

MODERN

1963 "WSBP"
Award Winner



electronic service dealer

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

VOL. 6, NO. 9

JANUARY, 1965

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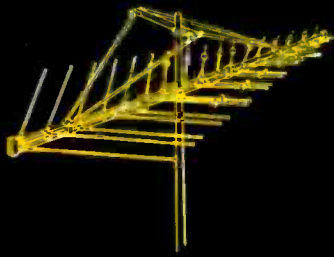
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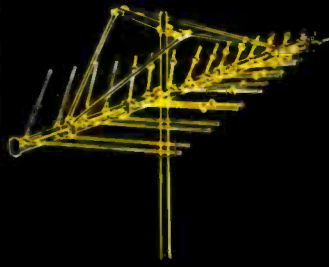
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Model
LPV-VU18
List
\$69.95

Description
18 Active Cells
VHF—upto 175 miles
UHF—upto 90 miles
FM —upto 75 miles



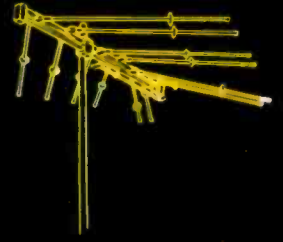
Model
LPV-VU15
List
\$59.95

Description
15 Active Cells
VHF—upto 150 miles
UHF—upto 90 miles
FM —upto 60 miles



Model
LPV-VU9
List
\$39.95

Description
9 Active Cells
VHF—upto 100 miles
UHF—upto 40 miles
FM —upto 40 miles



Model
LPV-VU6
List
\$27.50

Description
6 Active Cells
VHF—upto 75 miles
UHF—upto 25 miles
FM —upto 30 miles



Model
LPV-VU12
List
\$49.95

Description
12 Active Cells
VHF—upto 125 miles
UHF—upto 65 miles
FM —upto 50 miles

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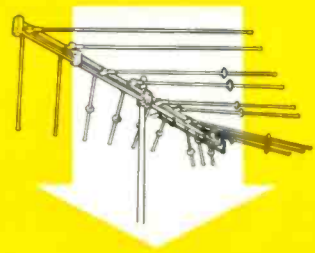
**Who Says
You Can't Have Everything
You Want in a TV Antenna?—**

**VHF? UHF? FM Stereo?
Single Down-lead?**

You most definitely can—when you install the remarkable new

JFD LPV-VU LOG-PERIODIC
FEATURING THE CAP-ELECTRONIC DIPOLE

The World's first all-channel VHF/UHF/FM/Stereo antenna (with single Down-lead) is here. (And only JFD has got it!)



You can't satisfy today's complex VHF/UHF/FM reception needs with yesterday's antennas. Today's "VU" TV sets call for a single all-powerful all-band antenna that delivers the signals you need for picture-perfect reception on all channels 2 to 83—plus FM Stereo.

That's why smart installers and dealers are switching to the new JFD LPV-VU. This newest antenna advance from the JFD Champaign, Illinois R&D Laboratories, teams (1) the acclaimed JFD Log-Periodic concept with (2) a totally new antenna design principle—the capacitor-coupled electronic dipole.

Result? More driven elements than ever before possible for the most efficient performance ever on VHF, UHF, FM/Stereo—from one antenna, with one lead-in.

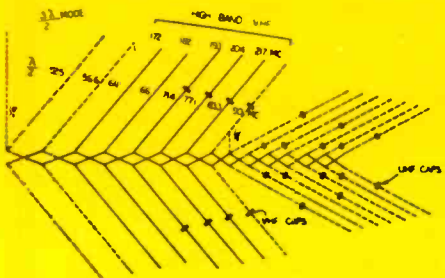
And you can choose from five gold alodized LPV-VU Log-Periodics to satisfy every location, any budget: model LPV-VU-18, LPV-VU-15, LPV-VU-12, LPV-VU-9 and LPV-VU-6.

New from JFD—another outstanding advance in dipole design, the capacitor-coupled electronic dipole!

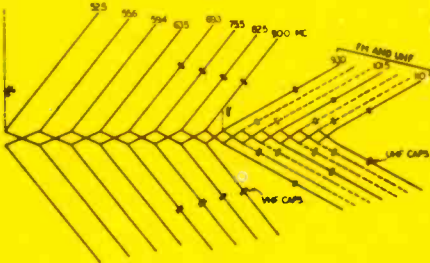
By introducing parallel plate capacitors into predetermined positions along the dipoles, and by precisely adjusting the value of each capacitance:



1. More dipoles are made to resonate on the high VHF band with a corresponding increase in gain.



2. Higher mode operation in UHF band achieves higher gain on channels 14 to 83—equal or better than that of parabolics. Improves FM stereo performance.
3. More uniform gain across each band, with narrower beamwidths. High front-to-back ratios greatly improve ghost rejection—insure excellent color fidelity.

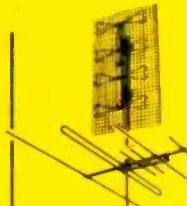


PLUS . . .

1. Patented frequency independent Log-Periodic design maintains same high performance efficiency regardless of station or band tuned in.
2. Only one downlead needed. A JFD AC80 splitter, included with each LPV-VU, permits you to tie directly into VHF, UHF and FM set inputs.
3. New low-impedance twin crossarms function as crossed feeder harness. Step up gain and improve signal transfer.

LPV-VU OFFERS NEW MECHANICAL ADVANCES, TOO!

- Twin square aluminum crossarms. ■ Stainless steel terminals. ■ Oversized unbreakable Celanese "Fortiflex A" insulators.
- Solid aluminum bus bar transformers.
- Tubular crossarm supports on larger LPV-VU's. ■ Double U-bolts with 4 serrated-gripping profiles for 6-inch gripping span.
- Electrically conductive gold alodizing.



INSTALLER BEWARE!

Don't spoil your

VHF reception!

Addition of a separate UHF antenna to a present VHF installation may cut the VHF signal being delivered to your set. Incoming signals from a VHF transmitter may be scattered from the UHF antenna. Scattering produces less signal and multiple signals which cause ghosts.

SO WHY USE TWO WHEN ONE LPV-VU WILL DO?

Install the all-channel JFD LPV-VU and get the best VHF and UHF from one antenna with one down-lead!

A SPACE-AGE PRODUCT OF THE WORLD'S GREATEST TV/FM ANTENNA LABORATORIES



This newly completed laboratory, located on a ten acre site in Interstate Research Park, in Champaign, Illinois (home of the University of Illinois) marks a milestone in antenna history. It is dramatic proof of JFD leadership in antenna technology. Its fully staffed and equipped engineering staff, under the supervision of Dr. Paul E. Mayes, is blazing new trails in antenna design. This priceless know-how is built into each LPV-VU you sell.

The JFD LPV-VU is adapted from the geometrically derived Log-Periodic antenna formula developed by the Antenna Research Laboratories of the University of Illinois.

JFD

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LETTERS TO THE EDITOR

Mr. Don Martin
Editor MESD
Dear Sir:

I have read many letters in your fine publication which speak out against the regulatory acts which now govern our Industry. In trying to analyse these letters with an unbiased view, I can only come to the conclusion that the writers are to a certain degree uninformed as to the true intent of the legislation. And more to the point, have very little understanding of the workings of a Bureau such as the Bureau of Electronic Dealer Registration. However rather than go into the full and complete story, I would like to attempt to explain one point that has been one of great controversy. This is the Regulation that requires the SIGNATURE of the person performing the actual work on the piece of electronic gear.

I was watching television the other evening and happened to be tuned in on a channel that presented a program taken from the "Readers Digest" relative to the problems that the local police are faced with in the prosecution of people that are to the laymen caught "red handed." This program brought out very vividly the fact that in order to convict an obviously guilty person, it is necessary to have a very tight, an air tight, case, which under present laws is very difficult to obtain. Seeing this reminded me of the explanation I received from Mr. Dan Weston, Bureau Chief, when I questioned him on the merits of the above regulation and the fact that it was causing a logistical burden on some of the dealers. Very simply I had been told this—that while the law (SB-1292) was directed to the Dealer that in many cases the dealer was not necessarily at fault but the complaints were due to the action of a hired serviceman. And that without positive proof that this person had performed the act in question, that it was impossible to hope to obtain a satisfactory ruling in the courts.

It is my understanding that there is a case now pending in the Southern California that will substantiate the statements I have made in the above paragraph. I would like for you to check into this and publish any information that you might be able to obtain.

Also I would like to invite the members of our profession to write to me if they have any questions relative to the bill, the working of the Bureau, or the working of CSEA. While I spend quite a bit of time away from the office, I will answer any question either from my own knowledge or shall research so that the answers will be straight and true.

Very sincerely yours,
Jimmie Wakefield
Executive Director CSEA

Ed: Thanks Jim for your letter and I feel sure that this will answer a lot of the questions in the minds of individuals in the State. I believe direct communications to your office will provide an additional service to non-members interested in learning more about these new regulations.

Dear Don:

"Four TV Bilkers Receive Jail Terms and Rebuke." This headline appeared in the December 30 Los Angeles Times and is the climax of several months of work by both the Bureau of Electronic Repair and the Attorney General's office. The following is a Quote of that article. "Four television repairmen convicted of bilking customers were fined a total of \$1,200 and sentenced to jail Tuesday by Judge Howard E. Crandall who also rebuked them for violating their public trust. Fred C. Sands, 28, president of American Television Corp., 3117 W. 8th St., to jail for 20 days and directed that he serve another 120 days if he does not pay a \$500 fine. William F. Santoro, 28, repairman, must serve 15 days and pay \$300 or serve another 45 days. Two other members of the firm received fines of \$200 and 15 days in jail or serve another 40 days. The corporation itself was fined \$800. The charges were that the defendants made needless repairs, charged patrons several times the estimates, and retained TV sets until the bills were paid.

The real value of this case is not the fines or jail terms but the record these men now have with the Bureau of Electronic Repair Dealer Registration. Further action by this department will determine whether or not these men will ever be given permission to operate in the TV service business, by registration under the law, again. In the past, there have been numerous cases like this one, with the men involved serving their time and then going right back into the same business. Under the registration laws now in effect in California, they will not be able to obtain a registration number and thereby prevented from committing the same crime. This is the real beauty to the new registration law and its dedication to eliminating this type of person who tears down the image of the honest service dealer.

Ralph Johorrot
Best wishes,

Gentlemen:

This company would like to obtain a subscription to your Modern Electronic Service Dealer Publication as soon as possible.

Wesleigh Correll
Professional Antenna Co., Tustin

Ed: Have placed your name on the subscription list and you will be billed within the next few days.

Gentlemen:

We have recently purchased Tape Recording Magazine and will resume publication with the January 1965 edition. I can assure you that when the new and expanded magazine appears it will be your single authoritative source for all matters pertaining to tape recording.

Ed: We are happy to see this publication resume operation and wish the publisher all the success possible. Anyone interested may contact the publication at 33 West 42nd Street, New York, New York.

ELECTRONIC Service Dealer

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

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ELECTRONIC SERVICE DEALER

JANUARY, 1965, Vol. 4, No. 9

12 How To Make Sure Your Service Calls Are Profitable

A Special MESD feature that shows how a dealer can determine his services call costs and thereby make sure they become profitable. Some real money making ideas for a more successful business.

15 Channel 28 January Program Highlites

A specially prepared log of future January program highlites from Channel 28. This log is to aid the dealer in selling more UHF converters by showing the customer what is available and what he may be missing without the benefit of a converter.

16 Now Is The Time To Inventory Your Service Guarantees

An article that discusses common problems in service guarantees and what a dealer should do to make sure he is providing a basis for building a solid business.

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EDITORIALLY SPEAKING

By **DON MARTIN**

**'UNSATISFACTORY REPAIR'
HITS ANOTHER**

Last month we reported in MESD the story of an Oakland Dealer that was being sued in small claims court for "unsatisfactory repair." Immediately following the publishing in this article we received a call from a Los Angeles dealer that found himself in the same position and needed help.

The dealer was Lee's TV and Radio at 721 So. San Pedro St., in Los Angeles and here is what happened: A customer brought in a Admiral Portable and left it with the dealer. A few days later he picked up the set and paid a charge of about \$8 or \$9 dollars. A little over 30 days later the same customer returned and said that the set did not work. The dealer found one tube that was bad, replaced it and charged the customer for the tube only . . . some \$2.90. The customer refused to pay this charge even though the tube that was replaced was an old one and well out of warranty.

A few days later the dealer received a notice to appear in small claims court where he was being sued for \$200 for unsatisfactory repair. The judge ordered the customer to pay the \$2.90 and pick up his set of which he did. A few days later the dealer received a court order to pay the customer \$200 plus a small additional charge.

The dealer contacted his attorney and was told that there really wasn't much of a chance to have this decision reversed and advised him to pay the \$200. The dealer posted the money in Superior Court and ask for an appeal trial which has been set for December 28th.

This is a rough idea of what has happened in this case. There is no doubt in my mind that this dealer was given a complete miscarriage of justice and certainly indicates the majority of the courts opinion in regards to the TV service industry. This state of mind on the part of our courts has got to be changed if any dealer is to ever get a fair break. The only solution I can see is for every dealer, if at all possible, to establish himself in a community and build a reputation within that community. I don't know, at this moment what the outcome of this appeal will be but this dealer now has someone on his side that is willing to go to bat for him.

As a result of his call to our offices we called Ralph Johannot, President of CSEA, and told him the story. He in turn contacted the zone Executive Secretary Glen Logan and Glen has really done some digging. A case is being built at this time, patterned after the ACTRA movement, including the establishment of his reputation with his community, BBB records, etc. Contacts have also been made with the judge himself, court clerks, etc. and we are in hopes that the appeal courts will change this decision. Win or lose the Association is stopping at nothing to help this individual dealer who, by the way, is not a member of CSEA.

This is the type of problem where a recognized Association can be of direct benefit to the industry it is trying to serve. There are no strings tied to this effort and I encourage anyone who finds himself in a problem of this kind to contact the local chapter or State office in Fresno. There are many common problems that can be solved through this type of united action and it is important for every dealer to ask for help when he needs it.

LATE NEWS: We have just learned that through the efforts of CSEA and its zone Executive Secretary Glen Logan that the appeal judge ruled in favor of the dealer and directed the court to return the deposit of over \$200 to him at once. More details next month.

WANTED: SERVICE TECHNICIANS

Not a month goes by that we don't receive at least one call asking if I know of any good technician looking for a job. Just the other day a top service house in Los Angeles called me looking for three new men and all I could give him was a little sympathy.

It is obvious that there is a shortage of good men in the service industry. In any industry there is always a shortage of good men because most of these are well employed, self employed, or looking to other allied industries that pay more dough.

The TV service industry definitely needs new people and the apprenticeship program might be able to provide a few within the next couple of years but what will this do for the problems facing the shops today?

In every industry there are employees who are dissatisfied with their present position for one reason or another. There are shops who want to let one technician go for one reason or another and, it seems to me, there should be some third party that could act as a clearing house for both of these people. As a service to the industry we will try to provide such a third party just to see if it will work. There will be no charge for this service and we will act as a clearing house. To get this started we ask that you write **EMPLOYMENT OPPORTUNITIES**, c/o Associated Publications, 2930 W. Imperial Hwy., Inglewood, California. If you need men and have special qualifications be sure to put these down. If you are looking for a new job, please indicate the amount of experience, salary desired, and general location in which you wish to work. Also be sure to indicate your address and we will attempt to match up job opportunities with the technicians available.

**RCA SERVICE VERSUS
THE INDEPENDENTS**

A few weeks ago a group of independent service dealers representing the National Electronic Association (NEA) met with officials of RCA Service in Chicago. The purpose of this meeting was to outline general complaints of independent service dealers in regards to the expanding of RCA service into the sales, service and installation of the television set business. Over the past months individuals had obtained evidence from all over the country that RCA service was providing more and more unfair competition to the independent. Cases of sales and lease plans, installation and service programs, etc. were brought out in the meeting and freely admitted by these officials. Their position was that they didn't realize that the independent service dealers felt so strongly about this expansion program by their division. They felt that the installation of their equipment in hotles, motels, etc., provided additional advertising for their sets and therefore it was necessary for them to enter the business. They pointed out that their competition was after this type of sale and that they were forced to compete.

The outcome of the meeting was that the Independent service dealers hoped the meeting would pave the way for RCA to finally realize the true feelings of the service industry and the effect it could have on their overall sales programs.

It is hard to believe that RCA was unaware of the dealers attitude towards their service division. What effect the meeting will have is not known but I'm afraid it is a lot like putting your finger in the dike. RCA has a great deal of money invested in their service operation and I can not see them closing up shop.

GHOST TOWN!



Clean it up...take it over...
with this unique new
Channel Master antenna

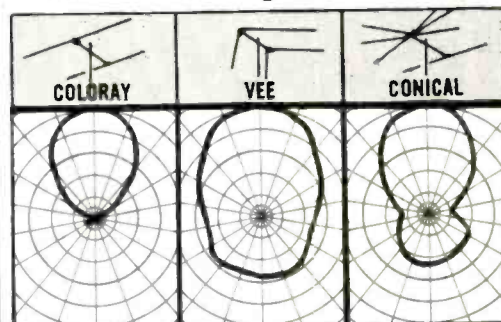
The Coloray. A new kind of antenna **GUARANTEED** to make city (and suburban) TV sets give up the ghost, knock out interference. And has proved it time after time. Right out there in the field—among the tall buildings that cause 80% of the city's TV troubles.

The Coloray is so effective, in fact, that we dare guarantee it to do a better ghost-killing job than any other antenna on the market... regardless of size, type, or price... or your money back! It is the only antenna in the world backed by such a guarantee.

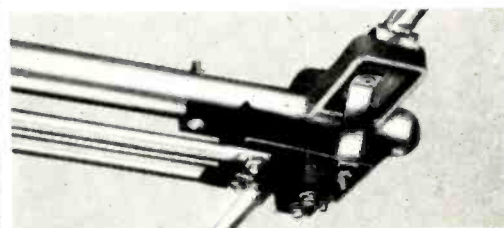
Enjoy **Fringe-Area-Type Profits!** No longer are you forced to sell metropolitan antennas on a low price, low profit basis. No longer need you envy fringe-area dealers their high profits on expensive antennas.

The Coloray gives you a real **performance** advantage... that means big new profits from a waiting market willing to pay a little more for it. Model 3110-G. Includes E.P.C. protective "Golden Overcoat." Also available in kit form, Models 3115-G, 3116-G.

Higher Front-To-Back Ratio Than
a 10-Element Single-Channel Yagi.



Compare polar pattern of Coloray with those of most commonly used city antennas.



The secret! A transposed phasing harness with an impedance balancing Power Equalizer Circuit that is really unique.

CHANNEL MASTER COLORAY*

hands you the key to the ghost city

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& TV SUPPLY**

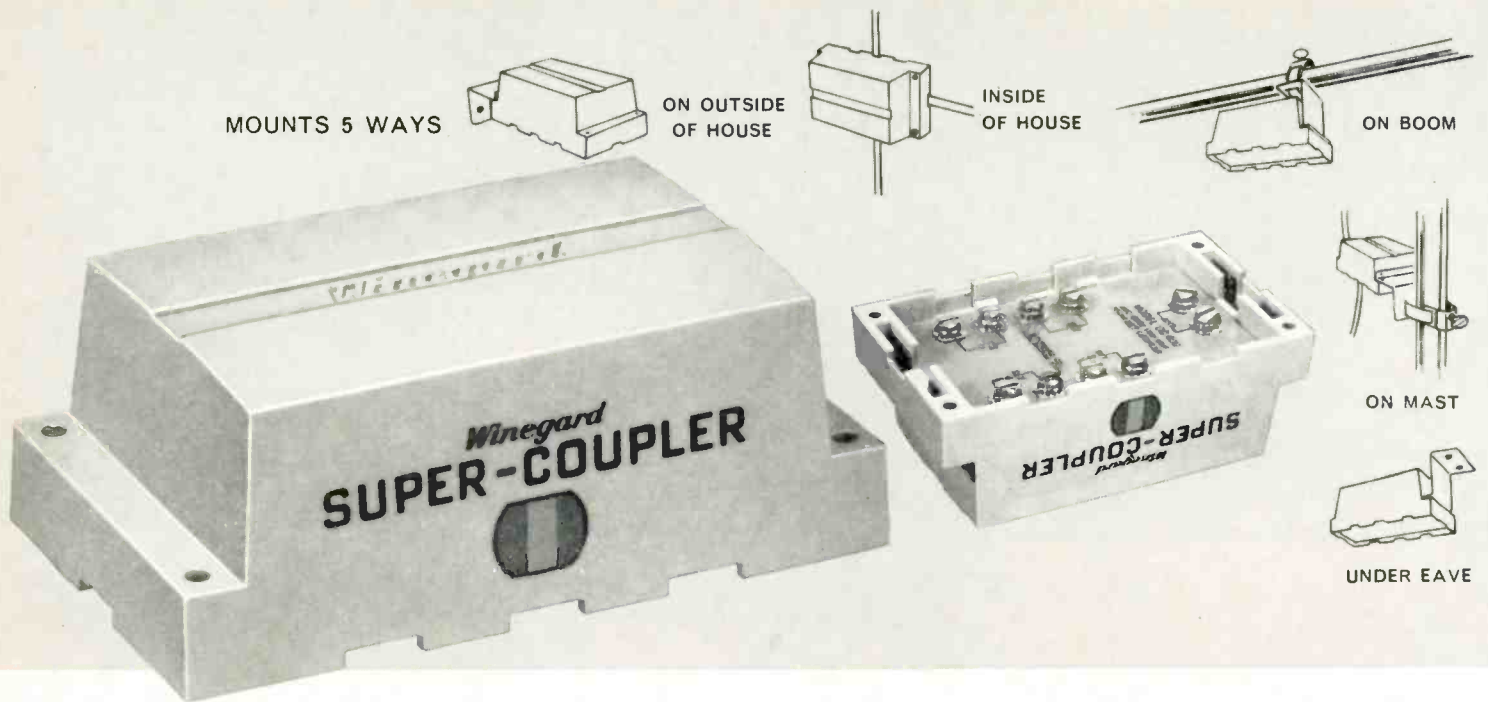
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Never before couplers like these! New Winegard Super Color Couplers ...the 2 most efficient TV-FM 2 and 4 set Couplers ever built!

- Constant Isolation between sets... 22db minimum across all channels (2-13 and FM)
- Lowest Loss of Any Coupler... -3.2db maximum
- Best Impedance Match from Antenna to Coupler and Set to Coupler
- Allow Best Possible Reception on Color or Black & White Sets

There is a wide difference in the performance of TV-FM couplers. And now, with the new Winegard 2-set and 4-set Super Color Couplers, there is a greater difference than ever.

For example, no resistors are used for isolation of outputs. No resonant coils are used in the circuit. Instead, our research labs have developed an entirely *new coupler circuit* using three high frequency, ferrite core transformers in a unique "Balanced Bridge" circuit.

What does this do to performance? Well, for one thing, the 2-set Super Coupler provides an isolation figure of 22db minimum across *all* channels (2-13 and FM). Until now, the minimum isolation between sets with 2-set couplers was about 10db or 3 times, and was not constant on all channels. With the new Super Color Couplers, it's 12.8 times—*four times better* than the previous best. In fact, isolation is so good, you can put a dead short across one set of output terminals without affecting the set connected to other output.

LOSS is another key factor in measuring the performance of a coupler. The lowest possible theoretical loss in a 2-set coupler is -3db but no coupler on the market had ever approached this ideal. Now, with Winegard's new 2-set Super Coupler (CC200), the MAXIMUM loss is -3.2, nearly perfect and by far the best on the market.

One more very important factor—IMPEDANCE. There are two impedance matches to consider... "Forward" from coupler to antenna, and "Backward" from set to coupler. A perfect coupler would have a VSWR of 1.1:1 on both matches. Some couplers have good match one way but, until now, no coupler ever had a good match both ways. Winegard Super Couplers have a near perfect VSWR of 1.2:1 both *forward and backward*... and on all channels. This far exceeds other couplers on the market.



What does all this mean to your customers? Most important, it means that the Super Coupler will not spoil picture resolution by adding smear or halos. *The Super Coupler is especially recommended for color installations* where preservation of picture quality is even more critical than on black & white.

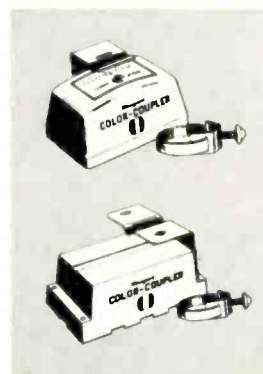
What besides performance? Construction and price. The new Winegard Super Color Couplers have a unique 5-way mount, sleek new weather-proof coupler housing, pre-notched transmission line outlets, 1/4" slotted Hex terminal screws and no-strip terminal connections... the price is only \$4.50 for the CC200 which includes the special inside-outside mount.

Try the new Winegard Super Couplers now and *see* the difference. Ask your distributor for a 6 pack dispenser. Try them on your next six installations. If they aren't the finest you've ever used, take them back for a *full refund*.

CC200 — For VHF and FM Specifications as above.
List \$4.50 includes 5-way mounting bracket and strap.

CC400 — For VHF, UHF and FM (replaces LT-43).

Max. loss -6.23DB (A theoretical loss for perfect 4 way coupler would be -6.0DB); Isolation 12DB min; Response $\pm 1/4$ DB per 6MC; VSWR: Input 1.15:1; Output 1.4:1 Max; Bandpass 20MC-1000MC; Impedance: Input 300ohm, Output 300ohm. List \$5.50 including 5-way mount and strap.



Winegard's Famous CC23 Color Coupler
Finest VHF/FM color coupler on the market next to our new Super Color Couplers. List Price \$3.95.

Winegard All New CVU-2 UHF-VHF Coupler
Efficiently transfers UHF and VHF signals from antennas to sets. Serves as coupler or splitter for channels 2-83 (UHF-VHF). List \$3.95.

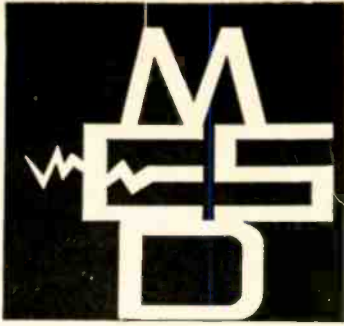
	UHF	VHF/FM
Splitter loss	3.5db	4.3db
Isolation	20 db	12 db
VSWR	1.4:1	2:1



Winegard Co.

ANTENNA SYSTEMS

3000A Kirkwood, Burlington, Iowa



The California State Electronics Association

NEWS WIRE

DON REED PASSES AWAY

JUST AFTER PRESS TIME LAST MONTH we received the sad news that Don Reed, former CSEA board member, delegate to Zone "F", member of the South Bay Chapter and past president of the old RTA of California, passed away. Don was very well liked by everyone in the Industry and was a credit to his profession. Born in Los Angeles in 1906 he received his basic education in electronics in Omaha and participated in the construction of the first air mail radio station. He was one of the first Hams (9DTD) and spent his entire life in the electronic industry. He had owned his own shop in Westchester since 1953. An active member of CSEA since 1956 he will be missed by us all.

ZONE "B" MEETING SLATED FOR SAN MATEO

ALTHOUGH ZONE "B" was dark in December in the first meeting of the new year will be held in San Mateo the scene of CSEA's newest chapter. Jim Wakefield was the guest speaker of this new chapter, on December 2nd and explained the registration bill its past and future.

SANTA ROSA CHAPTER GOES FOR ANTENNA REGULATIONS

THE SANTA ROSA CHAPTER voted 4 to 1 to re-introduce a proposal for the regulation of Antenna Installations on a county wide basis. The group also welcomed Mr. and Mrs. Bob White of the Golden Bar HiFi Shop in Santa Rosa and John and Ruby Hubert of J & R Radio TV of Gualala as new members.

FELIX HUNT SUCCUMBS

FELIX HUNT, INSTRUCTOR at Chino and well known to many dealers in Southern California, died of a heart attack on Sunday, November 29th.

FCC INDIRECTLY ADVISES CITY AGAINST CATV

THE FEDERAL COMMUNICATIONS Commission has indirectly advised the Bakersfield City Council that it should not permit a community antenna system to bring the programs of the 7 Los Angeles TV stations into that City without requiring protection for the local Bakersfield station. Although the FCC pointed out that it had no authority in regards to CATV, unless microwave facilities are used, it did feel that the local stations should be protected. The FCC is expected to ask Congress for the authority to regulate all CATV systems in the near future.

ACTRA ELECTS NEW OFFICERS

THE ACTRA CHAPTER OF CSEA has announced the election of Norman James as the new President for 1965. Other officers include John Edwards as 1st vice president; Bob Howard as 2nd vice president; Fred Rock as Secretary and Dickson Hill as the new treasurer. Directors include: Frank Lozano Tak Ni,shiyama, Troy Scott, Milton Siegel, John Zimmerman, Olin Baker, Ben Follrath, Sam Fuller, Oliver Hartwig and Floyd Hill, Jr. Immediate past president Allan Crawford is automatically a member of the board but serves without vote unless there is a case of a tie vote.

BOARD TO MEET JANUARY 17TH

The regular meeting of the CSEA Board of Directors is scheduled for Sunday, January, 17th, in San Francisco at 10:00 a.m. A tentative place has been arranged for the International Inn but final notification will be supplied by the State office.

NEWS WIRE . . . continued

REMINDER OF LOCAL ELECTIONS

A special reminder has been issued by the State office of CSEA to all local chapters to hold their annual election of officers during the month of January. A new By-law, enacted last year, requires that all offices be filled during this month and notification given to the State office of those elected.

APPRENTICESHIP COMMITTEE TO MEET

The Joint Apprenticeship and Training Committee is scheduled to meet on January 11th at the Hacienda hotel in Fresno. The meeting, set for 10:00 a.m. in the Cabana Room, will discuss the present program, its future and progress to date.

RALPH CORNELIUS RESIGNS

Ralph Cornelius, CSEA Board of Director member from Zone "E", has resigned his position effective December 1st. A special election in the zone named Lloyd Kaun, past president of the Santa Barbara Chapter, as the new board member.

PICTURE TUBE GRADE STICKERS AVAILABLE

The new picture tube grade stickers that makes it possible for every service dealer to comply with the new regulation are now available from the State office in Fresno. The sticker describes the different grades and allows a dealer to attach the correct information to the invoice. Each grade is represented by a different colored sticker to avoid confusion. The description on each sticker contains the exact wording of the new regulation and eliminates the need for a lengthy explanation by the dealer on the back of his invoice when replacing a picture tube. The cost of these stickers have not as yet been determined but are in sets and in tablet form for ease in use.

MEMBERSHIP DRIVE NETS 61 NEW MEMBERS

The recent membership drive by all CSEA chapters resulted in the addition of some 61 new members to the Association. The drawing for the all-expense trip to Las Vegas or Reno will be made within the next few weeks.

SURVEY TO AID DEALERS IN STRICKEN AREA OF CALIF.

A survey is being conducted to learn the extent of damage to service dealers in the seven disaster area counties of California in order to instigate a possible appeal for aid. The Association feels that many service dealers may be in real trouble in Northern California and many dealers in other parts of the state could be asked to donate surplus equipment to help place these men back in business. There will be more on this plan in the next issue of MESD.

TULARE COUNTY CHAPTER HOSTS WAKEFIELD

The Tulare County Chapter of CSEA hosted executive secretary Jim Wakefield at their December meeting. The meeting, under the direction of CSEA delegate Audie Styles, was for members to receive an up-to-date report of the progress being made by the State Association in all fields of effort. Of special interest was the work being done on a State Legislative level.

NEW DUES SYSTEM WORKING WELL

Last month the State Office enacted a new system of paying dues in an effort to aid the local chapter officers. Each chapter was provided with a statement for each of their members along with stickers for addressing. This additional service by the State office eliminated a great deal of the detail work that was provided by the elected secretary of each chapter in the past. With this system all the Secretary has to do is to apply the sticker and place the invoice for dues in the mail. Secretary's are asked to report to the State office as to whether or not this new system is of benefit to them in operating their office.



Let's Make Some New Year's Resolutions!

BY RALPH JOHANNOT

PRESIDENT CSEA

NOW is the time for the revolution—at least on color TV service. There is good money and captive service in color TV warranties. I seldom like to refer to my own business for examples but since our firm was founded some fourteen years ago bearing the name which included the name color TV in its title, we feel that very few others can state that they have been selling and servicing color TV for a full ten years.

In these years color servicing has changed like black and white both in popularity and how the consumer views the product. Remembering that in the late forties you were looked at as some type of miracle worker when you fixed their monster and were able to keep this prestige until the mid fifties at which time you became the local licensed thief.

Color has and will follow along the same pattern and without changes being made NOW the future once again looks dim. How many calls (or re-calls), come in stating that now you have fixed the set, MIND YOU THEY SAY, "SINCE YOU HAVE FIXED THE SET, that my husband says the set is too pink," or "The color just doesn't look the same," or "I never saw Hoss Cartwright's left ear red before and I know it just needs some little adjustment."

It's this little adjustment that hits the dealer right in the pocketbook where it's likely to be his downfall. NOW is the time to lay down the ground rules. Either a color warranty or pay for EACH AND EVERY CALL. Let's not let color become like the black and white repair industry where the con-

sumer tells us what to do, when to do it, and how much they are going to pay you for doing it. The large national service companies average about \$8.00 for a color call and the consumer waits about 24 to 48 hrs. This being the case the independent who usually gives service within a few hours is entitled to a little greater charge.

A recent poll here in Southern California showed the average independents' rate to average close to \$8.50. And once again this \$8.50 isn't for an hour or hour and a half's work but for the first half hour. Also experience indicates that those people owning color sets who demand service on Sundays or holidays usually "pay the piper" plus having to call their regular service company to untangle the mess the tube jockey has left. So again let's at least make this a six-day week profession and hope someday to make it a five.

Next on your resolutions should be to upgrade your hourly rate or flat rate chart. If a mediocre independent carenter can draw an hourly rate of \$6.25 per hour or \$50.00 per day and works for straight time on Saturday this figures a gross of \$300.00 per week. Now I ask what in hell is wrong with our industry that a little gumption and backbone won't fix. Go ahead and raise your rates and at least have the fun of going broke making money if you can figure out how to accomplish this feat.

Now lastly go out to the nearest bar, juice bar, that is, and heft a good slug for 1965 and a better and prosperous New Year.

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

How To Make Sure Your

SERVICE CALLS ARE PROFITABLE

Whenever service dealers get together one of the chief topics of conversation is the charge for service calls. This topic is also probably the most written about in trade paper articles, manufacturers business hints, etc. but very few dealers actually base this charge on sound judgement.

In a recent survey we conducted we had widely varied replies that ran from \$3.95 to \$7.95 for a black and white TV service call. There were none who set odd figures such as \$4.45 or \$6.55 which would show some indication towards a logical evaluation of costs.

In past years the charge for a service call was not really important, or should we say, not as important as parts sales. The receiving tube represented the well-known pot-of-gold and many were not worried about the cost of sending the man out. Of course the tube checker and over the counter distributor ended this source of profit although some dealers still refuse to believe it. Now we are back to a realistic approach to determining costs and charging based on past experience.

There is only one sure way of determining exactly what a service call costs. It is really quite simple and can be arrived at within a few minutes. Here is all you have to do: 1. Take any six month period that you have expense figures for. At this time of year you probably have the second and third quarter completed so use the total expenses for that period. This should include everything, lights, heat, truck expense, technicians pay, your pay . . . in other words that last figure on your profit and loss statement before you subtract it from income to determine profit. 2. Total up the number of service calls made for the same period. 3. Divide the total expense by the total number of service calls and you will know exactly what it costs you to make those calls. The next step is to add a normal profit margin and this figure guarantees you a profit on every service call made in the future.

Now, you say that this is too high and you will have to make up the difference on high profit calls as compared to quickies? If this is your point of view you had better watch out.

For example: Say that you learn from the above sample that the cost of a house call is \$5.60. To this point you have been charging the customer a flat \$4.95 per call or a loss of about 65c per call. Thank God the only thing that has kept you out of hot water was the receiving tube but the results have been of the non-profit nature. Now, you talk about volume to bring the cost down. What does it take to make up this 65c?

Lets take the example of an expected 25% profit margin. A 2% drop in your gross profit, caused by service call loss, must be offset by an 8.7% increase in the number of service calls if you are to earn the same dollar profit. A 10% drop in your gross profit must be offset by a 66.7% increase in service calls to earn the same dollar profit. In plain words you would have to make five calls in place of the present three calls to make up that service call loss with "volume."

One of the most interesting experiences I have come in contact with is where the dealer increased his service call

charge from \$4.95, the going rate in his area, to \$7.95. The increase was to make each call profitable and any loss in business would be made up by the increase in charges. Before this went into effect the dealer notified every one of his customers of the reasons why this rate had to be increased and hoped that his work in the past would warrant their future support. The result was that instead of losing customers he has actually had an increase in customers. He is able to spend more time on the job, at least one half hour on every call, checks every tube in the set for possible future trouble or costly potential callback and makes the customer feel he is really getting his money's worth. At times he will even get up on the roof and check the antenna terminals. He feels that the rush in . . . plug in a new tube . . . and rush out leaving a charge for \$5.95 plus parts only makes the customer angry. The extra two dollars not only makes the call more profitable to the dealer but gives real satisfaction to the customer. No one likes to feel they have been had or that he is paying for, by the quickie service call, someone else's problems that takes more time.

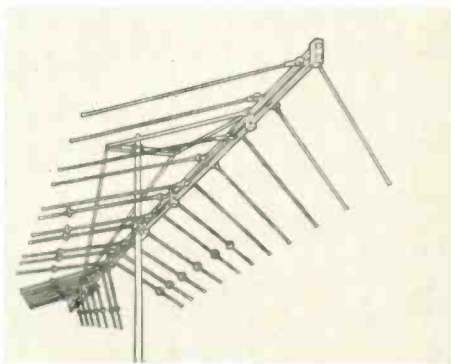
This dealer is enjoying an even better side effect in that many times he is recommended by one of his customers to a neighbor and is met with the attitude that we know you charge a little more but we also know that the set will work when you finish.

What about estimates? Many dealers advertise the fact that they give "free estimates." This alone could be one of your most costly mistakes. More often than not the result doesn't bring in additional business but loses business instead. The only way around the estimate cost is a direct charge and the way in which you handle the matter can make the difference in customer satisfaction.

Dealers have found that the most successful method, from both you and the customer's standpoint, is an applicable estimate charge. Make sure that the customer understands the cost of pick-up and delivery as well as the time involved in going over a set to give a good estimate. In California, of course, it is mandatory to provide an estimate before removing a set, if requested, and this does provide its own problems but it still makes sense to charge a small amount for this estimate and, if the customer authorizes the repair, apply this amount as a deduction from the total invoice. Make sure that it is deducted by making a separate entry following the total. Most customers realize that you are not in the estimate business and will go along with the small charge.

Today, more than ever before, we have got to get into the "SERVICE" business and I don't mean TV repair type service. With definite trends towards transistors and long term warranties the amount of service available and the life of receiving tubes is limited. We have got to sell our repair business through sound customer service and interest. I have met very few people who didn't ask where can I find a good TV service dealer. The time has come to do some cost accounting and some customer relation analyzing to insure a fine future.

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



FROM JFD . . .

Research and Development Laboratories comes an advanced new version of its Log-Periodic concept—the LPV-VU All-Band VHF/UHF/FM Cap-Electronic Dipole Log-Periodic.

By introducing unique parallel plate capacitors into the dipoles and adjusting precisely their capacitance and location, the new JFD design creates more driven elements than ever before possible. The Cap-Electronic dipoles are designed according to the (patent pending) JFD frequency independent Log-Periodic develop from research performed at the University of Illinois Antenna Research Laboratories. They help provide peak gain . . . flat, full bandwidth response . . . sharp directivity . . . high front-to-back ratios . . . and low VSWR on all UHF and VHF video, and FM and STEREO frequencies.

Only one download is required—a JFD AC80 signal splitter is included so lead-ins can be run to VHF and UHF TV set inputs, and FM tuner inputs.

New low impedance twin crossarms function as a crossed feeder harness to increase gain and to strengthen the antenna assembly. Non-corrosive stainless steel terminals, oversized non-breakable "Fortiflex A" insulators, solid aluminum bus bar transformers, factory pre-assembly, quadruple boom supports and electrically-conductive gold alodizing are some of its mechanical innovations.

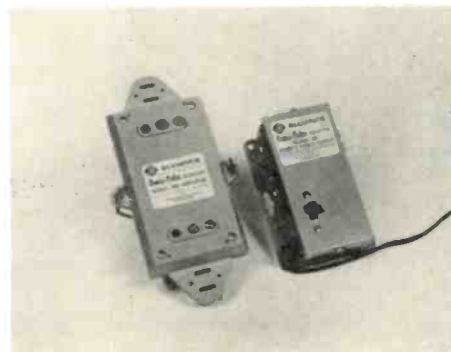
Up until now, a conventional dipole which resonated at 88 Mc in the half-wave length mode also resonated at about 264 Mc in the 3/2 harmonic mode. In the JFD Cap-Electronic Log-Periodic antenna, special capacitors are inserted at predetermined positions along the dipole, shifting the ratio between the first and second resonances. In this way, the dipole can be made to resonate at 88 Mc as well as 216 Mc. The active region in the high VHF band is thus extended over a greater number of dipoles with a resulting increase in gain.

The FM active region is found in the

forward UHF section. Here, FM, as well as UHF low band performance is improved by the insertion of parallel plate capacitors of selected values.

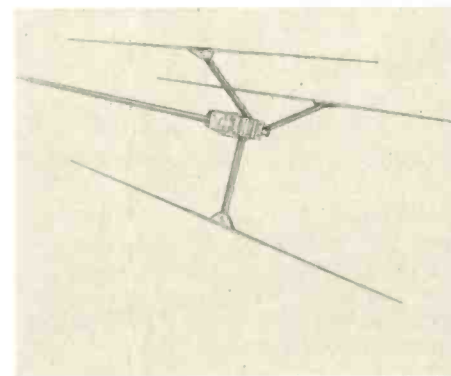
The UHF band is designed to operate in the seventh and ninth harmonic modes. This higher mode operation in UHF of the new LPV-VU capacitor-coupled dipole antenna provides higher effective gain in UHF—equal or better than that of the best parabolics.

Each LPV-VU is provided with a VHF-UHF-FM signal splitter (JFD Model AC80) to separate and feed the VHF, UHF and FM signals into their respective inputs.



FROM ALLIANCE . . .

Antenna amplifier for VHF all-channel TV is a new antenna amplifier said to improve color and black-and-white TV reception in both fringe and metropolitan areas by a new high-gain, low-noise antenna amplifier called "Genie-Color Booster." The devices consist of a transistorized amplifier with universal mounting for any antenna boom or mast, wall or window frame, plus a remote power supply unit which doubles as a two-set coupler. List price, complete with mounting hardware, is \$42.95.



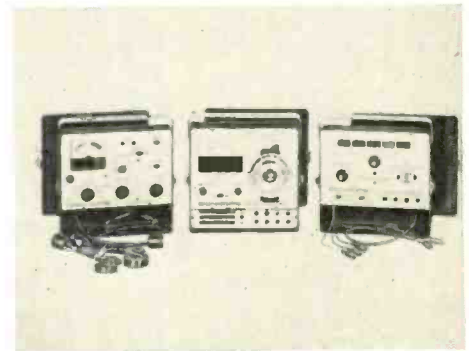
FROM ANTENNA SPECIALISTS . . .

Is a totally new approach to Citizen's Band beam antenna design, using no

mechanical rotator. Technically designated a "sector phased omni-beam CB base antenna," the SCANNER, Model M-119, employs all-electronic techniques to focus and rotate the beam. The antenna itself remains completely stationary.

"The same principle has been applied to radio telescopes and to satellite tracking with great success," according to Bob Beebe, Antenna Specialists sales manager: "The SCANNER is the first communications antenna to take advantage of the concept, however, and considerable engineering effort was required to develop its full potential."

The SCANNER is really three antennas in one. One of the three is used to radiate power, while the remaining two form a screen to reflect and focus the beam. Beam rotation is accomplished instantly by switching the radiating job from one element to the next.



FROM SENCORE . . .

Comes a new trio of portable testers.

The three new units are in matched rugged steel cases with removable covers. Each unit has a compartment for storage of accessories and leads. Easy grip brushed handles not only enhance the design but create a truly portable instrument for home service, shop service or on design bench. Covers are especially designed to fit into the handles, when these units are laid on the bench for easy reading of operating instructions contained in the cover. The three new additions to the Sencore line are an improved cathode ray tube tester, a solid state all-channel field strength meter and a solid state deluxe color pattern generator. All are moderately priced and none require warm-up time or stabilization. According to Don Jonson, Sales Manager, the Sencore line is growing at an average of one new look alike unit every 6 weeks. Mr. Jonson states that there is always something new with Sencore.



Be a wise owl!

How to cut call backs, increase profit on receiving tubes!



Engineered for peak performance . . . priced for extra profit! Every Admiral Supertron Electronic Tube must pass rigorous *super-quality* control tests and life tests to meet the high premium standards required for circuit approved tubes.

The remarkable Admiral price and volume discount helps you make *more dollar profit* on every service job! Reduce expensive call backs.

Order a complete supply of new Admiral Supertron Receiving Tubes today . . . start pocketing big profits tomorrow! Call your Admiral Distributor now!

Be wise . . . standardize on

Admiral® SUPERTRON RECEIVING TUBES

Always Precision Crafted Quality

NEW PRODUCTS

(Continued)

FROM SECO . . .

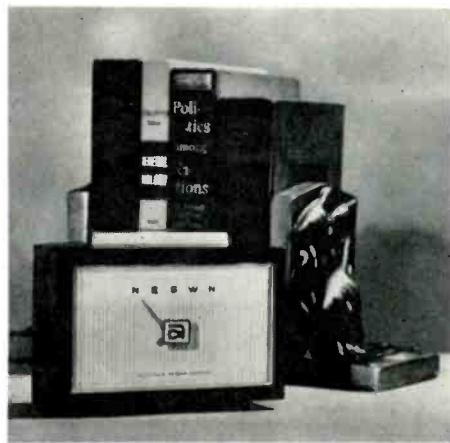
A new Model 990 Color Signal Generator so stable that it needs only 15 seconds to lock in and remains stable all day long. Routine adjustments involve only a horizontal and vertical hold control has been announced by Seco.

Crystal controlled keyed color bars provide 10 standard colors for accurate alignment and trouble shooting color circuitry. A rainbow color patten can also be selected to supplement keyed color bar tests. Color gun killer switches allow the serviceman to actuate any combination of color guns.

FROM BLONDER-TONGUE . . .

Comes a new solid state UHF to VHF converter, which amplifies as well as converts the signal.

Called the UC-3, the new converter offers greater stability, easier installation and lower maintenance costs than similar units now available. It operates effectively indoors, where formerly only crystal-controlled units would be considered.



FROM ALLIANCE . . .

A new rotator that gives greater precision plus instant reverse action.

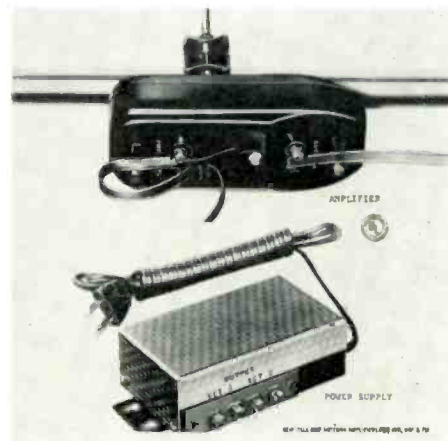
Called "Model T-45," the new Alliance Tenna-Rotor features a new five-wire circuit which allows precision operation unaffected by motor current, cable length or line voltage variations. The improved electric system assures excellent repeatability and more legible antenna direction indication.

The control unit, attractively styled in phenolic plastic, operates by means of a finger-pressure control bar to direct the antenna rotator through 360 degrees. Rotation speed is one r.p.m.

The Model T-45 rotator unit, factory

lubricated for life, incorporates Alliance's patented rigid offset design which distributes load weight over a greater area for a superior strength-to-weight ratio. Handling capacity includes the largest color antennas in winds in excess of 90 miles per hour.

Fully enclosed in a weatherproof, strong ribbed die-cast zinc housing, the rotator unit utilizes stainless steel or other corrosion resistant materials exclusively for maintenance-free operation.



FROM JFD . . .

A new series of ultra-reliable antenna amplifiers called the "Tele-Amp."

The outstanding feature of the new JFD Tele-Amps is their superior reliability. Extensive research of all antenna amplifiers by JFD engineers indicated that one of the key causes of performance failure was a breakdown in reliability. As a result, the reliability parameter received prime consideration in the design of the Tele-Amps.

The new amplifiers feature transistor and nuvistor design, printed circuit boards and lifetime environmental protection against weather effects for highest possible reliability. Poly-U sealant-coated circuit boards prevents moisture penetration, resist fungi and mold. The Poly-U also fixes in place critical tuned circuits, seals components and wiring, thus preventing breakage and open circuits.

O-rings are fitted around housing openings to shut out blown rain, ice, soot and other atmospheric impurities. The micro-fitted housing is factory-sealed with a head of silicone sealant, injected along the mating edges.

A key electro-mechanical innovation of the Tele-Amp is the "OFT" (Offset Free-space Terminal) design which lifts terminal connections away from possible accumulations of rain, humidity, ice, snow and soot. This further enhances reliability by preventing any signal leakage and preserves the 300 ohm twin lead characteristics over the years.

*Now is the
time to . . .*

INVENTORY YOUR SERVICE GUARANTEES

The time has come to take inventory of each shop's service guarantees. With the manufacturers building better sets and offering longer and longer warranties the dealer finds himself in the position of actually competing with this for customer attention.

When that set is sold to a customer the warranty is a very important part of the sale. The customer begins to rely on this and, in fact, many new sets are purchased for the sole reason that the customer does not expect any trouble for at least a year. I am sure we have all heard the story about buying a new one rather than repair the old one and there is no secret about it that the thought of service is a major part of that sale. Now, if we could guarantee and meet the same standards of a new set there is a pretty good chance that the old one will be repaired.

You say that this is impossible? Maybe it is but it makes good sense that we at least re-evaluate our own present guarantees and see where we stand.

It is astounding to note that many dealers do not have a fixed policy in regards to guarantees. Yes, most have a 90 days on parts and nothing on labor but just what does this 90-days do? Does it mean that you will replace the parts absolutely free of charge? If other parts go bad at the same time, will you charge for ALL your labor? Is your guarantee spelled out in writing or is it assumed? Do you really understand your own guarantee?

Now, let's start from scratch and try to analyze a service guarantee. First of all, we know that a liberal approach to service guarantees will provide the best customer relations and satisfaction possible. Believe me, customer satisfaction is the only thing that builds a business. A low cost service call might bring in some but even these will be difficult to hold without a good guarantee program. The customer you really want is the one that is willing to pay a fair price for good service—but make sure you keep him by prompt attention to any problems that might arise. No one likes to pay twice for anything and it is sometimes necessary to provide an extra liberal guarantee or adjustment to make sure the customer is happy.

Along the same line, many service dealers offer a complete 90-day parts and service guarantee but they make sure the customer is happy.

Along the same line, many service dealers offer a complete 90-day parts and service guarantee but they make sure the set is not going to go out during this period by taking the extra care necessary to insure against unnecessary

call backs. It is surprising how many dealers will send a set back in working condition fully knowing it will be back within a short period of time. The additional service call charge can certainly not pay for any dissatisfaction the customer might feel and the loss of future business.

No matter what your guarantees may be make sure that the customer knows what it is and what to expect. One of the most successful dealers we know of has a special certificate that he presents with every service job he performs. On this guarantee he states that, "All parts that we have installed are guaranteed for 90 days and any additional labor charges during the first 30-days of this guarantee will also be included under the guarantee." On the guarantee is a place to write what exact parts have been replaced as well as the date the guarantee begins AND ENDS. With this type of written guarantee the customer and the dealer both know exactly where they stand. If there is a complaint a complete record is on file and there is no hemming and hawing about additional charges. One additional important factor is that a call back under the guarantee should get quicker attention than the new service call. This is done for a number of reasons but the most important is that the customer who is calling you back is already unhappy and a long delay in attention could result in the complete loss of the customer. When the customer realizes that you have made an extra effort to make this particular call they will forget all about being unhappy with the work you were "supposed to have done." To a customer, a call back is only necessary when the dealer has not done a good job so it is extremely important to repair the set, and the image, as soon as possible.

To summarize this material it is important to 1. establish a workable guarantee and know just exactly what it is. 2. Put this guarantee in writing so that the customer knows what this guarantee actually represents. 3. Make this guarantee as liberal as possible in order to eliminate the chislers but offer more to the top customer. 4. Make fast responses to calls from customers who are still under the guarantee and it will pay big dividends in the long run.

The business world is becoming more and more competitive every day. Price is an important factor but service is beginning to make the difference between profit and loss. Customers are the most costly thing in the world to obtain and can be lost even without knowing it. All anyone wants is a fair shake . . . that little extra will bring success.

CHANNEL 28 JANUARY HIGHLIGHTS

This is a special feature to aid you in selling more converters in the Los Angeles Market. With this preview of coming programs it may provide an ideal sales tool to show potential buyers what is coming up and what they may be missing. If this does help we would appreciate a note and it will be continued as a regular feature.

MUSIC FOR EVERYONE

THE JULLIARD STRING QUARTET performing the works of Beethoven and Bartok. (Friday, January 1, 8:40 p.m.).

ON HEARING MUSIC, a panorama of music Mondays, 10:10 p.m.).

THE WORLD OF MUSIC, hosted by Morton Gould (Tuesdays, 7:00 p.m.)

LUBOSHUTZ AND NEMENOFF, a recital by these duo-pianists in which they play works by Mozart, Mendelssohn and Rachmaninoff. (Tuesday, January 5, 8:40 p.m.).

MIKLOS SCHWALB PLAYS BRAHMS. (Tuesdays, 10:10 p.m.).

RUDOLPH FIRKUSNY. A piano recital featuring the works of Schubert,

Schumann, and Moussorgsky. (Tuesday, January 12, 8:40 p.m.).

THE PLAY'S THE THING

THE FIRST GENTLEMAN. Norman Ginsbury's play starring Charles Gray and Susannah York.

(Tuesday, January 12, 8:40 p.m.).

A SLEEP OF PRISONERS. Christopher Fry's verse play starring Barry Morse. (Friday, January 8, 8:40 p.m.).

THE SHORT STORIES OF GUY DE MAUPASSANT. In a series beginning January 15th. KCET offers thirty-four of the master's stories in much the same manner as the "Saki" series. (Debuts January 15, 8:40 p.m.).

HAMLET. William Shakespeare's noble and thrilling play, full of action and fire, produced in England. (Tuesday, January 26, 8:40 p.m.).

BALLET

CARMINA BURANA, John Butler's complete ballet version of Carl Orloff's "Carmina Burana," choreographed on the grounds and in the chambers of a medieval castle in Doornenburg, Holland.

(Wednesday, January 20, 8:40 p.m.)

PUBLIC AFFAIRS

SEVEN-UP, a documentary on life and values in England as seen through the eyes of seven year olds.

CZECHOSLOVAKIA TODAY probes into the living conditions, wages, and politics of the Soviet-dominated satellite.

(Monday, January 4, 8:40 p.m.)

PREVIEW 89TH CONGRESS. Covering the major issues expected to come before the next session of Congress. (Mondays, 7:30 p.m.)

POISONS, PESTS, AND PEOPLE. A report of the insecticide menace.

(Wednesday, January 27, noon and repeated Thursday, January 28, 8:40 p.m.)

COMMENT: CECIL BROWN. A nightly commentary and analysis of local, national, and international events. (8:30 p.m. nightly)

THE ARTISTIC TOUCH

ORIGAMI, the art of paper folding as taught by T. Mikami.

(Thursdays at noon and 6:00 p.m. Debuts on January 7)

JAPANESE BRUSH PAINTING. The delicate art of Japanese brush painting is taught by T. Mikami.

(Mondays, 4:00 p.m. and 7:00 p.m.)

THE CHILDREN'S CORNER

DR. POSIN'S GIANTS. A madcap approach to the truths in science.

(Tuesdays and Thursdays, 4:30 p.m.)

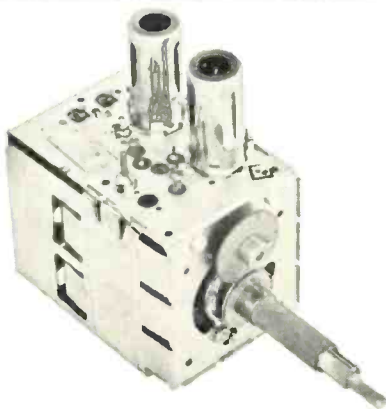
WHAT'S NEW. Designed to appeal to the young point of view in a survey of the world around us.

(Mondays through Fridays, 5:00 p.m.)

READING OUT LOUD. A new KCET production of reading from children's classics by well-known performers.

(Debuts Thursday, January 21, 4:30 p.m.)

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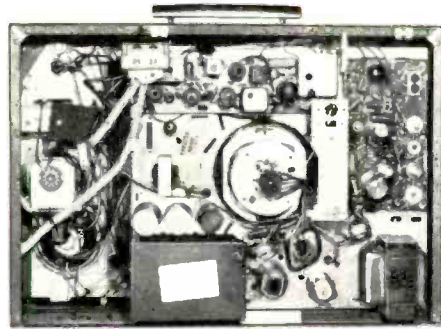
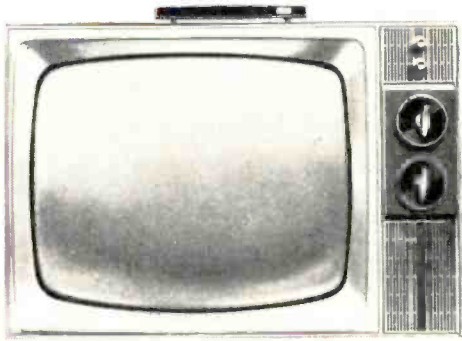
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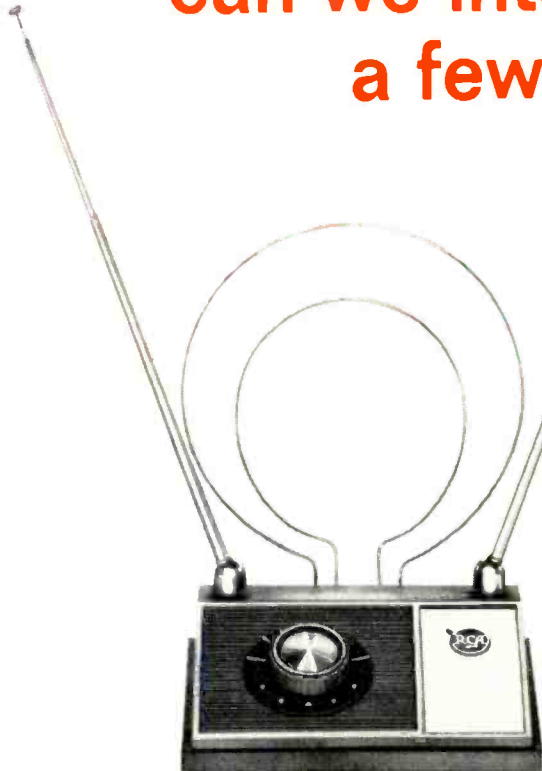
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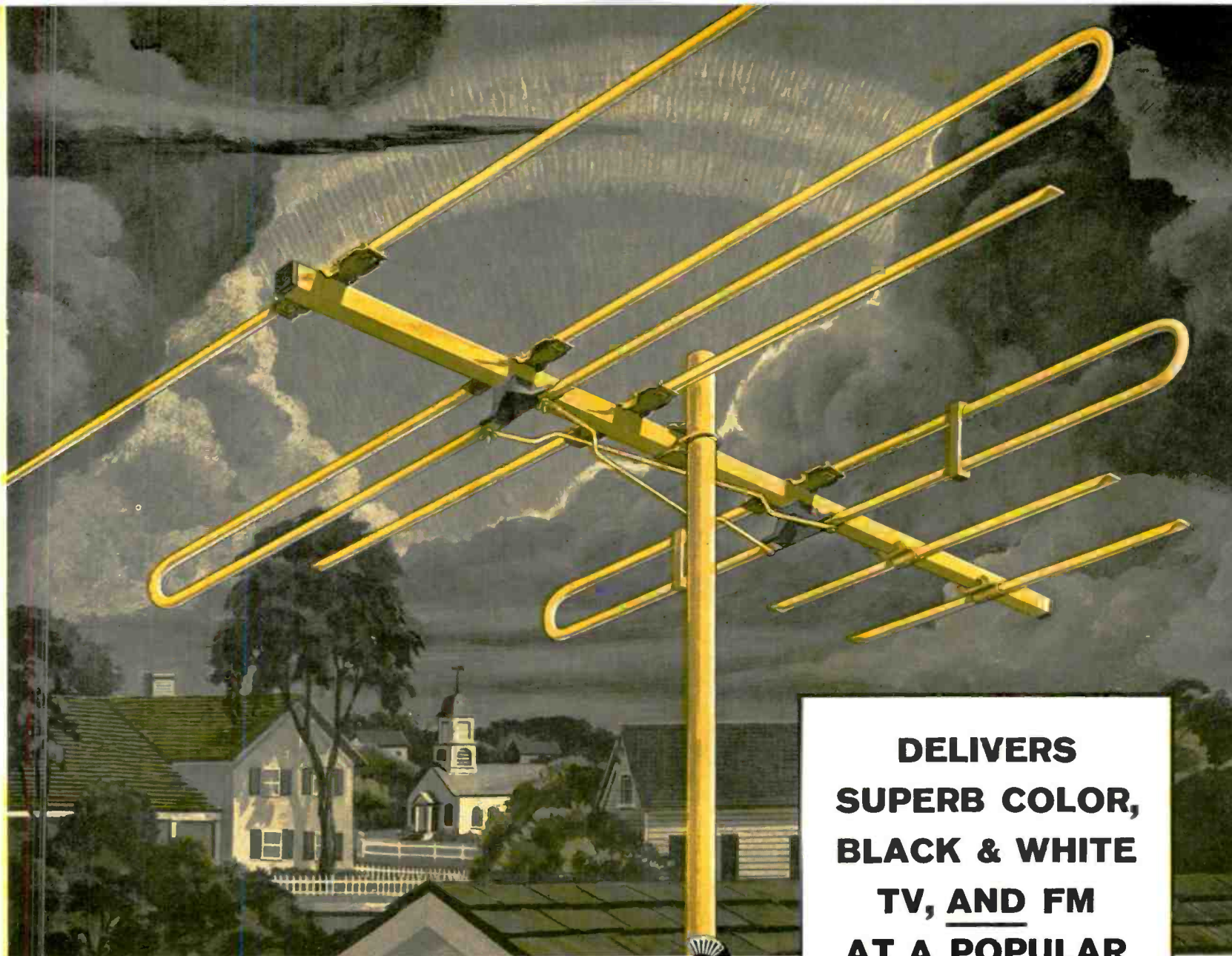
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It takes a good antenna to deliver good color TV pictures. Color carriers are not only weak, but phase-modulated. For this reason, antenna gain must be not only high, but flat across the entire frequency spectrum.

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Outstanding among the Color Guard series is the Coaxial Color Guard. Coaxial cable is highly recommended for color installations. It maintains constant impedance match (no ghosts or color changes), won't pick up interference, and is impervious to weather

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Any of the Color Guard antennas can be used to provide excellent FM stereo reception. All you need is Jerrold's inexpensive Model TX-FM splitter and you can feed a TV and an FM set simultaneously from the same Color Guard. See your Jerrold distributor or write for complete information on Color Guard—the perfect antenna for all your customers—from metropolitan to suburban reception areas.

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Two-transistor four-set VHF coupling—original Indoor Super Powermate offers highest gain/overload capability, low noise.

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Four-set VHF coupling, suburban to fringe—economical one-transistor Indoor Powermate for TV and FM.



Model SRX
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NEW!

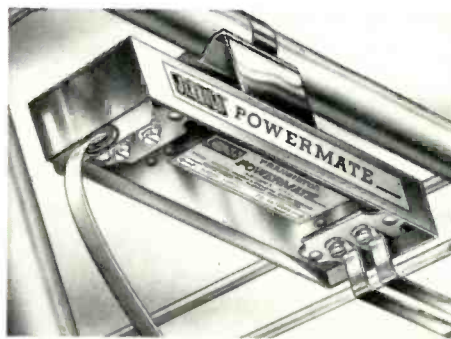
FM stereo indoor amplification—new Stereo Range Extender brings in distant FM stations, splits signal from TV on same antenna.

NEW!

UHF two-set indoor coupling—UHF Indoor Powermate Special amplifies and isolates signals to two UHF sets from same UHF antenna.

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VHF TV and FM amplification where overload is no problem—original popular Powermate with exceptional gain throughout VHF and FM band. Dual outputs.

Model APM-102
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High gain (VHF) without local-signal overload—famous Super Powermate, with industry's best gain/overload capability.

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