

MODERN

1963 "WSBP"  
Award Winner



# *electronic service dealer*

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

VOL. 4, NO. 11

MARCH, 1965

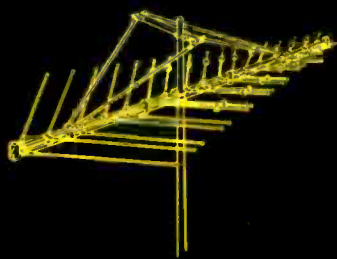
## HINTS FOR DIRECT MAIL ADVERTISING

**A Case For The California Registration Law ... An Editorial**

**10 Reasons Why You Need The California State Electronics Ass'n.**

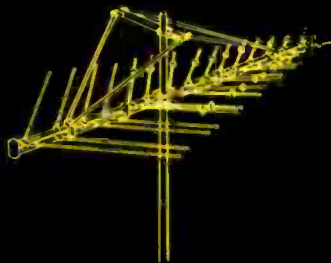
**White Front Controversy ... An Editorial**

**Channel 28 March Program Log**



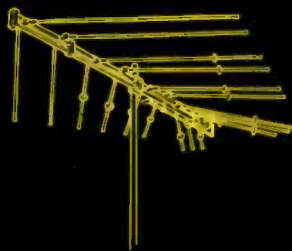
Model  
LPV-VU18  
List  
\$69.95

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



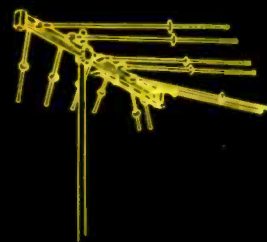
Model  
LPV-VU15  
List  
\$59.95

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



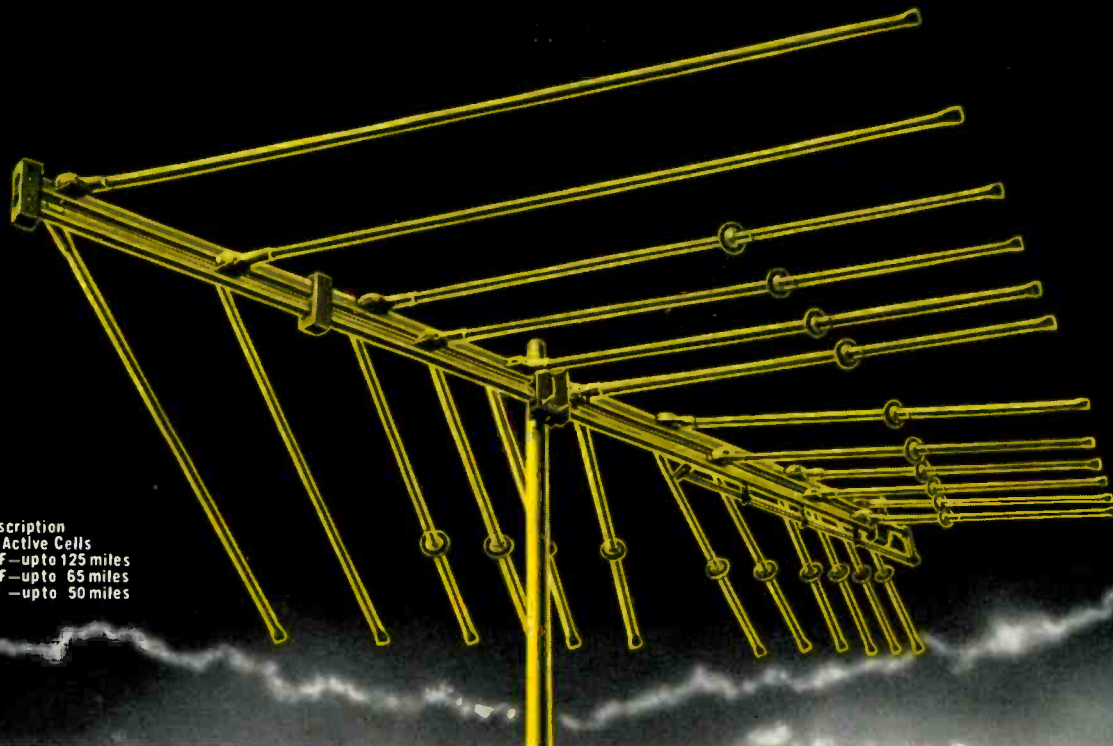
Model  
LPV-VU9  
List  
\$39.95

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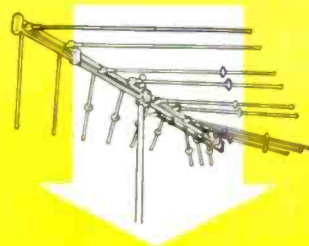
**Who Says  
You Can't Have Everything  
You Want in a TV Antenna?—**

**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.

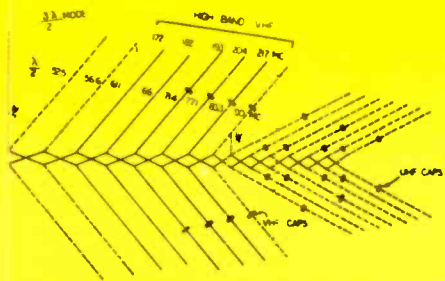
And you can choose from five gold alodized LPV-VU Log-Periodics to satisfy every location, any budget: model LPV-VU-18, LPV-VU-15, LPV-VU-12, LPV-VU-9 and LPV-VU-6.

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

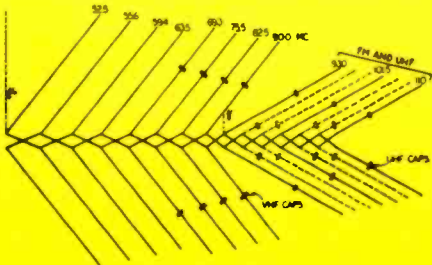
By introducing parallel plate capacitors into predetermined positions along the dipoles, and by precisely adjusting the value of each capacitance:



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.

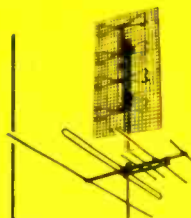


## PLUS...

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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San Carlos, California

**WHOLESALE RADIO & ELECTRIC SUPPLY COMPANY**  
1116 Folsom Street  
San Francisco, California 94103

## LETTERS TO THE EDITOR

Dear Mr. Martin:

Your editorial in the January issue very cogently pointed at what we in this Bureau believe to be one of the vital factors resulting in the two court cases which you have mentioned.

I speak of that portion in which you give your view toward a solution of the unfair attitude assumed by the courts in the two cases of "unsatisfactory repair." Certainly, a dealer should and MUST establish himself in and as a part of his community, building his reputation coincidentally with that "community service" posture.

In the case of Lee's TV & Radio in Los Angeles, Glen Logan found it prudent to build an image for the court and unless I miss my guess a great part of that image-building rested upon the dealer's reliability report from the Los Angeles Better Business Bureau. This leads me to an observation which I have shared with Phil Fisher, Secretary of ACTRA, on many occasions.

This Bureau worked long and hard with Fred Rock, of Oranada TV in Oakland, to establish the organization now known as ACTRA. It provided its assistance in establishing the first Code of Ethics for the organization's members, called industry-wide meetings, elected a member of the industry to the Bureau's Board of Directors, worked jointly with the association in the setting up of lists of dealers than advertising the \$1.00 service calls and without fanfare or publicity of any kind caused the quiet demise of such advertising in area newspapers. Despite this record of work by the BBB in behalf of the industry, many dealers have withdrawn their financial support from the Bureau providing as a reason the demands made upon them to join the association, the cost involved in licensing under the new SB-1292 and the like.

We have always encouraged and urged local TV dealers to join and support ACTRA both financially and ethically because we feel this organization is doing an outstanding job for the industry locally. Phil Fisher is as hard-working a man as I've ever known. He is dedicated and has built ACTRA into one of the best organizations of its kind anywhere.

However, I would like to point out that in withdrawing support from the BBB, dealers are perhaps unwittingly depleting one of their greatest sources of public confidence-building available to them anywhere. The reasons should be obvious. While ACTRA and similar organizations are doing a splendid job for the industry, it is not to these organizations that prospective customers turn when they wish information about the reliability of dealers. It is to the BBB, and every Bureau in the country has statistics to prove the statement.

Because of the Bureau's 50-year public education programs the public has been conditioned to call them for this type of information. The Bureau's performance record has proven without doubt that it is a source of unbiased reporting available to the public, legal and government officials and others without cost to them. Yet this "free" service is made possible only through the thinking of far-sighted businessmen who support the Bureau financially to make that service possible.

CSEA and the local dealer organizations are necessary and deserve the support of the industry. But...so are the hard-working Better Business Bureaus in every city or community where they are located.

I trust and hope that your readers will

realize the value of the bureaus as vehicles to assist dealers in building and maintaining the "good citizen" image which is obviously needed in many instances such as those related in your editorial.

Sincerely,  
B. Charles Wansley,  
President, B.B.B.

Gentlemen:

We were greatly interested in your item in Electronic Service Dealer regarding service technicians.

We are interested in men having had experience in Color Television and HI-Fi.

We would greatly appreciate any help you can give us.

J. & S. Television Co.  
L. H. Copperberg.

Gentlemen:

In looking through your publication of January 1965, I was quite pleased to run across the article "Wanted, Service Technicians."

I am located in Sonora, Tuolumne County, California, and have one of the oldest established radio and television stores in the area, being an authorized Zenith dealer. I purchased this store three years ago from the original owner, and have been struggling along trying to uphold the tradition of the store that had been established over a period of a good many years. My background in electronics was in radio, sound and broadcast engineering both in service and design. This experience has extended over the past 35 years.

I have studied the area pretty thoroughly and could emphatically say that we do not have in the entire County of Tuolumne a really qualified service technician. Yes, we have plenty of tube jerkers and fellows that can stumble their way through a service job, which usually takes them about 50 percent more time than would be required by a good technician. I am continually snowed under with all kinds of work: radios, phonographs, TV, intercoms and general hi-fi service work. My experiences have been pretty sad with help.

I would say that a good man, should he move to this area, would have no spare time at all and in all probability could use an assistant 90 percent of the time. I have tried some 15 different men that have moved to Tuolumne County thinking they could get by with most any kind of a job. Among these I have not found one man that had even a kit of personal tools to work with.

The area is serviced by two principal service shops and a myriad of backdoor and garage "technicians" so-called. It seems as though there is a TV man hiding behind every tree in this area. There are two or three 30-day wonders who have studied a book for a short time and taken out a permit from the State to do TV service work.

I would like to get hold of a really good man to take over all of the service work in my place and I believe that if he were a good man with ability to meet the public and gain their confidence that he would not lack all the work he could do.

I would surely be grateful to your organization if such a man could be found. The field is wide open in this area.

Very truly yours,  
GEO. T. LYON APPLIANCE  
By S. S. HUDSON, Prop.

# ELECTRONIC Service Dealer

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MARCH, 1965

# ELECTRONIC SERVICE DEALER

MARCH, 1965, Vol. 4, No. 11

## 6 The Case For The Registration Law . . . An Editorial

An opinion concerning the Registration Law . . . its effect and future.

## 14 Hints For Better Direct Mail Advertising

A special article prepared to illustrate the pitfalls of poor direct mail advertising. The postage stamp is the most important part of direct mail advertising and should be used to its greatest advantage.

## 17 10 Reasons Why You Need The California State Electronics Association

A recap of many of the programs and services performed by this State-wide Association to provide a better industry.

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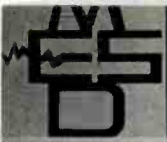
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**EDITORIALLY SPEAKING**

By **DON MARTIN**

**THE CASE OF THE REGISTRATION LAW**

As all of you know, the present California Registration Law is due to expire in September of this year unless a new law is passed to replace it on the books. To date the Governor has indicated that he will back the re-enactment of this law and local agencies are rallying behind this leadership.

The question is now asked, What about the Television Service Industry itself. How do the dealers, in general, feel about the law and what effect has it had in correcting the abuses the industry has taken in the past?

First of all we must realize that the agency this legislation set up did not begin to function until the early part of 1964. The appointment of a Chief and the naming of the Advisory Board all took time with the results being a limited introduction to the effectiveness of the law.

At the same time there was added confusion since the legislature had also enacted the Los Angeles County Lien Law which simply states that a customer must be given an estimate before a set can be removed from the home. In addition to this, if there was more work to be done than the original estimate, the work must be authorized by the customer in writing or the dealer could lose his right to a workman's lien on the set. Incidentally, the State Service Dealer Association (CSEA) did not back this legislation and has indicated it may actively seek its repeal during this session of the legislature.

Now, what has happened in the past few months? All indications point towards some real work in the conviction of fraudulent dealers, especially in the Los Angeles area, with more to come. The Bureau has gone after the big offenders with the greatest amount of complaints and haven't lost a case. The newest one, Atlas Television in Orange County, is scheduled for trial within the near future and is well known by consumers and dealers in that area. The arrest of Jerry Nova of Atlas was made only a few weeks ago and, from what we understand, the Bureau has a great deal of evidence to present.

The real beauty of this law is that, for the first time, there is a governmental agency that can put together technical evidence that will stand up in court. In the past it was almost impossible to obtain a conviction of fraud in the repair of television sets and most agencies wouldn't even prosecute. With the BERD they have the agency to do the job and they are now in full swing. What is even of greater importance is that after the conviction is made the dealer is in line for the revocation of his registration and can be put out of business.

If the Service Industry in California is interested in the elimination of the fraudulent dealer, the up-grading of the industry in the eyes of the consumer and willing to cooperate with this agency then it should back the re-enactment of the Registration Law.

What about the other side? What is the complaint of the dealers who seem to be against this law?

In a recent meeting the chief complaints were:

1. They don't like the Chief of the Bureau since he is an attorney and not a Television Service Dealer.
2. They don't like the advisory council since it only has two men from the Industry as compared to three from the general public.

3. Under this law a dealer's registration can be revoked without a trial by jury.

4. Un-constitutional.

5. No requirement as to ability.

6. Against 10-set regulation that allows a person not to register if he repairs less than 10 sets per year.

Let's take these one at a time and try to answer them as far as my opinion is concerned and for what it is worth to each reader.

The Chief, Dan Weston, was appointed by the Governor. This appointment was required by the law, as were the members of the advisory council, and his background included a great deal of work as Assistant District Attorney in Northern California in the area of fraud. In our opinion he has already gained a great deal of technical knowledge in electronics and has impressed almost every dealer group, he has even spoke before, with this knowledge. He has shown a great deal of cooperation with the dealer organizations throughout the State and seems to have their confidence.

The Advisory Board was also appointed by the Governor and these people all seem extremely interested in their position. The two dealers representing the Industry are well known with one recognized as the top retailer in the U.S., a few years ago, and the other being a dedicated dealer from Ventura. With one from Northern California and the other from Southern California it would seem that geography has been taken into consideration as well.

The chairman of the Board is a well known Northern California Attorney who did a great deal of the research work in regards to the Television Industry prior to the enactment of the present law and the Southern California Attorney is a well respected individual. The fifth board member certainly has the housewife's interest at heart and her background and education is certainly of the highest caliber.

Why are there three from the general public? This is simple since it is a law enacted to protect the interests of the general public . . . as all laws are.

A dealer's registration can be revoked by the Bureau without trial by Jury. This is true for all Bureau's in this division and is nothing new but there is re-course to the courts under the appeal. A few months ago we ran an article that had all of the procedures down and answered this question completely. A person that uses this as an argument against the law should also do something about the divorce laws since no one gets a trial jury under this law either.

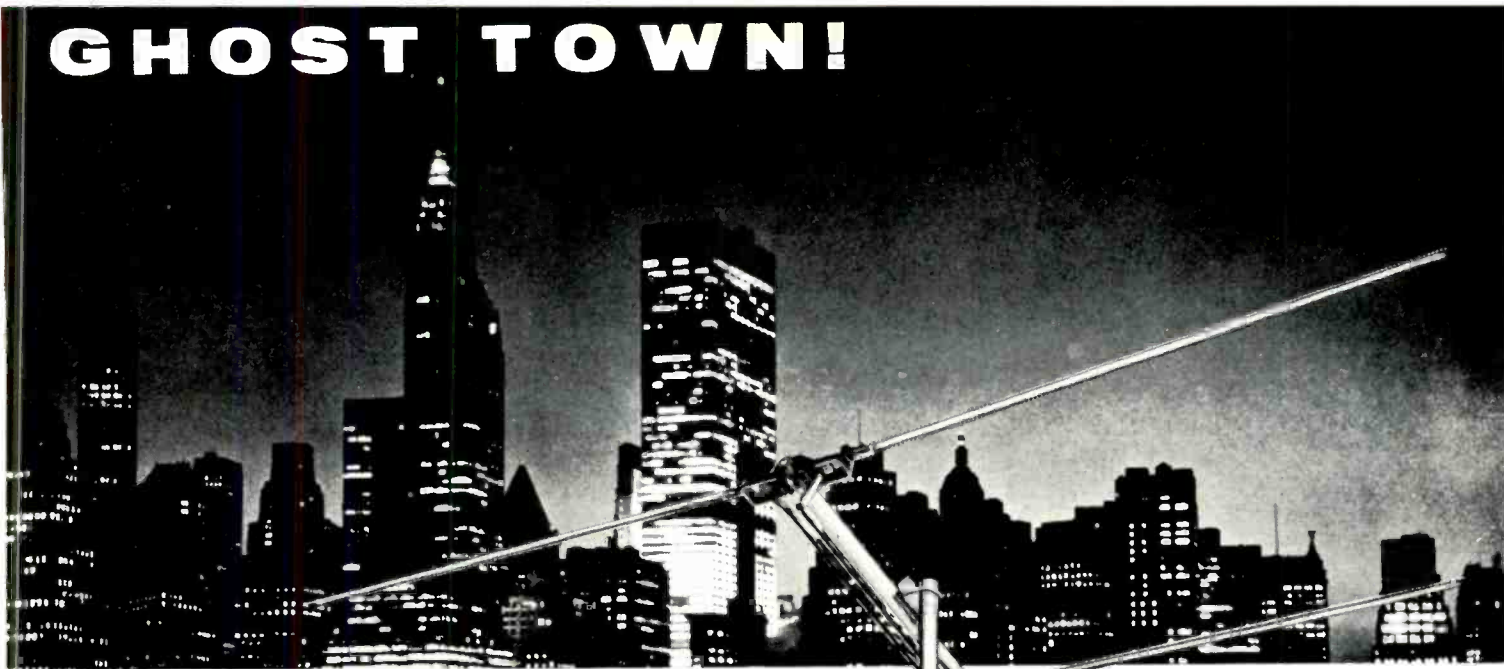
Another point is that the three registration revocations thus far have been of dealers convicted of criminal fraud.

There is only one group of people that can determine whether a law is un-constitutional or not and that is the Supreme Court of the United States. It seems that everything is un-constitutional these days including the tax on cigarettes, for example, since it has many taxes on taxes.

The requirement of ability is a good point except that there is a tendency today to pass a law that will auto-

*(Continued on Page 10)*

# GHOST TOWN!



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

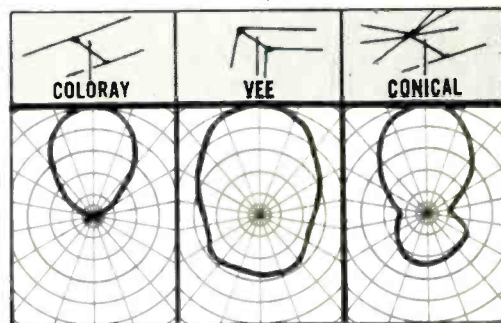
The Coloray. A new kind of antenna **GUARANTEED** to make city (and suburban) TV sets give up the ghost, knock out interference. And has proved it time after time. Right out there in the field—among the tall buildings that cause 80% of the city's TV troubles.

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.

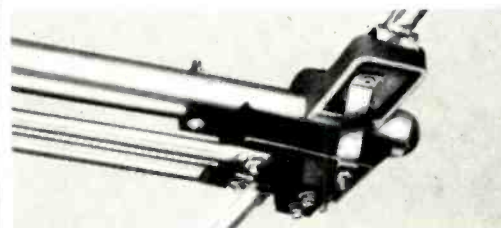
**Enjoy Fringe-Area-Type Profits!** No longer are you forced to sell metropolitan antennas on a low price, low profit basis. No longer need you envy fringe-area dealers their high profits on expensive antennas.

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  
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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.

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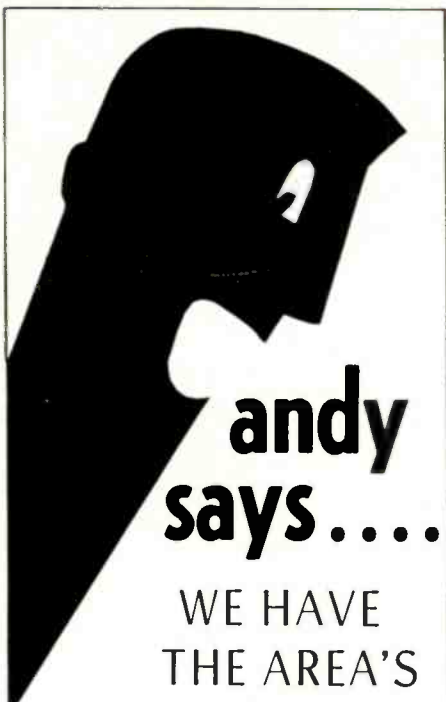
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says....**

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SERVICE PARTS**



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PLUS—THE BEST LINES  
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MODERN  
*electronic  
service dealer*

PRESIDENT'S MESSAGE



## More of That Stuff Called Future

BY RALPH JOHNOT

PRESIDENT CSEA

Many of us in this idiotic business wonder as we and our employees grow older and less agile on the rooftops and on the bench working on the new exotic electronic circuits, who will be doing the job for us in the future? Where are these men coming from? How can we persuade them to come into our field of electronic service rather than work for industry? How can we pay them a wage scale such as industry? How can we keep them once they are trained when the consumer (and there are always a few) that lets loose with the verbal profanity regarding our profession? Frankly if you don't have a firm with a paid employee with a cast iron constitution to answer the phone and wait on the repair trade you know you are always waiting and expecting that creep of a customer who will upset your whole day and make the old ulcer sizzle. WE all have this problem, let's face it, but why should a young man who is green to all this abuse stay in a field such as ours when industry offers such a sheltered future with so many fringe benefits.

To change the problems of getting this new growth of men into our folds we must plan the future to have him accepted as a professional man with the prestige as he would have in the new space age. This can only come about through our legislation, apprenticeship and programs that will enhance our position as a professional trade.

Next we must interest the young boys in high school and trade schools, get them into an apprenticeship program and into our ranks as true journeymen. Sadly as you well know most of the younger men who are interested in our trade come to us because they have been "hams" tinkers (Webster's quote, "a

mender of metal pots, kettles, etc. to patch up, meddle in an officious manner") or hobbyists who we have had to train as we have had time to do so. Now the shoe is on the other foot. We no longer have the time or the knowledge to train these men on the new solid state and exotic circuits. We can no longer send our employees to be schooled as these new devices hit the market. These men must come to us with the training that WE NEED and THEY ALREADY HAVE.

Two plans are in their formative stages at this time for this training. One, the true apprenticeship program with its 8000 hours training and Second, the new 52-week program that we are now contemplating under the Manpower Development and Training Act. This new program would be a concentrated program to train or retrain and develop a person to be sufficiently skilled and groomed for immediate release to our trade to do any type of repairs we would ask of him. He would be trained not only for knowledge of repairs but also with business know-how realizing that speed, skill and his ability to produce is the utmost importance to provide a profit to his employer and allow himself a margin for a decent salary.

Under either plan the desire must come from YOU the employer to get these training plans started and CONTINUED in YOUR area. No one is going to do it for you. It will have to start within your chapters and business areas, to work together as a group to get these plans working for you. Your state C.S.E.A. office in Fresno has the details of how to get the ball rolling for your group. Let's as a unified trade get started a program for the immediate future NOW.





The California State Electronics Association

## NEWS WIRE

### **SAN DIEGO CHAPTERS TO HOLD JOINT INSTALLATION**

CHAPTER 13 AND 18 in San Diego County have made arrangements to hold a joint installation dinner-dance on March 13th. The event will be strictly informal and social with no speeches or guest program. Under the direction of the North County Chapter, the event will be held at the Little Boveria Restaurant in La Jolla. No host happy hour at 6:30 with dinner to follow.

### **SOUTH BAY CHAPTER TO AID FORMER MEMBERS WIDOW**

THE MEMBERS OF THE SOUTH BAY CHAPTER of CSEA have made arrangements to assist Mrs. Don Reed in the disposal of the former member's shop and merchandise along with the active customer list. Anyone interested should contact Harry Kiyomura or Lloyd Brown for further details.

### **THREE FIRMS O.K.'D FOR CATV IN OAKLAND**

LATEST REPORTS INDICATE that three firms have been o.k.'d to provide CATV systems in the Oakland area. Some 10 channels are being considered with a total installation cost of \$25 plus \$5 per month and a two week free trial period. In granting the franchise the local CSEA group was able to include a great many restrictions including a no service, rent, lease or sales clause.

### **MANY CHAPTERS DISCUSS ADMIRAL WARRANTY**

CSEA CHAPTERS THROUGHOUT THE STATE are up in arms over the new Admiral full year parts and labor guarantee and have voiced opposition to the program. Actually the way it works is that Admiral charges the dealer making the sale an additional \$25 per set and then pays the person who picks up the warranty \$40 to cover any possible trouble. Possible State wide action is anticipated within the near future.

### **GLENDALE-BURBANK TO ALTERNATE PROGRAM CHAIRMEN**

A NEW POLICY by the Glendale-Burbank Chapter will place the monthly program in a different member's hand each month. Under this idea the burden of producing different programs each month by the same persons is eliminated and it is hoped that a more diversified selection of topics will be presented.

### **PASADENA TO HOLD DINNER**

THE PASADENA CHAPTER'S INSTALLATION DINNER will be held Saturday, March 13th, at the Santa Anita Inn in Arcadia. Reservations should be made as soon as possible.

### **NEW CHAPTERS UNDER STUDY**

SEVERAL NEW CHAPTERS TO CSEA are under study and it is hoped they will be developed within the near future. Under consideration are chapters in Santa Rosa and Richmond along with Vallijo and Petaluma.

### **DAN WESTON ADDRESSES DIABLO CHAPTER**

DAN WESTON, CHIEF OF BERDR, was the guest speaker last month at the Diablo Chapter meeting in Northern California. In his presentation he stressed the action recently taken in regards to several Southern California firms and the convictions resulting from their investigations. He also answered questions of members in attendance.

### **L.A. CHAPTER FORMS BUSINESS PRACTICE COMMITTEE**

THE LOS ANGELES CHAPTER OF CSEA has taken a step to try to clean up some of the unfair competitive practices in the Industry. A special committee has been formed and will report recommendations for chapter action.

## NEWS WIRE *(continued)*

### MEMBERSHIP DRIVE SLATED IN SAN DIEGO

AN ALL OUT MEMBERSHIP DRIVE is in the offering by North San Diego County Chapter of CSEA. Full cooperation is being asked of the state and the Chapter itself will set up an incentive program for joining. At the same time all interested members were asked to become part of NEA by contacting the State office in Fresno.

### ZONE F TO MEET WITH FTC OFFICIALS

HOWARD SINGER, Public Relations Director for CSEA and a delegate to Zone F, has made contact with the local office of the FTC in order to impress upon this governmental agency the unfair competition of several manufacturing companies who are in or beginning to enter the lease, rental, installation, etc. business. In his communication to the FTC he brought out the alarming increase in tube types and the unrealistic pricing along with it. 2. the proof of RCA practicing the sale and service of Television sets to Motels, Hotels, etc. at prices far less than those offered to dealers. 3. The practice of not labelling merchandise sold under a major brand but manufactured in Japan. 4. The dual distribution of tube sales to consumer or consumer outlets at prices close to that paid by dealers for the same tubes, and many other points. It is hoped that a special hearing on the matter will be held in Los Angeles within the near future and will coincide with similar hearings instigated by NEA on a national level.

### ZONE B TO SPEARHEAD ANTENNA COMMITTEE

THE ZONE B COUNCIL, under the direction of Chet Chapin of Burlingame, will create a master antenna sub-committee. The purpose of this committee will be to set a series of standards and procedures for master antenna system installations and provide this information to members throughout the State. Other action during the last Zone B meeting included the tentative setting of a social "Bay Cruise" in September, a committee to investigate the use of CSEA emblem by a non-member and the announcement that the next meeting will be held in San Francisco.

### ACTRA HAS ZENITH COLOR PROGRAM

THE ACTRA CHAPTER OF CSEA had as its guest speaker Mr. Frank Hufford, Parts and Service Manager of the H. R. Basford Co. of San Francisco. The topic of his presentation was the new 25" Zenith Color Set.

## EDITORIALLY SPEAKING

*(Continued from Page 6)*

matically make everyone in the industry a master craftsman, because he is licensed by the State, and require every new person to pass all kinds of tests. There is also some disagreement as to who is licensed . . . the shop, the technicians that do the work, etc. The only answer to this is a program of self-certification, such as proposed by CSEA, where everyone can take a test and, if he passes, be certified as an individual rather than as a shop to perform particular work.

The real top complaint with the law is the regulation regarding the 10 set rule. Everyone firmly believes that ANYONE who receives pay for doing any electronic repair work is automatically in the business and should be required to register. The present regulation says that you do not have to register if you repair less than 10 sets per year.

These are basically my opinions in regards to the Registration Law. Right or wrong it makes sense to me that the only way to get rid of the unfair competition of dealers dealing in fraud and to make a well respected industry of the Television service business is through this type of legislation.

### THE WHITE FRONT CONTROVERSY

Needless to say the hottest item to hit the Television Repair Business in years took place last month as the White Front Discount Chain initiated a two year parts and labor

warranty on all black and white Television sets sold by their stores.

The catch, and there is always at least one, is that the customer must bring the set into White Front and must pick it up after it has been repaired. The idea behind this is to offer an additional discount on fair traded merchandise and to increase store traffic by bringing these captive service accounts back to the store for possible additional sales. Today more than ever before the chief function of merchandising is to get a customer to the store and keep him there as long as possible.

There is no evidence as yet, but I would suspect that the repair period will be anywhere from two weeks on and that this time lapse may destroy the customer's use of the built-in warranty. Of course, the program will increase sales and it would seem to me that the company is betting that many of the customers will not take them up on the warranty after the first go around. It also says nothing about picture tube replacement.

Another thing of particular importance is their declining the same program for color sets. Whether or not they feel it may be too expensive I don't know but looks to me as if they don't want to tackle this problem until they have had some experience with the black and white sets.

At this time we would like to take our hats off to General Electric and Craig Electronics (Motorola) for pulling their products out of White Front because of the obvious discounting of their merchandise. It takes a lot of courage to turn your back on one of your top accounts but we feel it will pay extra dividends in the long run.

*you get* **PRODUCT PLUS** *from your Sylvania Distributor*



## “Go Places” with your Sylvania Distributor

An invitation to one of America's most famous resorts is waiting for you at your participating Sylvania Distributor's. Complete with excellent accommodations, professional entertainment, boating, dancing and other fun and sun features. Be our guest and show the Mrs. the time of her life.

Your Sylvania Distributor will be awarding week-

end holidays between now and May 31. So now is the best time to stock up for a busy spring and summer with the quality, fast-moving line of tubes. It may take you to your vacation paradise. Ask your participating Sylvania Distributor for details.

Electronic Tube Division, Sylvania Electronic Components Group.

**SYLVANIA**  
 SUBSIDIARY OF  
**GENERAL TELEPHONE & ELECTRONICS GT&E**

NEW CAPABILITIES IN: ELECTRONIC TUBES • SEMICONDUCTORS • MICROWAVE DEVICES • SPECIAL COMPONENTS • DISPLAY DEVICES



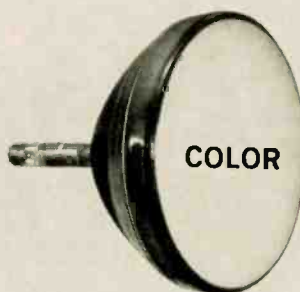
**ZENITH QUALITY  
"ROYALTY CREST" CIRCUIT TUBES**  
Complete line of more than 875 top-quality types for maximum performance and dependability.

**ZENITH QUALITY "STEREO PROFESSIONAL"  
and "STEREO PRECISION" RECORD CHANGERS**  
with Micro-Touch® 2G Tone Arm with "Free Floating" cartridge. World's finest automatic record changer for the audiophile.



**ZENITH POSITIVE QUALITY CONTROL  
TRANSISTOR RADIO BATTERIES**  
Featuring "Transistor Blend" Electrolyte.

**ZENITH QUALITY TELEVISION PICTURE TUBES**  
The industry's broadest line of replacement picture tubes.



Zenith Color replacement tubes contain used material which, prior to re-use, is carefully inspected to meet our high quality standards. The electron gun is new.




Zenith replacement tubes are made only from new parts and materials except for the glass envelope in some tubes which, prior to re-use, is inspected and tested to the same standards as a new envelope.

# CHOOSE **ZENITH** for in **REPLACEMENT PARTS**

Now Zenith is your *number-one* source of supply with a full line of replacement parts and accessories, built to famous Zenith quality standards.

Wherever you are located, there's a Zenith Distributor near you, who can supply you quickly with whatever you need on a day-to-day basis.

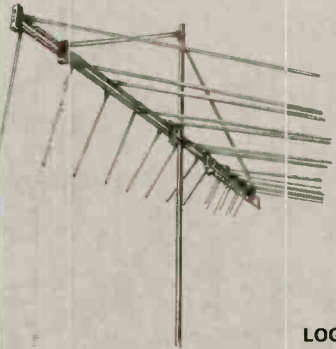
Zenith  *The quality goes in before the name goes on*

Specifications subject to change without notice.

**FOR MORE INFORMATION, SEE YOUR LOCAL ZENITH DISTRIBUTOR OR CLIP AND MAIL COUPON: ▶▶**

**NEW! ZENITH QUALITY OUTDOOR ANTENNAS**

A complete line featuring...

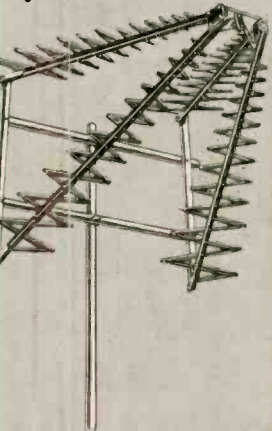


LOG-PERIODIC FOR ALL CHANNEL COLOR AND B/W TV, FM AND FM STEREO



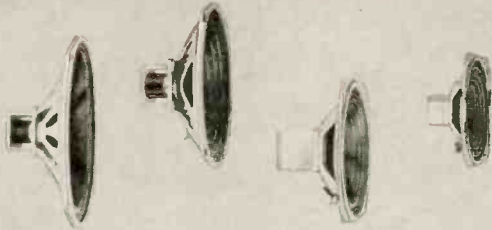
LOG-PERIODIC FOR VHF TV AND FM

PLANAR HELICAL LOG-PERIODIC FOR UHF TV



**NEW! ZENITH QUALITY HEAVY-DUTY ANTENNA ROTORS**

Manual or Automatic... can turn up to 150-lb. antenna in a complete circle in only 45 seconds.



**NEW! ZENITH QUALITY HIGH-EFFICIENCY UNIVERSAL LOUD-SPEAKERS**

32 popular sizes for practically any purpose. Built to Zenith's famous original equipment standards.

**NEW! NOW ZENITH HAS QUALITY WIRE AND CABLE**  
Built to highest standards for every installation application.



**NEW! LOW-LOSS 300 OHM UHF CABLE**  
Finest for all installations—in hanks of 65 ft., 100 ft. and reels of 1000 ft.



**NEW! VHF 300 OHM TRANSMISSION LINE**  
Covered with special ultraviolet protective polyethylene—15-year warranty! In hanks of 65 ft., 100 ft. and reels of 1000 ft.



**COAXIAL CABLE—RG 59/U** ultra-flexible, low-loss foam poly in vinyl packets of black, white, silver, gray and beige colors. In hanks of 50 ft. and reels of 250 ft. and 1000 ft.



**ROTOR CABLE—**4/C Polarized Parallel—8/C Color Coded Round—5/C Polarized Parallel—in hanks of 65 ft., 100 ft. and reels of 1000 ft.



**MICROPHONE CABLE—1/C** Foam Type Low Capacitance, spiral shielded. In reels of 250 ft.



**SPEAKER CABLE—**Polarized heavy-duty in gray, white, brown, clear, clear gold colors. In reels of 100 ft. and 500 ft.

# HIGHEST QUALITY and ACCESSORIES!

I AM INTERESTED IN RECEIVING INFORMATION ON \_\_\_\_\_

PLEASE SEND ME THE NAME OF THE NEAREST ZENITH PARTS DISTRIBUTOR.

ZENITH RADIO CORPORATION • 5801 WEST DICKENS AVENUE  
PARTS AND ACCESSORIES DIVISION, DEPT. ME-3-23  
CHICAGO, ILLINOIS 60639

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

# Hints For Better

## DIRECT MAIL ADVERTISING

So the old cliché goes, "You have to spend money to make money." Such is the plight of the average TV service dealer. One could of course, chop overhead costs greatly by eliminating such modern inventions employed by dealers, such as the telephone, perhaps the typewriter, electric lights and even that truck or station wagon used for service calls and pick up and deliveries. Let us suppose, hypothetically of course, that the dealer, instead of renting a shop invested a much smaller amount of money in a used army surplus tent. The diminishing overhead costs at this rate would be astonishing in the interim. Hypothetically, however, the world too could cut its overhead and even survive half-heartedly without the pleasurable existence of the television and radio. The previous situation is obviously a never ending circle and the aforementioned items were once foreign to the general public generations ago. However, this is 1965 and the advent of the modern world is upon you as a service dealer and everyone as a customer. If a dealership is to be successful, it is up to the dealer to realize the necessities of the times. It is for a fact folly to ignore these things considered contemporary shop needs and is even more illogical to oversee the great wealth to be gained from simple direct mailing systems.

Advertising is often cut from the budget of a small shop and thrown out as, "not of utmost importance." What could be of more "utmost importance" than customers, to the Service Dealer?

There are many instances where advertising does get out of hand and becomes too costly, but as anything else, there are available means to curb such deficiencies. One could employ the services of an amateur adman and cut cost, however, he's an amateur and so are you—and whose services would be cheaper? No one knows the shop more extensively than you, the dealer.

Many dealers feel that an adequate way to solve the direct mailing problem is to shift the trouble to an advertising agency and in turn often expect much more than what they are paying for.

Advertising is a gamble and no adman can sit down and rattle off percentile figures concerning the effectiveness and responsiveness of your ad. An honest adman will simply tell you he doesn't humanly know. Oftentimes this does not satisfy and at this point the foremost idea would be to arrange for a professional to lay out a year's program all at once. In this, the development and creation of a general style should be accomplished. Use of good type face is another good point in assimilating mailing and giving it that similar family resemblance approach.

For an extra personal angle, you or your expert may want to design a colorful or catchy border with a distinctive style and run off a six to twelve months supply.

The standard postcard has been found to be most economical and it is

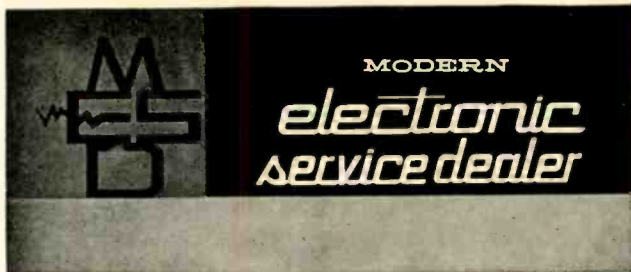
important to check with the Post Office in regards to rates and information relating to cost of bulk mailing and necessary details of handling permits required (initial and annual). Unless there exists a large amount of mail, the bulk rate does not justify the permits costs and intricate details of handling.

A good printer is essential, one who can give you information on whom to direct your advertising. It is an established fact that there is no point wasting your money on "generalities." People are only interested in their needs and not your literary capability.

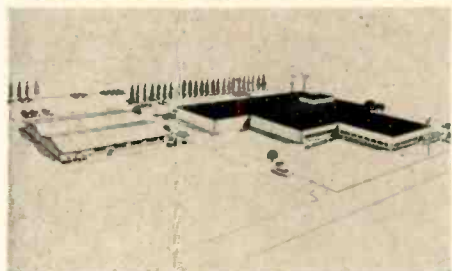
At all costs avoid being CUTE. Be down to earth, timely and specific and attempt to keep it simple. It is much safer to leave the entertainment to the "big shots" who spend millions every year. Clean-cut facts are generally the best bet, featuring actual list prices. Advertising can bring customers to your shop, and from then on it's up to you to impress them with your integrity and the reputable appearance of your dealership.

### DIRECT MAIL ADVERTISING REVIEW CHECK LIST

1. Advertising is a necessity and not wasteful if used properly.
2. Try the do-it-yourself approach before hiring an amateur to do your writing.
3. More profitable for a larger organization to hire a good direct mail man. If smaller, do-it-yourself again.
4. Don't expect too much from your advertising agency.
5. Possible hire someone to lay out a year's program at once.
6. Use color borders.
7. Each month take adman's opening material and add items and prices to run in black, dark brown, or dark green ink.
8. Save money by printing one-color cards.
9. DON'T BE CUTE.
10. Always run a standing line with your name, address and phone number.
11. Continuity is the secret of success.
12. Run specials—"Features of the Month" have a one-cent sales promotion.
13. Low prices.
14. Eliminate fancy writing.
15. Capitalize on the word FREE.



# TRADE / TALK



## WINEGARD TO DOUBLE CAPACITY IN 1965

The Winegard Company, Burlington, Iowa, has just announced that they'll be doubling their production capacity with a new addition, slated for completion in the spring of 1965.

Winegard, one of the world's leading producers of TV antennas and other TV and FM reception equipment, has grown dramatically over the past few years . . . a direct reflection of their highly aggressive programs of new product development, sales and advertising. The new addition, which also includes the most modern research laboratories in the industry, is the fourth and largest expansion in the company's highly successful history.

## SRTT FEATURES FRANK NANCE

Mr. Frank Nance was the guest speaker at the regular meeting of the SRTT Association in the San Fernando valley. Topic of the presentation was a look at solid state amplifiers and featured Zenith, RCA, G.E. and Magnavox.

Also, at the same meeting, were Gordon Ledford and Mada Pierce occupational analysts of the California State Department of employment who briefed the group on advantages of apprenticeship training.

## AMETRON TO ENLARGE PRESENT FACILITIES

AMETRON, American Electronics Supply, Inc., of 567 So. Fairfax, has just announced their plans for expanding their present facilities. According to Mike Rosenthal, "our plans are still on the drawing boards but it calls for an expansion of over twice as much space as we now have. It is hoped that the total job will be completed by the end of this year and will make it possible to provide even greater service than ever before in our firm's history."

## NEA MEETS IN DES MOINES, IOWA

A very full and complete agenda was waiting for delegates to the recent NEA (National Electronic Association) meeting held January 23rd in Des Moines, Iowa. With delegates representing 11 different State Associations the group was brought up to date on all current programs and received reports from each state. Representing the State of California was Ralph Johonnot who also heads the Legislative advice-committee of NEA.

## COLOR COURSE SPONSORED BY PASADENA CSEA

The Pasadena Chapter of CSEA is sponsoring a color course restricted to TV technicians doing bench work on color TV. There are six sessions with a live color chassis and all test equipment. Technicians cover all normal and abnormal trouble-shooting methods with a highly informed instructor and with other working technicians in the class.

The instructor is Stan Auerbach and the class will be held on Thursday evenings starting last February 25th at the Garvey School district, South San Gabriel close to the San Bernardino Freeway. The cost is \$20 to CSEA members and \$25 to non members.

## HAYWARD DEALER WINS "SAMS" FUR

Mr. Joseph Jiminez, of Jiminez TV Sales and Service in Hayward, California was the lucky winner of a Mink Stole as part of the Howard Sams "Win a Mustang Contest."

## ATLAS TV OWNER ARRESTED

Jerry Nova, former owner of Atlas TV in La Habra, was recently arrested by the Anaheim Police on several charges resulting from an intensive investigation by the Bureau of Electronic Repair Dealer Registration. The case has not, as yet, been set for trial but we will attempt to keep you posted.



## HURLEY INGLEWOOD HOLDS OPEN HOUSE

Hurley Electronics of Inglewood held Open House for over 200 dealers on the evening of January 20th. At the J.F.D. Electronics booth are left to right: Jim Annetta of Hurley with Doyle Richey and Lee Hendrix of A.R.L. TV Sales and Service, 2414 Artesia Boulevard, Redondo Beach, California.

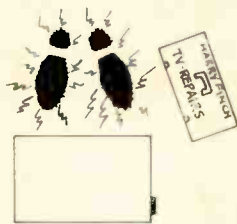
Key dealers report receiving better than twenty-five calls in response to J.F.D.'s ad campaign in the Sunday T.V. Guide section of the L.A. Times. The ad campaign utilized Western Union Operator 25 service and the company reports close to fifty per cent of the calls resulted in sales.

Featured in the ads are the new J.F.D. LPV-VU combination VHF/UHF/FM antenna series which enables the dealer to use a single down lead for both VHF and UHF signal and split the signal at the set with network packed in each antenna.

Irv Tjomsland, Vice President and Manager of Hurley's Inglewood store reports tremendous dealer acceptance of the new LPV-VU line sold only through two-step distributors. At the door prize drawing, a LPV-VU9 was won by Waayer's T.V., 10619 So. Prairie, Lennox, California.

(Continued next page)

FOOTSIES:



▲ ▲ BILLSHELLY

"Oh, I meant to tell you . . . last night my husband tried to fix it himself by switching a few wires."

**TRADE TALK**  
(CONTINUED)

**G.E. MANUAL ON TUBES AVAILABLE**

The eleventh edition of "Essential Characteristics," a digest-sized 326-page manual published by the General Electric Electronic Components Sales Operation, is now available through authorized G-E tube distributors at \$1.50 per copy.

Containing a broad range of information on receiving tubes, five-star tubes, special-purpose tubes, picture tubes, capacitors, photoconductive cells,

and reed switches, "Essential Characteristics" is an invaluable reference book for the service technician, electronics engineer, amateur or experimenter. It provides a single source for virtually all information concerning any tube likely to be found in any AM, FM or television home receiver, as well as that on many special-purpose, five-star and industrial tubes.

**COLORAXIAL METHOD IMPROVES COLOR RECEPTION**

Using the theme "Coax is a Must for Color," Jerrold Electronics is intro-

ducing a new series of products designed to encourage coaxial TV and FM installations. To identify these products, Jerrold has coined the name "Coloraxial."

The new Coloraxial line has been test marketed in Philadelphia, Minneapolis, Los Angeles and Detroit. Response is reported to be excellent.

Included in the Coloraxial series are three coaxial antennas; two coaxial pre-amplifiers; indoor and outdoor matching transformers; a matching transformer kit; pre-packaged lengths of coaxial cable with factory attached fittings; and a complete coloraxial kit including coaxial antenna, cable, indoor matching transformer, tri-mount and hardware.

Coloraxial products are packaged so that the TV dealer can offer a complete new installation for as little as \$24.70 list or a conversion of an existing installation for \$17.70 list.

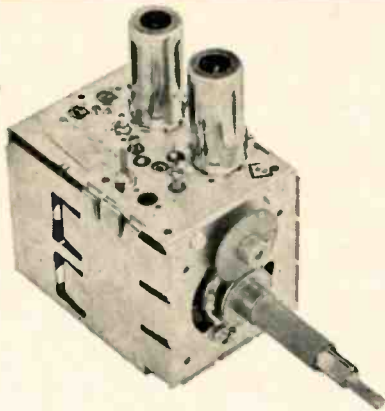
The reason behind the Coloraxial products is the increased complexity of color TV reception. Color differs from monochrome in that it requires an extra signal carrier. Unlike the sound and picture carriers, the color carrier is phase modulated. This is the prime reason that color reception requires coax.

Twinlead impedance is 300 ohms in dry air, but it is not uniform in actual installations. Standoff insulators, staples used to hold twinlead to the baseboard, and moisture all cause changes in twinlead impedance. These impedance changes result in reflected signals, better known as line ghosts.

Line ghosts are generally so faint and so closely spaced that they are hardly noticed on black and white TV pictures. In color, line ghosts are still weak and closely spaced, but they are the wrong color. This makes them stand out like a sore thumb on a color TV set.

Line ghosts also ruin FM stereo reception, reducing or eliminating stereo separation.

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



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

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

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

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

⊕ Tarzian-made tuners are identified by this stamping.

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

 **SARKES TARZIAN, INC.**  
Bloomington, Indiana

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

In San Francisco: Edisco, Inc., 5901 Mission St., UN 6-7087

ONLY  
**\$9.50**  
INCLUDING

**ALL PARTS**  
(except tubes)  
**and LABOR**

**24-HOUR SERVICE  
1-YEAR WARRANTY**

**TWO SERVICE CENTERS  
TO SERVE YOU BETTER**

See your distributor, or use the address nearest you for fast factory repair service

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

FOOTSIES:



"Can you send somebody around to put up an antenna I tried to install myself?"

MODERN ELECTRONIC SERVICE DEALER



# 10 REASONS WHY

YOU...THE ELECTRONIC  
SERVICE DEALER

# NEED

THE  
CALIFORNIA STATE  
ELECTRONICS ASSOCIATION



*The only state-wide organization  
of Radio and Television Service Dealers  
in California*

MARCH, 1965

## RADIO-TV SERVICE SHOP OWNERS:

1. CSEA works vigorously to repair damage done to the reputation of your industry by giving full support to lawful measures aimed at curbing shady operators who do that damage.
2. CSEA fights all activities and regulations which tend to undermine the fair competitive status of the honest and competent independent electronic service dealer.
3. CSEA is the only State-wide trade association in California speaking for your industry in legislative matters. Electronic top State officials and consumer representatives know and support our program.
4. CSEA sponsors apprenticeship programs aimed at providing a stable, well-trained work force for the electronic industry; it helps guide existing training facilities toward the practical needs of your industry; it gathers information relative to available personnel.
5. CSEA channels business to the honest, competent service dealers who comprise its membership.
6. CSEA supplies signs, decals and other advertising aids to its member shops to publicize their allegiance to the high business and technical standards of the organization. It also provides forms and instructions to simplify compliance with applicable laws and regulations affecting the industry.
7. CSEA arranges industry-wide meetings, lectures and training courses on subjects of special benefit to shop owners and their employees.
8. CSEA offers group medical and hospital insurance benefits to its members and their employees.
9. CSEA promotes good fellowship and cooperation among shop owners through Association meetings which shape the program and policies of the organization.
10. CSEA presents articles, editorials and reports of current interest to the industry through special information bulletins and its monthly trade journal, "Modern Electronic Service Dealer."

**Put your muscle into this organized effort to  
protect and advance your economic interests.**

**JOIN**

**The Voice of Your Industry**

**The California State Electronics Ass'n**

**State Office: 5154 N. Palm — Fresno 93704**

# CHANNEL 28 MARCH 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.*

## OPERA

**OTELLO**, Giuseppe Verdi's adaptation of Shakespeare's play, is produced by RAI, Milan, Italy, under the baton of Tullio Serafin and stars Mario Del Monaco as Otello.

(Tuesday, March 2 at 8:40 p.m.)

**LA SERVA PADRONA**, Giovanni Pergolesi's opera, first produced in Naples in 1733, which became a model for all comic area, now televised by Cine Lirica Italiana and featuring the Philharmonic Orchestra of Rome.

(Tuesday, March 16 at 8:40 p.m.)

## THEATRE

**TWELFTH NIGHT**, Shakespeare's play produced by Associated-Rediffusion of England.

(Tuesday, March 9 at 8:40 p.m.)

**THE KILLING OF A KING**, An English production of the historical drama on Charles I of England, played by Paul Rogers.

(Tuesday, March 23 at 8:40 p.m.)

**STORIES OF GUY DE MAUPAS-SANT**, Each Friday evening at 8:40 p.m., KCET presents the impressive stories of the master, De Maupassant, dramatized for television by Associated-Rediffusion of England.

## MUSIC

**SAN FRANCISCO SYMPHONY**, Enrique Jorda conducting the San Francisco Symphony Orchestra in Williams' *Fantasia on a Theme by Thomas Tallis*, as well as other selections.

(Tuesday, March 30 at 8:40 p.m.)

## SCIENCE

**SCIENCE AND ENGINEERING JOURNAL**, Each Friday at 9:40 p.m., a program designed to keep scientists and engineers up to date on developments outside their own fields and also to help laymen, teachers, and students stay abreast of these specialties, will come to your TV screen. Premiere for this program is Friday, March 5.

## PERSONALITIES

**THE CREATIVE PERSON**, A new series focusing on the private vision of the creative person. Each program is devoted to a 20th Century artist whose special qualities of imagination, taste, originality, intelligence, craftsmanship, and individuality have marked him as pace-setter in his field. Beginning Friday, March 5 at 7:00 p.m., this series presents for March: James Thurber, Raymond Loewy. It is repeated each Thursday at noon.

## BALLET

**CARMINA BURANA**, By popular demand, this fine ballet is being repeated over Channel 28 March 17 at 8:40 p.m. Carl Orff's "Carmina Burana" is produced into a ballet by John Butler. Scenes are shot in a medieval castle in Holland. It's beautiful, sensitive and well worth watching.

**BEST PERFORMER 1965**

**"VENUS" DELUXE NO. 503**

**world's finest UHF-TV CONVERTER**

ADVERTISED IN **LIFE** Critics agree on Gavin . . . peak performance, perfect pictures! Only Gavin tests, certifies, even guarantees every converter in writing . . . for one full year. 3 models. You get more, net more with Gavin!

**TV GUIDE**

**Gavin®**

**GAVIN GOLD RUSH! BOOTH N49 CONRAD HILTON**  
**GAVIN INSTRUMENTS, INC., SOMERVILLE, NEW JERSEY**

MODERN ELECTRONIC SERVICE DEALER

**CHANNEL 28 KCET DEDICATED LAST MONTH**

The formal dedication of Channel 28 (KCET) was held late last month after almost four months of operation. The local Los Angeles area UHF education station was acclaimed by school officials throughout the area at a special dinner held at the Beverly Hilton Hotel. The one-million watt power station carries programs to 790 schools in 98 different school districts and brings instruction to an estimated one million school students. The daytime programming includes special subjects as remedial reading, mathematics and foreign language with evenings including programming for all ages and interests from art to cartoons.

MESD is proud to cooperate with Channel 28 by publishing the proposed station logs for each month as a service to the industry. Our program is dedicated to producing a feature that will offer the dealers an opportunity of showing what the customer can buy for the price of a converter.

**MILLER'S PROMOTES DEALER CHANNEL MASTER CO-OP**

A series of full page ads in the Oakland Tribune has been sparking Channel Master Antenna sales in the Bay area. The series, which began late last fall and has now been resumed, is a co-op program between Miller's Radio & TV Supply in Oakland and 30 of the Bay area's top service dealers. The theme of the promotion is the new Channel Master golden crossfire antennas and the ads all push the possibility of residents being able to receive all channels (2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13) by using the crossfire antenna. This, of course, is through the use of a rotor and applies to "most" Bay area locations. Dealers report a great deal of activity through the ad schedule and plans are now to keep it going for as long as possible.

According to Louis Miller, owner of Miller's, "this has been one of the most outstanding programs we have ever sponsored and the results have been excellent. We have always tried to come up with good promotional ideas and programs for this time of the year but we have never received so many compliments and good results all along the line."

**GOVERNOR BROWN BACKS REGISTRATION BILL**

Governor Edmund G. Brown recently endorsed a program that calls for the enactment of the temporary Registration Law as a permanent State law. In his statement he indicated that the former loss to the public in fraud was 11.5 million and that this has been sharply reduced because of the new law.

**ASSOCIATION OF CALIFORNIA CONSUMERS ASKS FOR TV TYPE LAW FOR AUTO REPAIR**

The Association of California Consumers wound up its fifth annual convention in Sacramento recently by adopting a stand in favor of the regulation of auto repair dealers under a similar law to that of the Television Repair Dealers Registration.

According to the report in a local Sacramento newspaper, the success of the new Registration Law for Television Service Dealers is acting as a workable guide to this legislation.

**BRITISH CONSUMER COUNCIL EXECUTIVE CHECKS OUT TV LAW**

Elizabeth Ackroyd, director of the consumer council office of Great Britain, is on a visit to Sacramento this month to study the functions of her counterpart here in California. According to Miss Ackroyd, "I am particularly interested in California's success with a government agency serving as a watchdog on the television and radio repair business. Owners don't know what is wrong with them or indeed what is being put right."



*Silverama*

**PICTURE TUBE BONANZA**

**With Special GIVE-AWAY Prices**

Silverama RCA Type	Dealer Net Exchange	Silverama RCA Type	Dealer Net Exchange
16RP4A	16.50	21DSP4	19.95
17BJP4	19.95	21EQP4	23.70
17BP4D	17.50	21FP4D	22.35
17DQP4	24.50	21YP4B	14.50
17DSP4	16.50	21ZP4C	14.50
19AJP4	22.10	23BLP4	36.50
19AVP4	22.50	23CBP4	45.95
19AYP4	21.95	23CP4	34.95
21AMP4B	14.50	23EP4	35.95
21CBP4A	14.50	23FP4A	26.75
21DEP4	22.25	24AEP4	28.95
21DFP4	22.25	24CP4B	28.95

**Free Delivery In Greater L.A. Area Ship Anywhere!!!!**

"Ask For Complete Price Sheet On All RCA Silverama Tube Types"

**FREE! FREE! RCA COLOR OR TRANSISTOR COURSE** as Presented by the RCA Institute Through Ametron

**SPECIAL: MX-7 AM & FM Tuner Amplifier (Stereo)** 40 Watts with Multiplex

**Retail Price: \$425.00 Reg. Dealer Net: \$225.00**

**SPECIAL: \$179.95 ONLY AT . . .**

**AMETRON--American Electronic Supply**

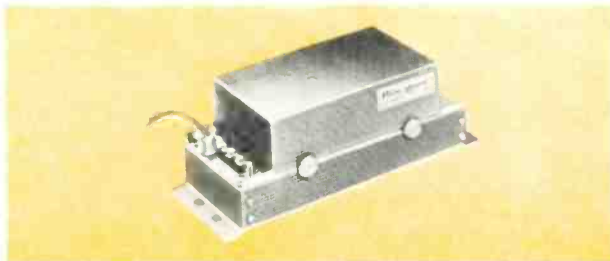
Distributors of ORIGINAL RCA & ZENITH FACTORY PARTS  
567-69 So. Fairfax, Los Angeles, California (213) WE 6-5181

# NEW TV and FM distribution designed specially



**MODEL A-430**  
4-tube, 30 DB GAIN  
distribution amplifier  
\$84.95 list  
  
Operates 1-50  
TV-FM outlets,  
100 with preamp.

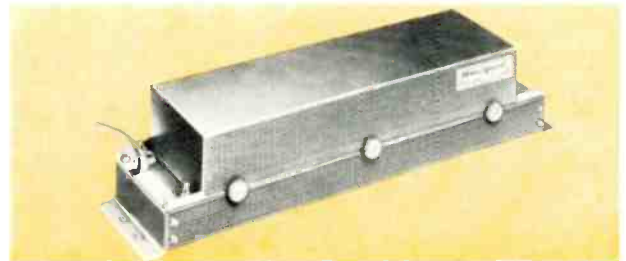
## 3 New Winegard Distribution Amplifiers to Run 2 Sets, 200 or MORE



**MODEL A-215**  
2-tube, 15 DB GAIN / general purpose TV-FM Amplifier  
\$44.95 list

■ Provides 15 DB gain for home systems, small motels or apartment buildings. Drives up to 20 TV-FM outlets or line tap-offs . . . up to 40 with preamp. 30 volts AC is available by preamp switch at input jack to operate Colortron or Stereotron antenna directly from A-215 without extra power supply.

**SPECIFICATIONS**—Tubes: two 6HA5. Gain: +15db. Bandpass: 50-110MC, 170-220MC. Response: flat, ±.25db per 6 MC channel. Noise Figure: 3.7db lo-band, 5db hi-band. Max. Signal Input: 350,000 microvolts. Max. Signal Output: 2V. Input Impedance: 75 or 300 ohm. Output Impedance: 75 or 300 ohm. VSWR input and output better than 1.5 to 1. Two C-59 75 ohm connectors supplied. Blue Baked enamel perforated steel cabinet, 2 1/4 x 9 1/4 x 3 3/8". AC cord. Switches: On-Off; power to pre-amplifier. AC fuse. 117V 60 CPS 14 watts.



**MODEL A-845**  
8-Tube, 45 DB GAIN/Distribution Amplifier \$159.95 list

■ For large hotels, motels, hospitals, schools and apartments. Operates 1-150 TV outlets, 300 sets with preamp. 30 volts available by switch at input jack for operating Colortron or Stereotron preamplifier directly from A-845 without extra power supply.

**SPECIFICATIONS**—Tubes: Six 6HA5; two 6DJ8. Gain: +45db. Bandpass: 50-110MC, 170-220MC. Response: flat, ±.25db per 6 MC channel. Noise Figure: 3.7db lo-band, 5 db hi-band. Max. Signal Input: gain control at max., .008V per band; gain control at min., .025V. per band. Max. Signal Output: 3.2V. Separate Hi and Lo Band Gain Controls: 0-10db; Separate hi and lo band tilt controls 3-6db. Input Impedance: 75 ohm. Output Impedance: 75 ohm. VSWR input and output better than 1.5 to 1. Blue baked enamel perforated steel cabinet. 2 1/4 x 14 1/2 x 3 3/8". AC cord. Off-On switch. AC fuse. 117V. 60 CPS 48 watts.

### A COMPLETE LINE OF WINEGARD MATCHED DISTRIBUTION SYSTEMS

#### ANTENNAS



Colortron All-Channel Antennas  
GOLD ANODIZED 4 models  
\$24.95 to \$64.95.  
Finest TV antennas made.



De Luxe Yagis  
GOLD ANODIZED  
Broadband and cut-to-channel.  
Amplified or non-amplified.  
High gain, rugged  
construction, channels 2 to 13,  
low band and hi band.



Stereotron FM  
Antenna  
Model SF-8  
\$23.65  
most powerful  
FM antenna,  
gold anodized.

#### ANTENNA PREAMPLIFIERS



Colortrons—twin nuvistors  
300 ohm Model AP-220N,  
\$39.95. 75 ohm  
Model AP-275, \$44.95  
Drive 1-6 sets

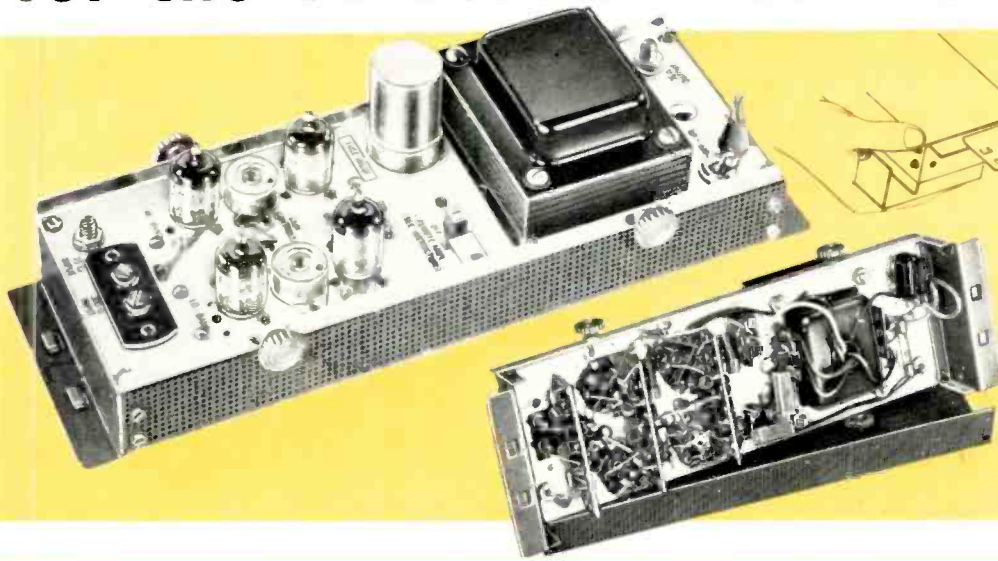


Red Head RD-300 transistor  
preamplifier Drive  
1-6 sets \$29.95



Stereotron Preamplifier for  
FM. Twin Nuvistors Model  
AP-320, 300 ohm \$39.95  
Model AP-375, 75 ohm  
\$44.95

# system equipment by **WINEGARD** for the TV Service Technician



Exclusive wall hanger bracket for instant removal of amplifier.

## MODEL A-430

**SPECIFICATIONS**—Tubes: four 6HA5. Gain: +30db. Bandpass: 50-110MC, 170-220MC. Response:  $\pm .25$ db per 6 MC channel. Noise Figure: 3.7db lo-band, 5db hi-band. Max. Signal Input: gain control at max., .02V. per band; gain control at min., .1V per band. Max. Signal Output: 2V. Separate Hi and Lo Band Gain Controls: 0-10db. Input Impedance: 75 or 300 ohm. Output Impedance: 75 ohm. VSWR Input and output better than 1.5 to 1. Two C-59.75 ohm connectors supplied. Blue baked enamel fully ventilated perforated steel cabinet, 2 1/4" x 11" x 3 3/8". AC cord. Switches: OFF-ON: power to preamplifier. AC fuse: 117V, 60CPS 25 watts.

## BEST DISTRIBUTION AMPLIFIERS MADE—HERE'S WHY

### DESIGNED FOR COLOR AND FM STEREO

Flat frequency response, no phase distortion, full gain to top of FM band.

### EASIEST TO SERVICE —

All jacks, controls, switches and connections accessible from top of chassis. Knurled thumb nuts for fast removal of dust cover.

### LOWEST NOISE —

Only amplifiers made that use all high transconductance, low noise triodes—no pentodes.

### FULLY VENTILATED TOP AND SIDES.

Perforated dust cover and chassis cover. Dissipate heat for extra long life.

### EXTENDED BAND PASS —

Allows cascading without clipping in end channels.

## With Winegard Equipment, any Good TV Technician Can Get Perfect Results with the First Installation

Winegard equipment has been engineered for the busy technician who doesn't have the time to do a lot of pre-planning and experimental work on the job. If you have been installing distribution systems, you will appreciate the way the engineering has been done in the factory to eliminate time on the job. If you haven't installed distribution systems, now you can get into this interesting, exceptionally profitable work in your area.

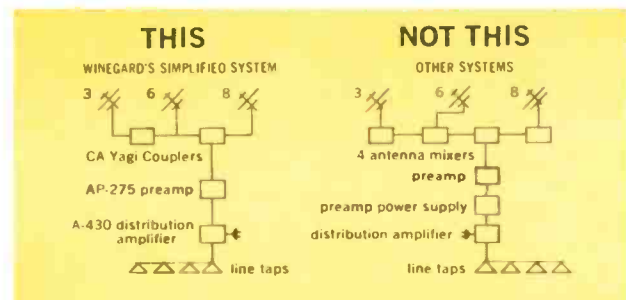
Every component of a Winegard distribution system is designed to match perfectly, from the antenna to the set... for installations in homes, apartment buildings, schools, hospitals, motels, hotels, trailer courts.

Practically every new public building today has a TV FM distribution system, and systems are becoming standard equipment in new homes. You should be getting your full share of this profitable, interesting work. Winegard offers you the best equipment and free layout service. If requested, our engineers will be glad to check over your system or lay out a system for you. Same day attention will be given to your problems.

## Example Winegard's Simplified System

For instance, an apartment house with 20 outlets; fringe area—stations 50 and 80 miles away—channels 3, 6 and 8 in 3 different directions.

Note the Winegard system uses only 4 major components to simplify the installation yet gives better performance as against other systems' use of 7 components.



Write today for FREE Winegard layout guide and new book "How to Select and Use Master Antenna System Equipment".



# Winegard Co.

ANTENNA SYSTEMS

3000B Kirkwood, Burlington, Iowa

World's most complete line of TV & FM reception equipment.

## ANTENNAS AND ACCESSORIES FOR EVERY INSTALLATION NEED

### ANTENNA COUPLERS



EC-230 Amplified 2 set Color Coupler Transistorized amplifies signal. \$17.95, 10 set, 6 set, 4 set and 2 set couplers for 2 to 10 TV or FM sets.



Yagi Couplers— Couple any combination of Winegard cut-to-channel or broadband yagis.



TV-FM Coupler — couples TV and FM antennas, also can be used to split TV-FM signals.

### LINE TAP-OFFS, TV/FM OUTLETS, LINE DROP TAPS, SPLITTERS



Flush or surface mount line tap-offs, 75 and 300 ohm models.



TV-FM outlets for both flush and surface mount. Complete with outlet plugs— 10 models



Line Drop Taps— Drop branch lines from trunk lines. Split line 2 or 4 ways.

- Matching Transformers...
- Pressure Taps,
- Attenuation Pads,
- TV-FM channel Traps.
- A complete line available for all purposes.

## DISTRIBUTOR ADVERTISING INDEX

### SAN FRANCISCO-OAKLAND

Associated Radio Distributors, 1583 Howard St., S.F. HE 1-0212  
 Callectron Corp. of Calif., 33 Gough St., S.F. 621-3400  
 Edisco, Inc., 5901 Mission St., San Francisco UN 6-7087  
 Miller's Radio & TV Supply, 530 East 8th St., Oakland TE 4-9185  
 Styles & Engleman, Inc., 25354 Cypress Ave., Hayward 352-1933

### SACRAMENTO-CENTRAL CALIF.

Dunlap Electronics, 1800 18th St., Sacramento 444-8070  
 Norcal Electronics, 1115 "R" Street, Sacramento 442-9041  
 Quement Electronics, 1000 So. Bascom Ave., San Jose CY 4-0464

### LOS ANGELES, LONG BEACH, SO. CALIF.

Ametron, 567 So. Fairfax WE 6-5181  
 Andrews Electronics, 1500 W. Burbank Blvd., Burbank TH 5-3536  
 Dean's Electronics, 2310 Long Beach Blvd., Long Beach GA 7-0955  
 Electronic Supply Riverside, 2486 Third St., Riverside OV 3-8110  
 Figarts Radio Supply, 6320 Commodore Sloat Dr., L.A. WE 6-6218  
 Hurley Electronics, 1429 S. Sycamore Ave., Santa Ana KI 3-9236  
 Hurley Electronics of Inglewood, 1210 E. Hardy St., Inglewood OR 8-7644  
 Kiesub Corp., 311 W. Pacific Coast Highway, Long Beach HE 6-9697  
 Philco Corp., 6393 E. Washington Blvd., L.A. RA 3-0345  
 RCA Victor Dist. Corp., Inc., 6051 Telegraph Rd., L.A. RA 3-6661  
 Western Electronic Supply Corp., 229 S. Orange, Glendale CH 5-4764  
 Wholesale Electronic Supply, 265 S. Laurel, Ventura MI 8-3163

### SAN DIEGO

Radio Parts Company, 2060 India St., San Diego 232-8951  
 RCA Victor Dist. Corp., Inc., 820 West "F" St., San Diego 234-6316  
 Southland Electronics, 3610 University, San Diego AT 3-3941  
 Western Radio & TV Supply Co., 1415 India St., San Diego 239-0361



# YOU TOO!

## ... CAN AID YOUR INDUSTRY ... AND YOURSELF!

### Application For Membership Or Information

5154 N. Palm Ave., Fresno, Calif. 93704  
 Telephone 227-1587



COMPREHENSIVE  
INSURANCE  
PROGRAM

FULL TIME STATE OFFICE

BETTER BUSINESS  
SUPPLIES & AIDS

Owners Name.....  
 State Resale Permit No.....Registration No.....  
 Business Name.....  
 Business Address.....  
 Tel. No.....City.....

**CLIP OUT — MAIL IT TODAY — WE WILL CONTACT YOU**



## CLASSIFIED ADS

BUY, SELL, TRADE, HIRE HERE

#### BUSINESS OPP.

FOR SALE

#### RADIO-T.V. SERVICE SALES & RENTAL BUSINESS

All or part. Same location 19 years.  
 Real Sacrifice. Owner retiring.

Tel-Radio Service, Inc.  
 5811 Sunset Blvd., Hollywood  
 Calif. 90028 HO 2-7227

#### USED TV'S FOR SALE

#### USED TV'S WORKING— LATE MODEL THINLINE PORTABLES

LOW SHIPPING COSTS  
 TV BROKERS—WE 1-6622  
 4920 W. Pico, L.A. 19, Calif.

#### EQUIP. FOR SALE

#### GOOD USED EQUIPMENT BANKRUPT STOCK

Compl. set Sam's Manuals.....\$550.00  
 (Incl. file cabinets)  
 RCA Scope Model WO-91..... 175.00  
 PHILCO align Gen. Mod. 7008..... 200.00  
 RCA color-dot gen. mod.  
 WR-64A..... 125.00  
 B&K dyna sweep model 1070..... 40.00  
 SECO battery eliminator  
 mod. PS-2..... 8.00  
 EICO Signal gen. model 324..... 45.00  
 2 Fieldstrength meters (each)..... 30.00  
 Over 10,000 UHF Strips from Channel  
 14 thru 83. As low as \$1.00 each.  
 Over 5000 obsolete radio, T.V. and

#### BUSINESS OPP.

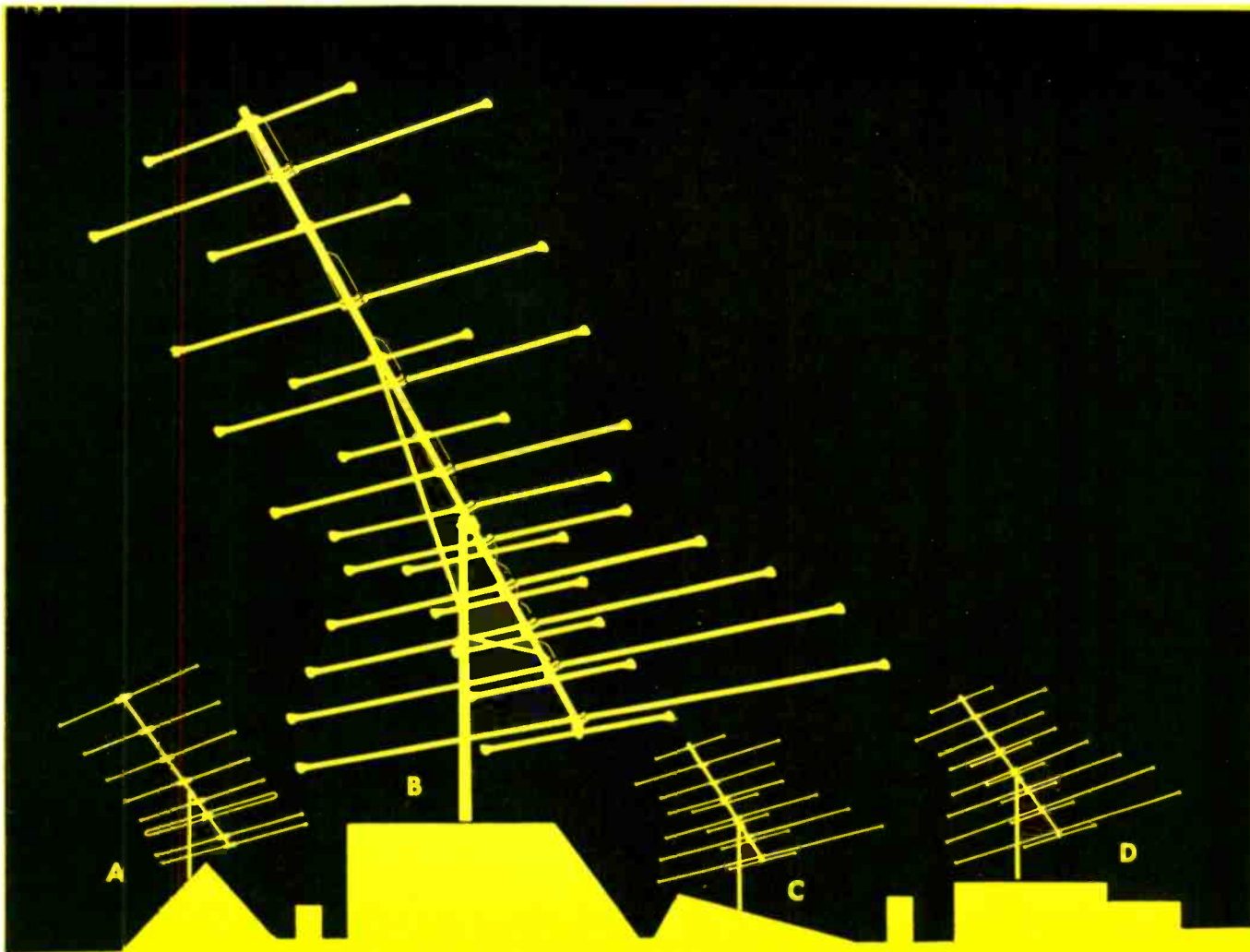
#### T.V. BUSINESS

RCA-Philco Sales & Service  
 Estab. 5 years. Good lease.  
 South Shore, Lake Tahoe  
 \$5,000 takes all.

Skiing - Gambling - Fishing - Resort  
 Area. Write Box 15A993, Classified  
 Dept., 4041 Marlon, L.A. 8, Calif.

commercial tubes. New but out of code  
 date. 75% off list. Less in quantities.

Write for list. Cardinal Electronics, 1115  
 E. Belmont, Fresno 1, Calif. Tele: AD  
 3-4628.



# RCA OUTDOOR ANTENNAS

the name...the features...the line that sells

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.



**CAPACITIVELY COUPLED**

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.

More customer interest! A gold anodized finish protects every RCA antenna from weather corrosion. Wrap-around mast clamp aligns antenna on mast, prevents boom crushing.

Just call your RCA Victor distributor. Look at and learn about RCA 200, 300, 400 antennas... from the color TV pioneer! From there on... sell!

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 local reception.

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

RCA PARTS AND ACCESSORIES, CAMDEN, N.J.



THE MOST TRUSTED NAME IN ELECTRONICS

**RCA VICTOR  
DISTRIBUTING CORP.**

820 WEST 'F' STREET, SAN DIEGO  
234-5316

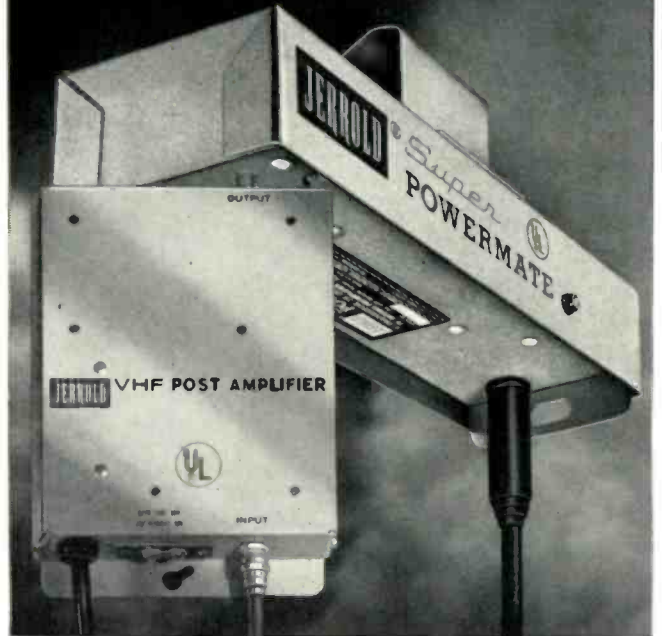
**CALECTRON CORP.  
OF CALIF.**

33 GOUGH STREET, SAN FRANCISCO  
MA 1-3400

**RCA VICTOR  
DISTRIBUTING CORP.**

6051 TELEGRAPH ROAD, LOS ANGELES  
781-6501, RA 3-6661, 521-6960

**5 Transistors  
No Tubes  
30 db Gain\***



**NEW JERROLD  
ALL-SOLID-STATE  
"DE-SNOWER" Model SPC-132**  
...the most powerful  
of all antenna amplifiers

**CONTACT ANY OF THESE JERROLD DISTRIBUTORS:**

<p><b>FIGARTS RADIO SUPPLY</b> 6320 Commodore Sloat Dr., Los Angeles WE 6-6218</p>	<p><b>SOUTHLAND ELECTRONIC SUPPLY</b> 3610 University St. San Diego, Calif. AT 3-3941</p>
<p><b>ANDREWS ELECTRONICS</b> 1500 W. Burbank Blvd., Burbank TH 5-3536</p>	<p><b>QUEMENT ELECTRONICS</b> 1000 So. Bascom Ave., San Jose CY 4-0464</p>
<p><b>MILLER'S RADIO &amp; TV SUPPLY, INC.</b> 530 East 8th St., Oakland TE 4-9185</p>	<p><b>HURLEY ELECTRONICS</b> 1429 So. Sycamore Ave., Santa Ana KI 3-9236</p>
<p><b>WESTERN ELECTRONIC SUPPLY CORP.</b> 229 S. Orange, Glendale CH 5-4764</p>	<p><b>ASSOCIATED RADIO DIST. INC.</b> 1583 Howard St., San Francisco HE 1-0212</p>
<p><b>DEAN'S ELECTRONICS</b> 2310 Long Beach Blvd., Long Beach GA 7-0955</p>	

Do you remember the original and famous Jerrold De-Snower? Thousands of De-Snower preamplifiers have served fringe-area antenna systems since 1950, amplifying weak television signals at the antenna before downlead loss. Now every benefit of the original De-Snower, and more, is offered by the new SPC-132 all-solid-state antenna amplifier.

Jerrold has combined the ultra-sensitive twin-transistor preamp, SPC, with a compact three-transistor postamp, 132, to give you the powerful double-punch performance of this unusual new antenna amplifier—with absolutely no tubes to replace.

**30 db high-band gain\* • 26 db low-band gain\*  
• Lowest input noise figure • Highest output capability  
(100,000 microvolts each of 7 channels)**

Use the SPC-132 on your next "tough-dog" antenna system—custom home or multi-set installation. Drive as many as 20 to 30 sets from one antenna system.

Only \$97.95 list. Ask your Jerrold distributor or write Jerrold Electronics, Distributor Sales Division, Philadelphia, Pa. 19132.

\*Measured average production unit

**JERROLD  
ELECTRONICS**

The nation's foremost manufacturer and supplier of television antenna systems and equipment