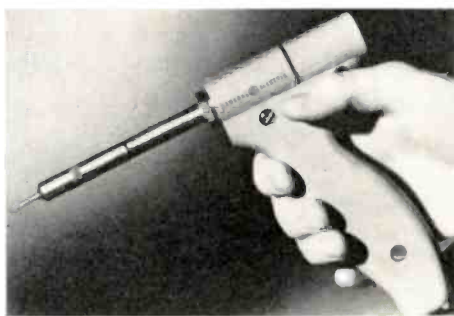
TIME STUDY RESULTS, FOR USE AS A GUIDE TO ESTIMATING REPAIRS

PREPARED BY THE SACRAMENTO CHAPTER OF CSEA

Description of Work.	Time in Minutes		
	Low	High	Norm.
Remove chassis, brush off excess dirt, look for OBVIOUS, VISIBLE troubles. Re-assemble set.	20	45	30
.....Nor. Chassis			
....."Dog" Chassis	35	60	50
<hr/>			
In ALL the following, the chassis is Already on the Bench:			
<hr/>			
Check tubes and replace in chassis.....	20	45	30
Clean tuner THOROUGHLY.....	25	30	30
.....Turret VHF			
.....Rotary Tap VHF	15	40	30
Tech. check tuner, Quickie align incl minor parts replacement.....	25	60	35
.....Turret VHF			
.....Rotary Tap VHF	25	60	40
ADDITIONAL time for UHF tuner repair.....	20	45	30
Instrument align VHF tuner.....	20	90	45
Mechanical, Major rep, or replace tuner.....	45	150	65
I.F. Section, Tech Check, MPR.....	20	60	35
.....Conventional wiring/Mod PC			
.....Old style & unmarked P.C. Boards	30	90	50
Sync-Noise Inverter-AGC Sep & Keying.....	20	90	50
.....Conv. wiring & Mod PC			
.....Old style & unmarked P.C. Boards	45	120	70
Audio I.F., Tech Check, MPR.....	15	30	25
.....Conv. wiring & Mod PC			
.....Old style & unmarked P.C. Boards	25	45	35
Instrument Align (All Ex. Tuner).....	30	120	50
.....Conv. wiring & Mod PC			
.....Hard to get at and unmarked sets	45	150	70
Hor Osc-Out, Tech Check MPR.....	25	60	45
Vert Osc-Out, Tech Check MPR.....	25	60	45
Audio Out, Tech Check, MPR.....	20	30	25
Video Det & Video Out, Tech Check MPR.....	20	30	25
MAJOR repair on PC board.....	40	60	50
.....of 2 or 3 tubes size			
.....of 4 or 5 tubes size	60	90	75
B plus, Tech check replace only one major part, MPR.....	30	90	45
Replacing time for, Audio or Vertical Output Transformer.....	15	30	20
.....Horizontal Output Transformer	20	60	40
.....Deflection Yoke	20	40	30
.....Picture tube, easy std. set	20	45	30
.....Picture tube, Dog set	30	60	50
.....Dial drive & indicator belts or cables	20	30	25
.....Simple controls	10	25	15
.....Dual and/or switch controls	20	60	30
.....Interlock and/or AC Cord	15	30	20
Tech Check & MPR on Remote Control.....	30	60	50
.....Mechanical Portions			
.....SONIC, Electrical Sect.	20	60	55
.....RADIO, Electrical Sect.	60	110	90
Alignment of Remote Control Unit.....	15	120	25
.....Sonic			
.....Radio	40	150	65
Tech Check MPR in color receiver COLOR SECTIONS.....	45	90	75
Replace color picture tube (incl. set up).....	90	180	120
Convergence and set up only (following repairs).....	30	60	50
Troubleshoot & minor repairs in convergence circuits.....	30	60	50
Replace convergence yoke.....	20	60	25
Replace Dynamic convergence panel.....	20	45	30
Alignment of color circuits.....	45	120	90

In compiling the above statistics, answers were disregarded when far from normal on the basis that the question had been misunderstood. Allowance was made for dealers known to be specialists in a given procedure. All figures are for run of the mill sets and shops, unusually easy or difficult jobs have been excluded from this survey. All answers are based on a normally equipped shop, experienced technicians, but not specializing in one thing only. Alignment assumes the shop has the equipment, knows how to use it, but not operating an alignment booth only. Some questions used in the original questionnaire have been lumped in this report due to uniformity of the answers. Tech Check means normal VTVM or Scope procedures. MPR means Minor Parts Replacement. ALL ANSWERS ABOVE ARE FOR CONTINUOUS TROUBLES, or for those intermittants which can be made to OCCUR AT WILL.

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



PISTOL-GRIP IRON FROM GENERAL ELECTRIC

An all-new pistol-grip soldering iron for light to medium production work in electronics, communications, and allied industries has been announced by General Electric's Industrial Heating Department, Shelbyville, Indiana.

The new G-E soldering iron has features which make it one of the most versatile on the market today.

A threaded shank allows the new iron to accommodate: (1) Choice of three 60-watt integral tip and heater assemblies, or (2) 40 or 60-watt heaters which will accommodate 20 different interchangeable ironclad or copper screw-on tips. Any tip combination with the new iron features high heat retention and high recovery for sustained operation, G-E engineers say.

sultant to the JFD Research & Development Laboratories, Prof. Paul E. Mayes, the inventor of the Log-Periodic Zig-a-Log, guided the application of this antenna to UHF television frequencies.

The problems of UHF reception are more acute than for VHF. The losses from space transmission are much greater. Shadow loss due to hills increases with frequency. The operating bandwidth of UHF spectrum, 2:1, is larger than each of the VHF television bands.

To perform well a UHF antenna should have high usable gain. The beamwidths should not be less than 20° to guarantee easy orientation. It should have uniform gain and impedance across a wide bandwidth. These are the characteristics of the new Log-Periodic Zig-a-Log.



60 WATT HEAT-CARTRIDGE FROM UNGAR . . .

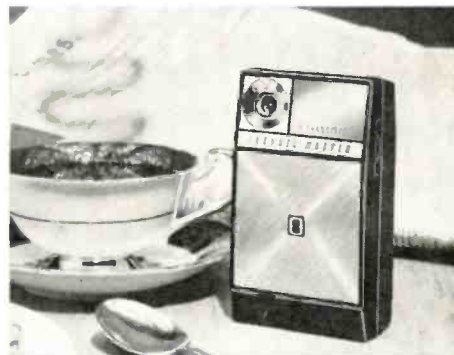
Ungar Electric Tools, electronic division of Eldon Industries, has announced the addition of a light-weight 60 Watt heat cartridge for its IMPERIAL soldering iron line.

The new 60 Watt IMPERIAL cartridge is reported to provide maximum recovery for soldering operations where continuous, repetitive, high tip temperature is required.

The long life heat cartridge is hermetically sealed within the slim, oxidation resistant stainless steel case. A threaded end provides maximum heat transfer to IMPERIAL Mini-Tip thread-on soldering tips for temperatures that range between 950 F. and 1150 F., depending on which tip is used.

This new heat cartridge, like all IMPERIAL cartridges, is designed for use in the IMPERIAL Perma-Cool handle. The #6203 will use either the standard two wire cord set of the three wire grounded NEMA cord set.

The complete line of IMPERIAL Mini-Tip thread-on soldering tips will also fit the #6203. But, because of the ultra high heat feature of this 60 Watt cartridge, Ungar recommends that only *iron clad*, gold plated IMPERIAL soldering tips be used to insure maximum tip life.



MINIATURE 8 TRANSISTOR RADIO FROM CHANNEL MASTER . . .

A new 8-transistor radio that features miniaturization without sacrifice in performance, model 6508, has been announced.

The 6508 is only 4 1/2" x 2 1/2" x 1 1/2" in size. And yet, due to new circuitry advances, it has excellent pull-in power and exceptional tonal quality, not normally found in sets of its size and price level.

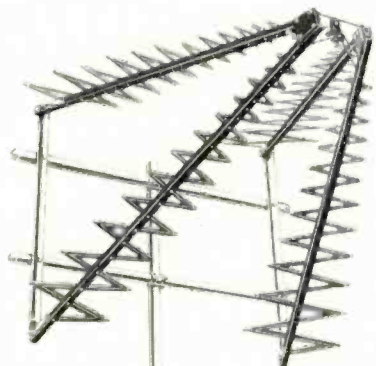
Because it is small, powerful, and moderately priced, the 6508 is an important model that, from the dealer's need. It can be sold both in big-city viewpoint, fills a real merchandising and small-town markets.

It features 8 matched transistors plus 1 diode, a 2 1/4" PM speaker, and a built-in ferrite antenna. Additional features include a vernier fine-tuning dial, sealed variable condenser cowhide carrying case with strap, and magnetic earphone with leather case for private listening. Its black plastic case contrasts smartly with its aluminum face. The 6508 is shirt-pocket size, and can be stood on a flat surface. It operates on a standard 9-volt battery.

Like all other Channel Master transistor radios, the 6508 is backed by a Free 90-Day Instant Replacement Guarantee. If the radio becomes defective within 90 days from the date of purchase, the dealer is authorized to replace it with a brand new one, on the spot. The dealer, in turn, receives an instant credit from the distributor.

The suggested list price for the Channel Master 6508 is \$22.95, minimum retail price \$19.95. Interested dealers are advised to contact a Channel Master distributor in their area, or the factory in Ellenville, New York.

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JFD LPV-2020 ZIG-A-LOG

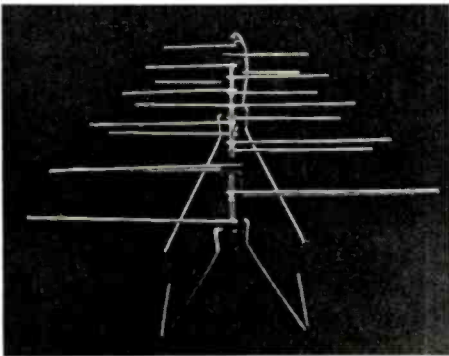
ZIG-A-LOG FROM JFD . . .

The JFD Research & Development Laboratories of Champaign, Illinois, have released for production the new JFD Zig-a-Log antennas for UHF channels 14 to 83.

Like the earlier Log-Periodics, the antenna concept was invented at the University of Illinois Antenna Research Laboratory for the U.S. Air Force. As con-

NEW PRODUCTS

(Continued)

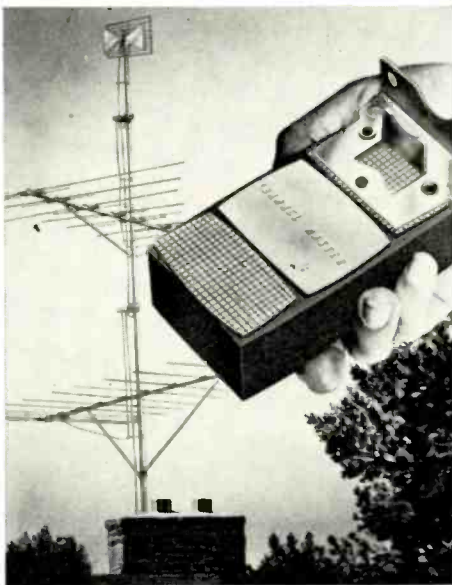


INDOOR UHF ANTENNA FROM BLONDER-TONGUE...

Blonder-Tongue Laboratories, Inc. have unveiled an ultra high gain, indoor UHF antenna of the periodic type last month. Based on concepts used in the U. S. satellite program, periodic antennas provide more uniform gain than conventional models.

According to the manufacturer, the Golden Arrow provides excellent reception with color and black and white sets. Both all-channel sets and converters can be used with the new unit.

Harry Gilbert, Blonder-Tongue general manager, said that indoor antennas are more efficient at UHF than at VHF. The smaller wave length of UHF permits true high gain antennas, compared with the ordinary VHF "rabbit ears," which provide little gain and poor match.



ANTENNA COUPLING SYSTEM FROM CHANNEL MASTER . . .

An advanced new antenna coupling system, the Channel Master Join-Tenna, makes the most complex multi-direc-

tional antenna combinations easy and economical.

The Join-Tenna system consists of 12 single-channel couplers, models 0070-0083, one for each VHF channel. Each coupler contains a combination band-pass filter and stop-band filter.

The Join-Tenna system permits any combination of VHF antennas, operating on one or both bands, to be joined together with only one lead coming down to the set. It does not require the use of separate hi-lo couplers when mixing bands.

Without the use of a rotator, switches, or multiple lead-in wires, the Join-Tenna can be used in multi-directional installations to:

1. Join 1 or more Yagis to any kind of broad-band antenna, whether it operates on 1 VHF band or both.
2. Join 2 or more Yagis, whether operating on the same band or both.
3. Join 2 or more broad-band or all-channel VHF antennas.

Single-channel Yagis operating on adjacent channels cannot be joined with a Join-Tenna. They can, however, be joined when receiving channels 4 and 5.

By using suitable UHF or FM joining couplers, UHF and FM antennas can be tied into the Join-Tenna system; they can be joined with any VHF antenna, or combination thereof.



FAST FAX FROM RAYTHEON . . .

Fast Fax, a unique card file of condensed characteristics of the latest receiving tube types for ready reference by technicians, service dealers and tube distributors has been introduced by Raytheon Company's Industrial Components Division of Newton, Mass.

Shown for the first time at the Electronic Parts Distributors' Show in Chicago, the Raytheon Fast Fax contains

information on many types not found in tube characteristic books. Tube data and basing diagram are on the same side of the card so that all pertinent information can be seen simultaneously and without turning the page.

Tabbed index separator cards make it easy to locate the particular tube cards. Complete with the 100 most popular tube types and all new types registered with E.I.A. in 1962, 1963, and through March 1964, the new Raytheon tube file will be kept current with supplementary cards mailed automatically to holders. The first supplement, to be published in September, will include all new types used in the 1965 television and radio models.

HIGH GAIN "TRACKER" UHF ANTENNA FROM WINEGARD

A big advancement in UHF antenna design has been announced by the Winegard Company, Burlington, Iowa.

Named the "Tracker," Winegard's new all-channel UHF antenna uses the "incident wave" principle with a tangent paraboloid reflector system. As a result, an extremely uniform frequency response has been achieved across all UHF channels 14-83 with a measured gain of +13db. The impedance match into 300 ohms is 1.5:1 or better at all UHF frequencies.

Four-foot in height, the "Tracker" is recommended for any UHF reception area including deep fringe.

The "Tracker" is constructed entirely of anodized aluminum, is lighter in weight and more wind resistant than ordinary parabolic designs. New snap-lock hardware holds the elements securely in place and makes installation quick and easy.

Gold anodized for permanent corrosion protection and completely factory preassembled for installer's convenience. Exclusive one-piece mast clamp automatically aligns antenna on mast and can't crush antenna boom.

Designated to accommodate Winegard's UHF-110X and UHF-212 transistorized antenna amplifiers for powerful signal boost in difficult areas, or when more than one set is to be connected to the antenna. Model U-540, \$29.95 list.

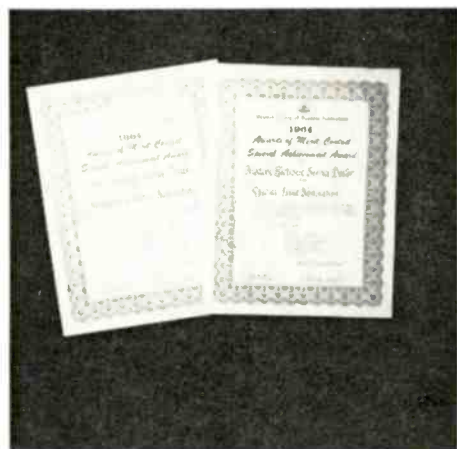


Completing the color course at Compton J.C. were these members from the RTA-CSEA, So. Bay, Los Cerritos and San Antonio chapters. Pictured left to right (back row) Virgil Anderson, Fred Abrams, Frank Kennedy, John Roundtree, Clarence Adams and Charles Bowie. Middle row: Fred Bowerman, Bob Whitmore, Clarence Henry, Hal Meyer and Nick Franceshine. Front row: Charles Sanders, Willard Gravel, Loyd Brown and Instructor Don Garber. (Four members were not available when picture as taken).

CSEA MEMBERS GRADUATE FROM COLOR COURSE AT COMPTON J.C.

The first graduating class of the new color course at Compton Junior College includes members from four South Los Angeles Chapters of the California State Electronics Association.

The class obtained through the efforts of Fred Bowerman and Hal Meyer, was started last fall and now will be a regular part of the school. Summer classes are now being formed with instructions being shared by Don Carber and Loyd Brown. The course carries full college credits and anyone interested should contact the school or Loyd Brown at Brown's Radio and TV in Hermosa Beach, California.



MESD HONORED FOR EDITORIAL EXCELLENCE

Modern Electronic Service Dealer Magazine was recently honored in the annual Western Society of Business Publication's "Awards of Merit" contest.

This annual event is open to all publi-

cations in the Western States and awards are based on editorial excellence. The Society is over 18 years old and has sponsored this event for the past 10 years. Judging was handled by the President of the Los Angeles Advertising Club, the President of the Los Angeles Press Club and by the Chief Media Buyer of one of the West's largest Advertising Agencies.

Modern Electronic Service Dealer, winner of the Society's Grand Prize in 1963, was nominated for a top award

in two categories.

Cited for its editorial stand, "The Tube Dilemma," December, 1963, Modern Electronic Service Dealer placed in the top three of all publications entered under this category. This controversial editorial focused attention on the hiding of technical knowledge and its charges behind the veil of inflated tube prices.

The second nomination for a top award was for MESD's "Special Issue" in regard to the 1963 Pacific Electronic Trade Show.

TUNER REPAIRS



\$9.50

FOR COMPLETE OVERHAUL

Includes ALL parts (except tubes)
ALL labor on ALL makes

24-HOUR SERVICE with
FULL YEAR WARRANTY

Sarkes Tarzian, Inc., largest manufacturer of TV and FM tuners, maintains two completely-equipped Service Centers to serve YOU. Both centers are staffed by well-trained technicians in this specialized field and are assisted by engineering personnel to assure you of FAST, DEPENDABLE service.

⊕ Tarzian-made tuners—identified by this stamping—received one day will be repaired and shipped out the next. A little more time may be required on other makes. Every channel is checked and re-aligned per manufacturer's specifications, not just the channels which might exist in any given area.

You get a 12-month guarantee against defective workmanship and parts failure due to normal usage. Cost to you is only \$9.50 and \$15 for UV combinations, including all labor and parts except tubes. No additional costs. No

hidden charges. All tuners repaired on approved, open accounts. You pay shipping. Replacements on tuners beyond practical repair are available at low cost.

When inquiring about service on other than Tarzian-made tuners, always send TV make, chassis and Model number. Check with your local distributor for Sarkes Tarzian replacement tuners, parts, or repair service. Or, use this address for fast factory repair service.



SARKES TARZIAN, INC.
TUNER SERVICE DIVISION

See your distributor,
or use this address

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

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

DUNBAR PICTURE TUBES

— Manufactured in the West's
Newest Most Modern Tube Factory!

BONDED FACE PICTURE TUBE

They said it couldn't be done . . . but DUNBAR is doing it! The first independent tube plant to de-laminate and laminate bonded face picture tubes. Old plates removed; new plates replaced.

Tubes processed electrically.

1 YEAR GUARANTEE.

SPECIAL ANY 23" BONDED TUBE

\$29.50 EX.

WRITE FOR OUR PRICE LIST

Shipments anywhere in California.

Free delivery in Los Angeles area.

DUNBAR SALES CO.

2033 Venice Blvd.

Los Angeles, Calif. RE 5-1104

2 YEAR WARRANTY

ALL NEW Rauland PICTURE TUBES



Rauland Quality, Performance and Completely New Construction has made it possible for us to offer dealers a full two-year, full value warranty.

**THE CHOICE IS YOURS—WHY
NOT SELL THE FINEST?**
MFG. BY THE RAULAND CORP.
A subsidiary of Zenith Radio Corporation

Deants, Electronics

Long Beach

2310 LONG BEACH BLVD.
GA 7-0955 TE 5-0256 VA 7-5660

EIA Will Move to Stimulate Parts Sales by Service Dealers

American Video Purchased By Burr

Burr Enterprises, Inc., announced recently the purchase of American Video, Inc., the largest cathode ray tube manufacturer West of Chicago.

Theodore C. Parker III, newly-elected Board Chairman, and John A. Dieball, President-Treasurer of American Video, Inc., announced that Curtis E. Johnson has been retained as Executive Vice President and General Manager, Gilbert Sherman as Director of Marketing and Robert E. Manfredi as Engineering and Production Manager. Mr. Gilbert Sherman also announced the appointment of Anthony P. Trafford as Distribution Sales Manager.

Burr Enterprises, Inc., is a diversified investment holding company which anticipates a substantial growth through diversification of products and manufacturing facilities. Mr. John Dieball stated that American Video, Inc. was looking towards a substantial increase in sales volume during the final quarters of 1964.

NEW MAP OF CATV SYSTEMS ISSUED

Washington, D.C.—A unique map of U.S. community antenna TV systems has been issued by Television Digest, Inc., publishers of the weekly industry newsletter and the annual Television Factbook.

The map is the first graphic display of the CATV industry, showing all communities with cable systems in color, all other communities in black. Cities with conventional TV stations are indicated by underlining in color. CATV systems served by special microwaves are identified by symbols.

Measuring 64 by 44 inches, the map was drafted and printed by cartographers of the American Map Co., New York, N.Y. from the Directory of CATV Systems in the Factbook, which supplies full available data on all systems—addresses, ownership, rates, stations distributed, etc.

Copies of the map, mailed in tubes, ready for mounting, are available at \$12.50 each from Television Digest, 2025 Eye St., N.W., Washington, D.C. 20006. Maps are also available mounted, framed and with wipeable surface, on special order.

Chicago, May 22—The Electronic Industries Association's Distributor Products Division will launch a regional test of a proposed national program to stimulate sales of electronic replacement parts through service dealers by encouraging them to ask customers "what else needs fixing," Chairman Norman A. Triplett announced.

Mr. Triplett, executive vice president in charge of marketing for Triplett Electrical Instrument Co., Bluffton, Ohio, said materials will be developed to educate dealers in the "additional service" approach. He noted that many homes contain second radios, television sets or phonographs not in working order which could be repaired if the customer were reminded they were usable.

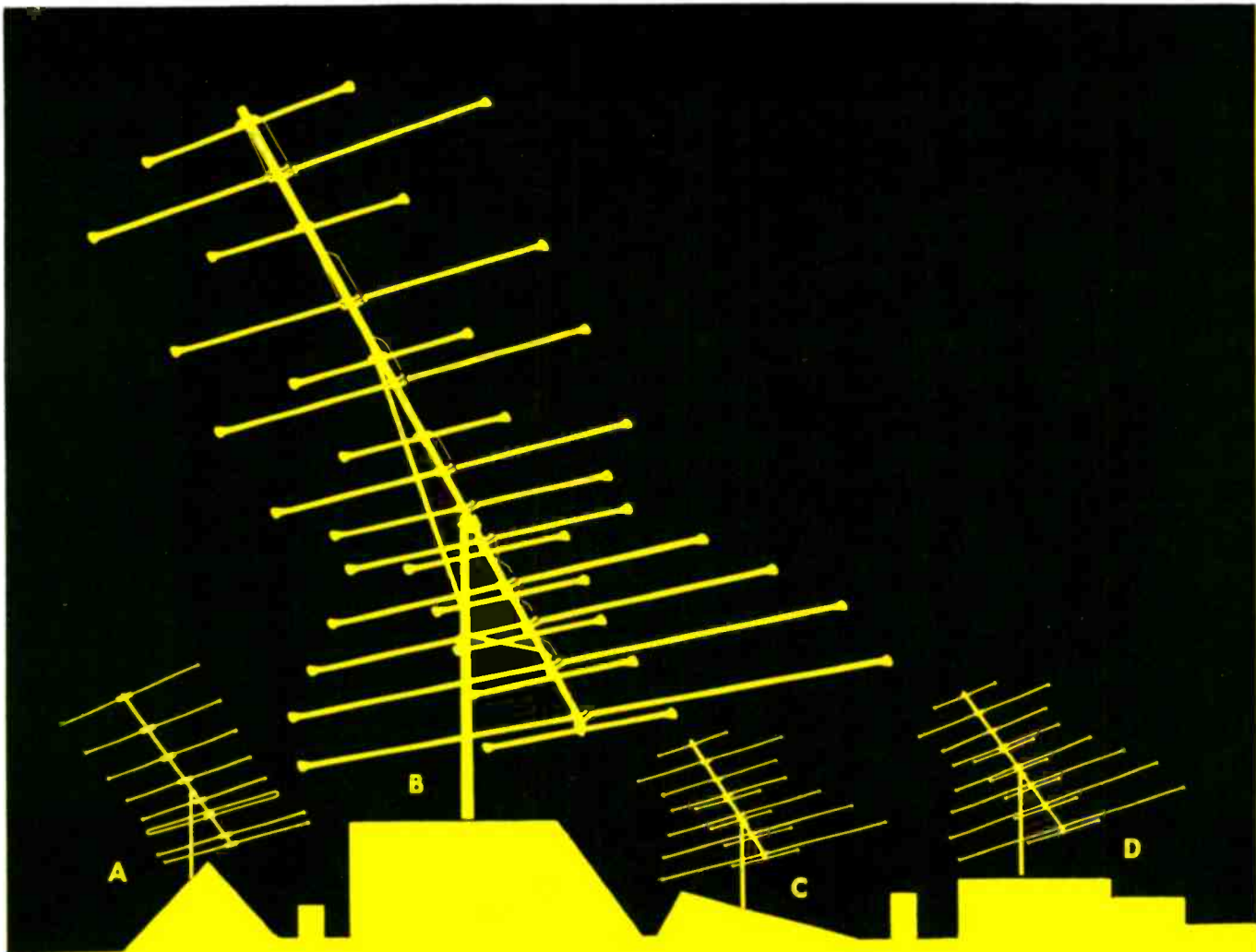
He said the program will be patterned after a successful one conducted by the petroleum industry under which service station dealers promoted sales of lubricants, auto parts and other products along with initial sales of gasoline.

The region for the test program has not been selected. Materials for service dealers will be prepared by a division subcommittee headed by Arthur Lassers, sales manager of Sprague Products Co., North Adams, Mass. Subcommittee members are Robert Ferree, manager, distributor sales, International Resistance Co., Philadelphia; Arthur Rabb, president of United Catalog Publishers, Inc., Garden City, N.Y.; Robert Butler, distributor marketing manager, Cornell-Dubilier Electronics, Newark; and Robert Sampson, manager, market development, electronic components and devices, Radio Corporation of America, Harrison, N.J.

APRIL TUBE SALES DECLINE; YEAR'S TOTAL SHOWS INCREASE

Washington — Factory sales of television picture tubes for April dropped below totals for April, 1963, both in units and dollar figures, Electronic Industries Association's Marketing Services Department reported. Unit factory sales of receiving tubes for April showed a slight decline from April, 1963.

However, the cumulative total of TV picture tube sales for January through April was running ahead of the corresponding period last year, both in units and dollar figures, according to the association.



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Now you can select the best model for your customer's location from this new RCA outdoor antenna line that combines all-channel yagi and multiple cross-driven types. Satisfy them with the sharpest color and black-and-white pictures.

Explain the RCA *exclusive* feature in customer language. Only RCA antennas feed energy directly into the transmission line from low band driven elements. These are capacitively coupled, positioned directly above high band driven elements. RCA, of course, phases low and high band directors for best high band performance.



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In addition, RCA's electro-lens director system absorbs maximum incoming signal power, gives extremely high gain across the VHF band, offers excellent forward gain on the front end.

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A. RCA 500 FM antenna. Eight-element yagi. Acute directivity. 88 to 108 MC. VSWR 1.25:1. Average eight db gain.

B. RCA 400 antenna. 19 elements, for fringe area or distant reception.

C. RCA 200 antenna. 11 elements, for focal reception.

D. RCA 300 antenna. 13 elements, for suburban and near fringe area locations.

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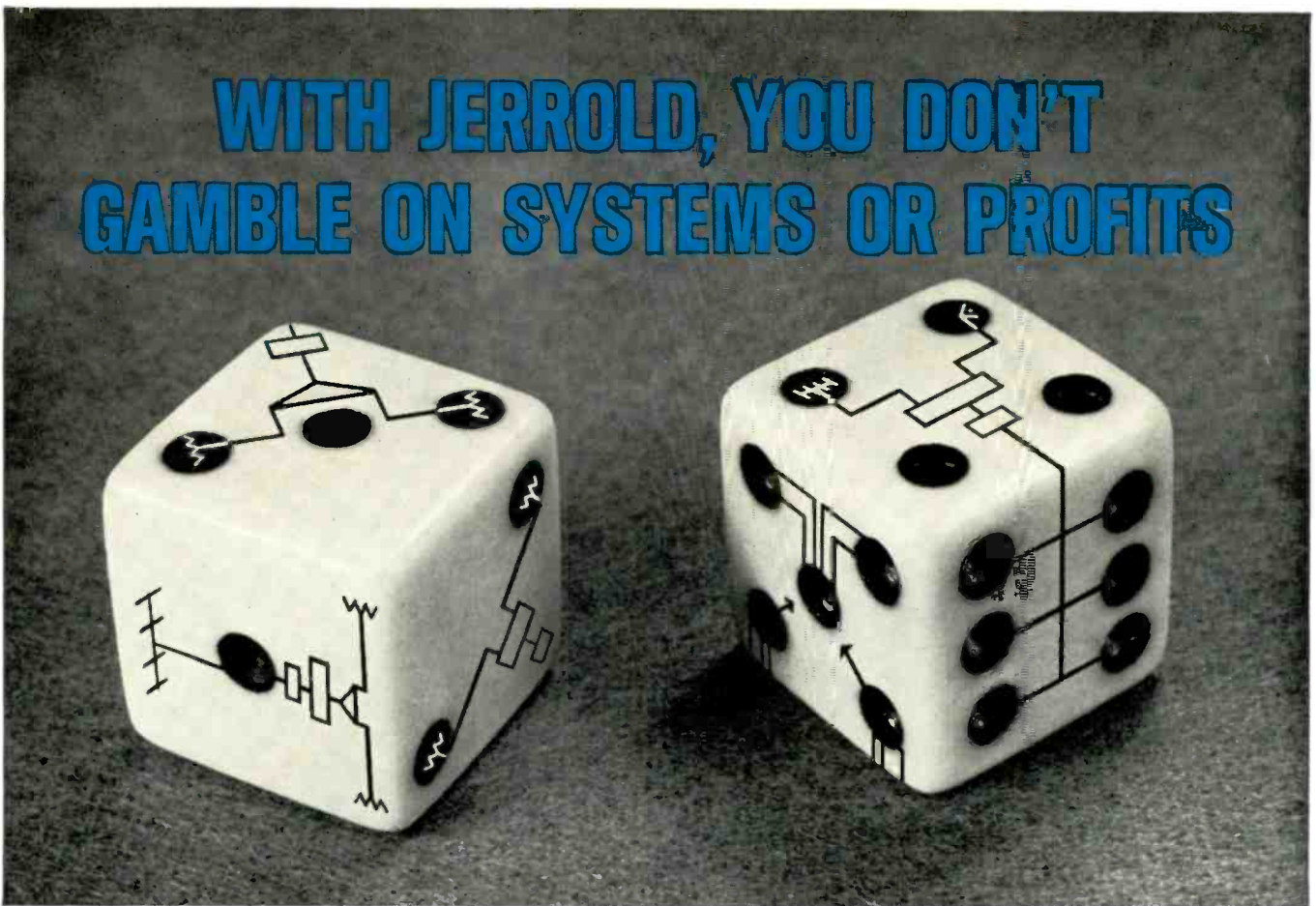
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