

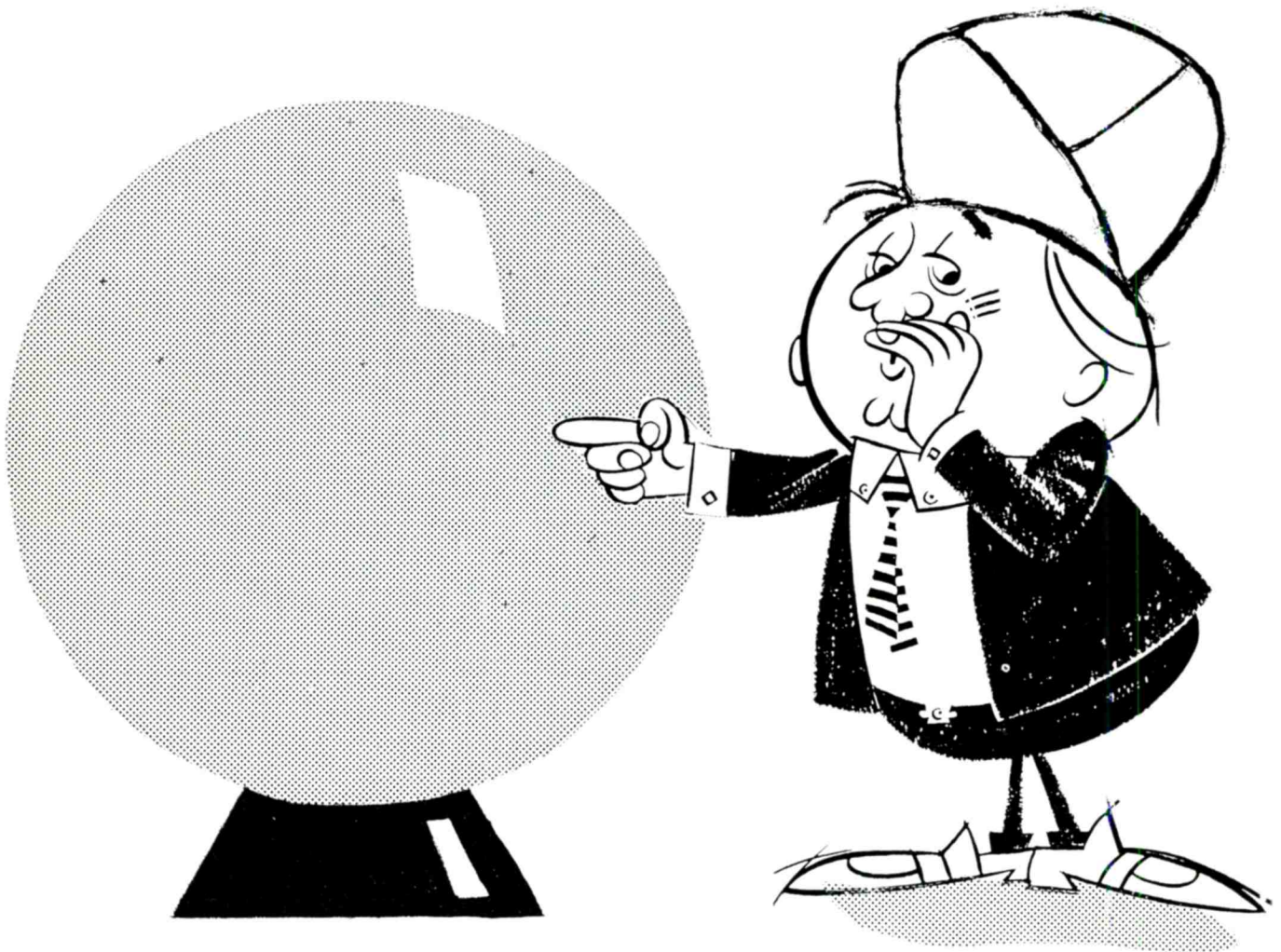
electronic

Vol. 6, No. 1

June, 1966

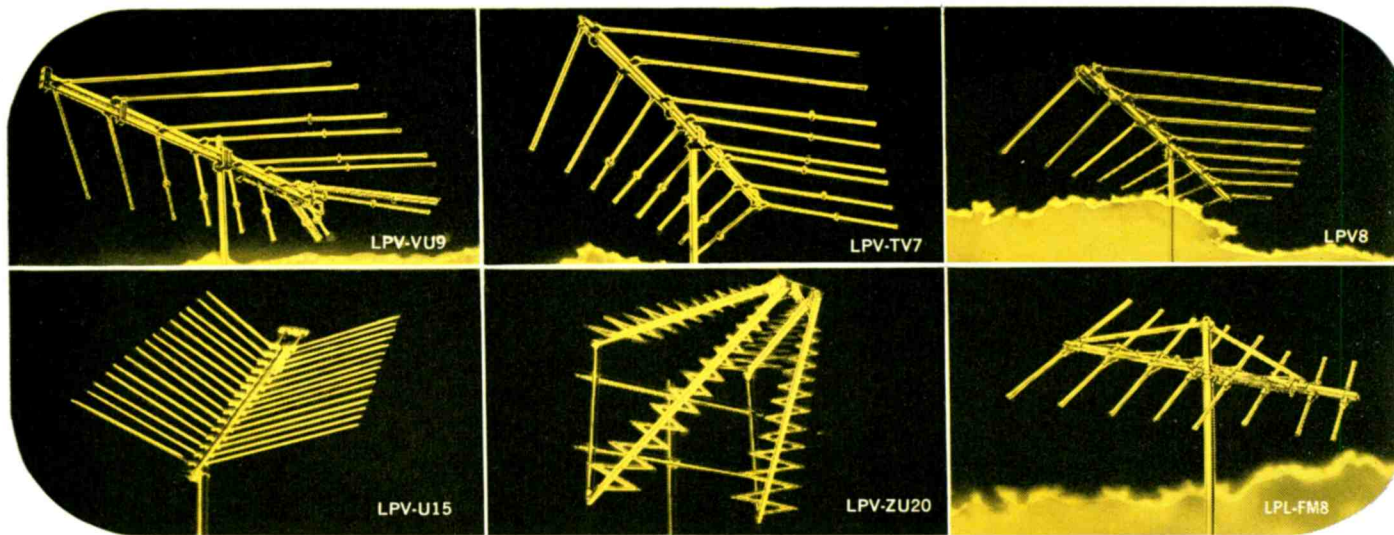
service dealer

the official publication of the california state electronics association



**You Don't Need A Crystal Ball
To Forecast Tomorrow's Business**

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JFD[®]
 have that other TV
 antenna manufacturers
 wish they had?



the

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LPV[®]
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LOG PERIODIC

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Don't let other antenna makers "snow" you with claims of how their antenna "break-throughs" work so sensationally you hardly need a TV set to get a picture.

They've got little choice.

Ever since the LPV Color Log Periodic was introduced by JFD back in '62, our competitors' engineers have been going around in circles.

They've copied it down to the rivets. They've camouflaged their use of the log periodic principle with terms such as "energy distribution."

They've imitated its name by calling theirs "V-log," "Super-log" and-log.

(fill-in-yourself)

They've tried to equal its performance with "half-size" compacts—(but you can't send a midget to do a man's job—this just doesn't work.)

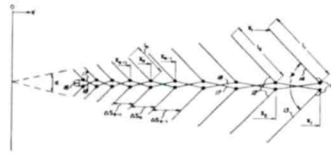
They still don't know whether to knock it . . . fight it . . . join it . . . or how to live with it.

We say the proof of it all is the picture your antenna delivers to your customer's set. That is where the JFD LPV Color Log Periodic conclusively demonstrates its basic performance superiority.

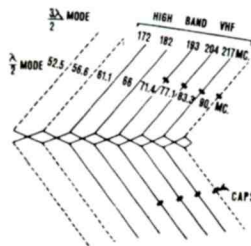
If you're looking to give your customers the finest and truest color . . . crispest black & white . . . more VHF and UHF channels . . . even better FM stereo—don't compromise your professional reputation with "antenna-compromises." Rely on the patented JFD LPV Color Log Periodic as do so many tens of thousands of knowledgeable service-dealers.

We don't expect you to take our word for it either. Let the picture (and your profits) be the proof.

Exactly WHAT the JFD LPV Color Log Periodic has that other so-called antenna "break-throughs" would like to have!



$$\frac{L(n+1)}{L_n} = \tau$$



- ONLY the JFD LPV delivers genuine **frequency-independent** performance. The **entire** antenna (not part of the antenna as in other ordinary antennas) responds to **every** channel.

- ONLY the JFD LPV follows the **patented log periodic** design of the University of Illinois Antenna Research Laboratories.

- Only the JFD LPV uses **Cap-Electronic** (capacitor-coupled) elements. This permits (1) precise and independent tuning for optimum performance in **both fundamental and harmonic modes—plus** (2) increased capture area—**plus** (3) directors tuned to perform on **all** bands, not just one. The result is **higher gain, narrower directivity, higher front-to-back ratios** for brilliant color, better-than-ever black & white—on channels 2 to 83.

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25 DIFFERENT LPV LOG PERIODICS TO CHOOSE FROM. Interested in VHF? . . . UHF? . . . VHF/UHF/FM? Whether it's just one band or all, town or country, you get the precise antenna-answer when you make it an LPV Color Log Periodic. Interested in more facts? Just write us.

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- A WORD ABOUT OUR PATENTS . . . **Eleven** different U. S. patents and patents pending embrace the scientific advances of the JFD LPV—**more** than any other outdoor TV antenna. Our competition's attorneys are burning the midnight oil trying to find loopholes and ways to circumvent this patent protection which assures you of getting the **only** genuine antenna designed according to the **original patented log periodic** design of the famous **University of Illinois Antenna Research Laboratories.**

LICENSED UNDER ONE OR MORE OF U.S. PATENTS 2,958,081; 2,985,879; 3,011,168; 3,108,280; 3,150,376; 3,210,767; RE. 25,740 AND ADDITIONAL PATENTS PENDING IN U.S.A. AND CANADA. PRODUCED BY JFD ELECTRONICS CORPORATION UNDER EXCLUSIVE LICENSE FROM THE UNIVERSITY OF ILLINOIS FOUNDATION.

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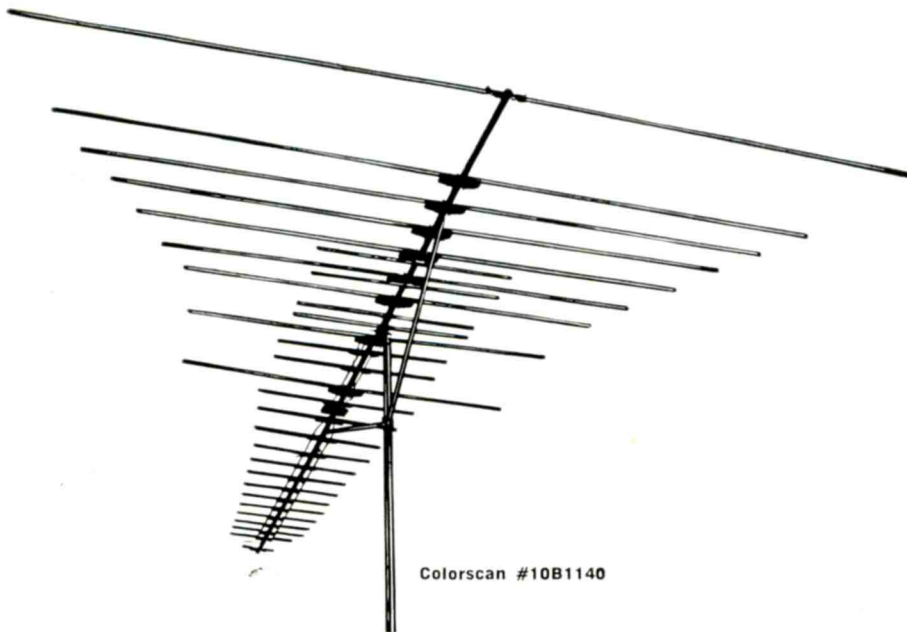


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A complete antenna to round out the complete picture brought to you by RCA. The Color Scan series are equipped to cover the VHF, UHF and FM ranges. No more searching and stacking with these antennas designed to cover all listening and viewing ranges. From urban to fringe there's an antenna to cover your needs. Check these exciting features for vivid viewing:

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Can you afford less than an RCA combination antenna?



Colorscan #10B1100—7 element
urban reception



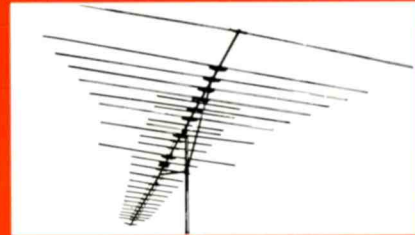
Colorscan #10B1110—10 element
urban/suburban reception



Colorscan #10B1120—14 element
suburban reception



Colorscan #10B1130—21 element
suburban/fringe reception



Colorscan #10B1140—29 element
fringe reception

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electronic service dealer

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JUNE, 1966

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LETTERS

Hey Don!

You are doing such a bang-up job on *Electronic Service Dealer* I read every word, even the ads.

From your picture you look like a straight shooter willing to call a spade a spade.

Your editorials reflect deep thinking about problems vital to the TV business. Now that I have your attention let me say that your recent petulance toward government and picture tube size amazed me.

Reform never comes from the inside. Without FTC "interference" we would continue to use 12 inch tubes which measure 12 inches of phosphor where 11 inch tubes measure only 10.

How can you make a case for 21 inch picture tubes coming in *four* different sizes? Count them.

In a somewhat similar case I see that the auto industry has capitulated to government pressure taking safety hazards out of cars. This action is both popular and long overdue.

In both these cases the people have spoken. We business men would do well to recognize that with us government and the people are the same.

Sincerely yours,
Ken Deedler
Partner

Hi Don:

Horrace Greely was famous for two things. One was his oft used axiom which was used in the form of advice to young men—"Go west young man." The other was the "guts" that he had editorily wise.

You fit into both categories and I mean this as a compliment. You give advice to young men and you dooooo ooooo have real gutsy guts.

I think that your editorial on service call charges is stupendous.

I knew of RCA's increase in price only this week. Frankly they have to do it—their overhead must be tremendous! However, percentage wise our overhead (industry) is also high, even if you don't hire any men. Just running a mamma pappa shop the overhead is murder.

I have been charging 6.95 for B & W and just recently increased color to \$8.95 from \$7.95 and that is only for the first half hour!

The big trouble with most self employed men in our rat race is that they are in this business because they are hams at heart. They enjoy electronics and put their enjoyment above monetary return. My father once told me, "son never undersell your abilities." I have always remembered that. We are selling our knowledge and ability above anything else. We should not care what the customer thinks a job is worth, he doesn't pay your bills!

I remember that once you printed a breakdown on costs of making a call. I figured out that I lost 30¢ a call according to your article. That is strictly for the birds. The cost of making a call would make us all sick today if this item was checked by a cost accountant.

Furthermore, are we as smart as a plumber? Look what they charge and they don't have to go to school to learn it. All of their training is done on the job! The thing that is in their favor is the Union. I am not pro or con in regard to Unions however I feel that my talents are worth as much money as theirs. Look at how many antenna jobs are fouled up by electricians! And also look at the money they collect for the rotten work they do right in our back yard. Frankly I make money because of them. We cure a lot of hashed up installations. Our new motto is—as stated on a sign in our shop window—

This is not a church.

We only resurrect TV antennas!

I believe that CSEA could do a bigger job (along NARDA LINES) if they would devote more time to the business aspect. Programs to increase business, promotions of many kinds would certainly help.

Best regards,
Howard Singer.

Ed Note:

Always good to hear from you and your suggestions are well founded. The only salvation for the service dealer is to make sure he knows what he is doing and how much he is actually making per call.

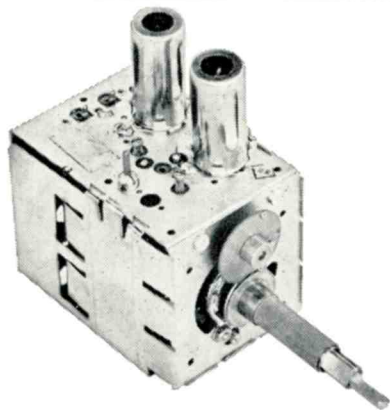
Dear Sirs:

I have just received my *Electronic Service Dealer* for May and was very much impressed by the editorial by Don Martin. I have read many articles on Service Call Charges but this is the first one I have read that gives an answer. On Monday, May 9, I will be most happy to establish my charges at 7.50 & \$8.50.

Sincerely,
Lynn Wozencraft

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Tarzian offers
**FAST, DEPENDABLE
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electronic service dealer EDITORIAL



DON MARTIN

MONTHLY STOLEN SET REPORT PLANNED

Last month I received a call from Dan Weston, Chief of the BERDR, who asked whether or not stolen home entertainment products could be reported in ESD each month. Of course the answer was yes since this is probably one of the biggest problems we have in California or any other state today.

Some time ago we attempted to have dealers send in reports of stolen merchandise and then we printed this list each month. Although we received a number of these reports it was almost impossible to report them in a logical manner and the service was dropped.

Dan's idea was to receive a complete list of stolen merchandise through the office of the C.I.I. of California. This division, the Criminal Investigation and Identification bureau, is now setting up a method by which all stolen merchandise reported anywhere in California can be compiled and directed to me for publishing. At first glance it seems as if this would be too bulky for a regular issue of ESD so we are going to try to develop a monthly newsletter that will carry this material to all of our readers.

Naturally, at this point, it is only in the planning stage and we will have to wait several months before we can actually start the program. The C.I.I. must first develop the plan for receiving these reports from all local police agencies and then tabulating the material for our use. At that point we will try to set up an easy format so that the dealer can check repair job serial numbers with those of reported stolen sets.

The value of this service to the dealers in California is obvious. Not only will we be able to aid in the recovery of stolen merchandise but will give strong leads to local police units.

KANSAS CITY LICENSE LAW TO BE ENFORCED

In recent months there seemed to be a relaxing of the Kansas City Television License law but a recent report indicated that the local enforcement officers are going all out to make sure all persons engaged in television service work are licensed by the City. The original law was passed in 1959 but it took a Supreme Court ruling in 1964 to make it operative. This local law requires the passing of a test and all service dealers and technicians received a letter from the City indicating that if they are not licensed they would be subject to legal action.

It is interesting to note that the examination is being up-graded every year to take into consideration advancements in technical improvements.

In California we have the registration without examination process and it seems to us that the law is as successful as a license law. The so-called "moon-

lighter" has had his day and there is really no need for special examinations in order to do business. Many in our Industry feel that a license law with provisions for examination, is the answer to all of our problems. Needless to say, I disagree with this idea. In my opinion, and it is just that, a technician that does not know his business will not be in business very long . . . his customers won't allow it. Free enterprise and choice of profession is the most important factor. Technical skill can be achieved but only customers will make a man successful.

The registration law requires nothing but registration with the State as a service dealer. The beauty of this law is that the bad apples are the ones caught and put out of business. The dealers who don't know their business will not be in it very long and we will have a healthy situation. Our big problem is not whether a person can pass a test but can he do the job he is hired to do and how to charge for services rendered. When we have solved the charge problem and can make a fair profit we will have the healthy well respected profession the electronic age demands of its service people.

Now, don't mis-understand me . . . I do believe in the self certification program and its value as a guide to hiring new people, as a means to measure ones own ability and as a standard of excellence. Every dealer and technician should try to take this examination for his own good. The test can also be used as a guide to trade schools in learning what the industry demands of new people coming into the field. However, laws are made to protect the majority from the actions of a few and I can not see where there is a need for passing a written examination before entering a business.

AUGUST ANTENNA MONTH

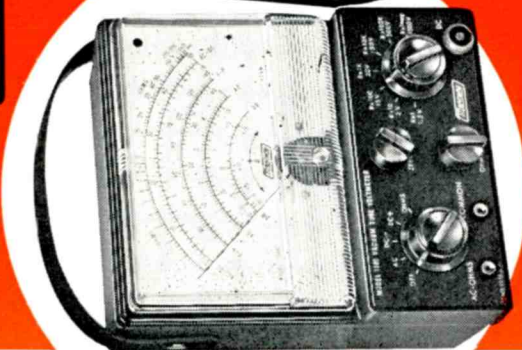
The biggest antenna sales month in Southern California history will take place in August. Antennas in August? Hard to believe? In a normal year it would be hard to believe but not this year. The Institute for Better TV Reception's big August promotion will be a honey and every dealer should make arrangements to be part of the program. It doesn't cost anything and will bring customers right to your door asking for a new antenna.

August will be "Better TV Reception" month and every UHF and VHF station in Southern California from Santa Barbara to San Diego will donate 8 spot announcements per day for 31 days pushing "Better Reception Month" and asking anyone interested to call Western Union Operator 29 for the location of the nearest participating dealer. Distributor salesmen are already signing up dealers and if you have not been contacted you should call your local parts distributor for full details. It might be a good idea to stock up on antennas as well.

(Continued Next Page)

Two NEW

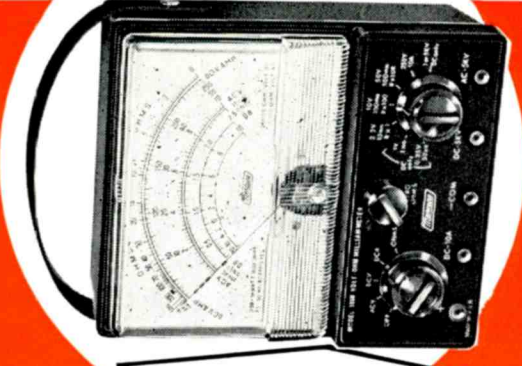
Mercury instruments designed to meet today's rigid requirements in troubleshooting Color TV, B/W TV, Radio, Hi-Fi and Communications equipment
... high input impedance prevents circuit loading



Model 1700 VACUUM TUBE VOLTMETER
AC RANGES: (7 Ranges) 0 to 1.5, 5, 15, 50, 150, 500, 1500v. Peak to Peak - (7 Ranges) 0.4, 1.4, 4.0, 14.0, 40, 140, 400, 1400, 4000v. Output (DBM): (7 Ranges) -20db to 65db. ODB=1 mw across 600Ω. Input Impedance - 1.4 megohms. Frequency Response - 30 ~ to 500kcs within 3%. Accuracy - within 5%.
DC RANGES: (7 Ranges) 0.1, 0.5, 1.5, 5, 15, 50, 150, 500, 1500v. Input Impedance - 11 megohms. Accuracy - 2%.
RESISTANCE RANGES: (7 Ranges) 0.1k, 10k, 100k, 1 meg, 10 meg, 100 meg, 1000 meg. Accuracy - within 3%.
POWER CONSUMPTION: Less than 10 w.

1.5 volt full scale
enables you to handle solid state testing accurately
High impact durable housing... large & easy-to-read meters

Model 1800 VOLT-OHM MILLIAMMETER
AC VOLTS: (6 Ranges) 0-2.5, 10, 50, 250, 1000, 5000v. Input Resistance - 5k Ohms/Volt. Accuracy - Better than 4%.
DC VOLTAGE: (8 Ranges) 0-0.25, 1, 2.5, 10, 50, 250, 1000, 5000v. Input Resistance - 20,000 Ohms/Volt. Accuracy - 2%.
DC CURRENT: (6 Ranges) 0-50ua, 1ma, 10ma, 100ma, 500ma, 10a. Accuracy - 2%.
OUTPUT - Decibels: (4 Ranges) -20 to +10db, -8 to +22db, +6 to +36db, +20 to +50db. ODB=1 mw across 600Ω load.
RESISTANCE: (3 Ranges) 0-2k, 200k, 20 megohms. Accuracy - 2%.



See your parts distributor... or write for complete catalog

Canada: William Cohen Corp. Expert: Morhan Exporting, 459 Broadway, N.Y.C. 10013

MERCURY ELECTRONICS CORP., 315 Roslyn Road, Mineola, N.Y. 11501

EDITORIAL—(continued)

ADD ON SERVICE CHARGES

Following last month's ESD editorial on service call charges, we received a number of phone calls and over 20 letters from dealers all over the State. A few of these letters I published in the Letters section of this issue but it was most gratifying to learn that this controversial subject met with such overwhelming approval. Naturally, we are not trying to set prices or charges for home service calls but only outlining how futile it is to continue to under-charge with some idea that volume would make up the difference. We would like to make it clear that the home service call charge is not the total problem in making a fair profit but rather one of the bad guys. We realize that one tough dog can drain the profit out of a full days shop work and there are many other problem areas. All we tried to point out is that every segment of the service dealer operation should carry its own weight and that the service call has never done its fair share of the work. All we can recommend is that you divide your operation, if you haven't already done it, into two segments inside and outside work. A complete set of books for each operation might be the answer to giving you a realistic picture of where your time and money is going. With business real good you won't find a better time to take a long look at the cost of doing business and how it effects your operation.

ADD ON THE PROFIT PICTURE

A recent survey indicated that the average worker receives 25% more in fringe benefits than his base pay. What do these figures mean to you as an employer? It means that you had better start adding up these figures to really see if you are making a profit on that employee or whether or not he is costing you money. To many dealers are "check book" bookkeepers. If the balance is in good shape you take a vacation and when you return you remember that you didn't pay the withholding tax. It's bad business and the above statement is far more truth than poetry.

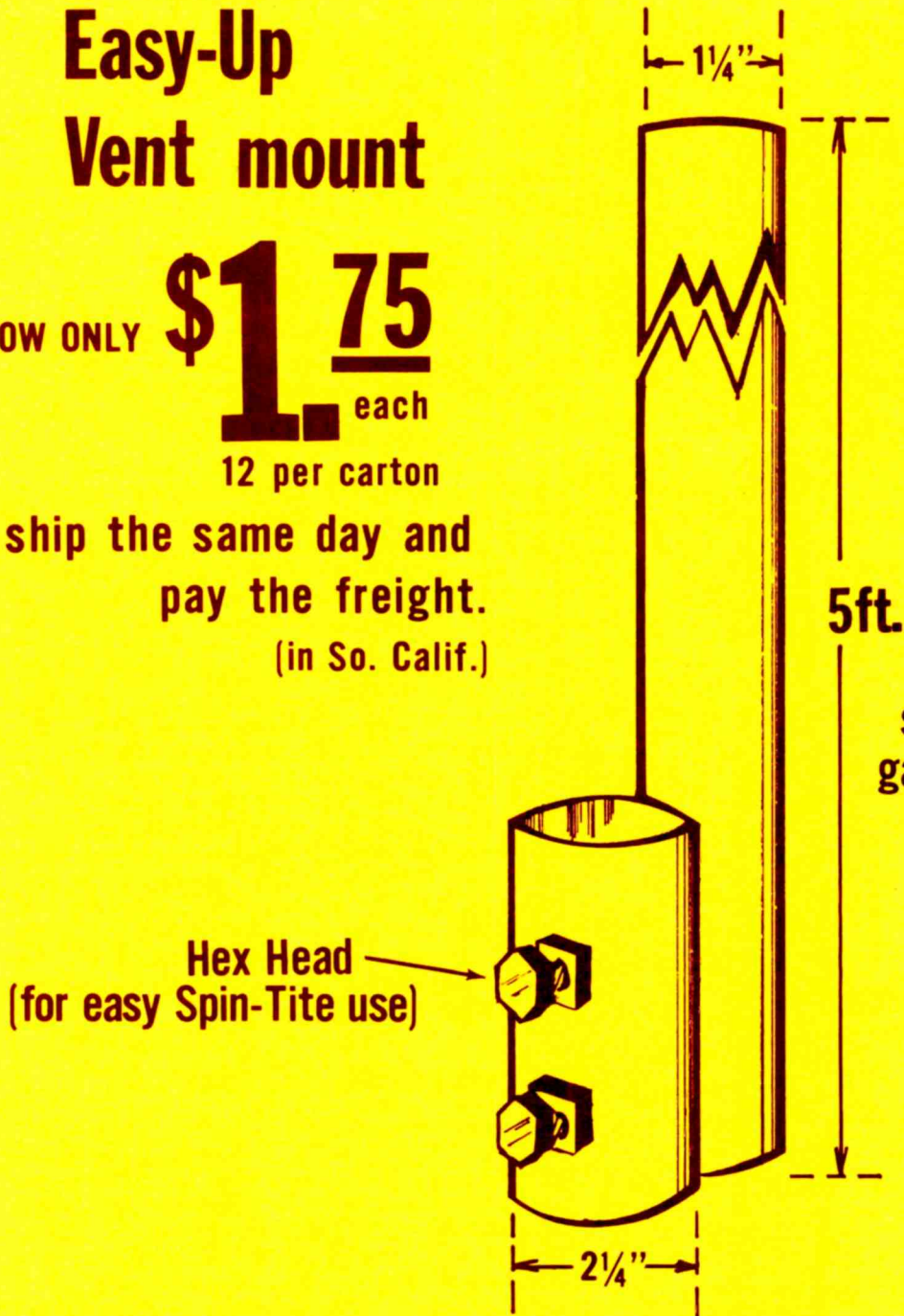
ONE-MAN SHOP STILL EVIDENT

Our recent survey also indicated that the one man shop is still very much in evidence today as it was in 1961. The average shop has 1.28 employees and this included the owner. Actually, 47% of those responding were one-man shops with the top mean average being five. One shop surveyed had 70 men. Although the service call average per shop per day was 6 we had a high of 12 calls per day at one shop and a low of 2 in another. 28% of the dealers still make night calls while 7% still go out on Sunday. Another particularly important point was that over 70% of those surveyed have the same rate for color as they do black and white. It is quite evident that they have not taken advantage of the color surge and acceptability of the consumer to higher prices for color work. In the service call charge area, 14% reported they were charging \$5 or under for a service call. 42% reported they were charging \$6.50 or over while 44% indicated their charges were between \$5.00 and \$6.50.

Easy-Up Vent mast

NOW ONLY **\$1.75** each
12 per carton

We ship the same day and
pay the freight.
(in So. Calif.)



20 gauge
seamless
galvanized
tubing

MOISTEN GUMMED BAR FLAP, FOLD & SEAL
Enclose your check inside this self-mailing
order blank. Sorry we cannot ship C.O.D.

Please ship freight prepaid to:

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My tax

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resale # is:

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City _____ Calif., Zip _____

Qty. _____ EASY-UP, 5ft., vent masts @ \$1.75ea. total \$____.

(Please order in lots of 12 only.) Cash discount less 2% \$____.

payment enclosed for \$____.

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We appreciate your order.

From: _____

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CSEA NEWS WIRE

A ROUND-UP OF STATE AND LOCAL NEWS OF
THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

Jim Rowton has been selected by Chapter 13 in Chula Vista to attend the CSEA State Convention in San Francisco with the chapter paying all expenses. At the same time, it was announced, that Willard Wolfolk, coordinator for City College and Case Kellog from the State Apprenticeship would attend the next board meeting of the group to discuss the participation of the chapter in the apprenticeship and retraining programs scheduled to start in September.

ESD ESD ESD

The San Antonio chapter is asking members for suggestions regarding business aids, availability of test equipment and the possibility of a credit bureau. Reports will be made at the next chapter meeting. In May the group entertained a seminar on convergence of Motorola color sets with additional demonstrations of several types of color bar generators.

ESD ESD ESD

Art Blumenthal was recently elected president of the Television Service Dealers Association of San Mateo County (a chapter of CSEA). Blumenthal is one of the founders of TSDS and its first president and he succeeds Larry Schmitt. Other officers elected include Frank Schuhe as Vice President and Donald Marshall as Secretary-treasurer. Guest speaker at the installation dinner was Wally Jonason of Design Planning, Inc.

ESD ESD ESD

The Contra Costa Television Association has won its battle against CATV in that they were able to obtain certain restrictions before the County Supervisors would allow a CATV franchise. The restrictions included no sale of television sets to clients, no lease of any set to clients, no service or maintenance and no sale of parts. In other words, no firm who was granted a franchise for CATV in this county would be allowed to offer sales or service to their clients.

ESD ESD ESD

Sonoma County reports that they have 16 paid up members to their local association and hope to become a chapter of CSEA within the near future. Vern Hassett of Sebastopol attended the last meeting of the Zone Council and stated that slowly but surely the members are convinced of the importance of a service association.

ESD ESD ESD

The Zone "B" Council has asked that all city clerks in the area be given a list of registered dealers in their area in a check on correct zoning and business license. A composite pricing guide based on the average amount of time consumed in normal repairs may be produced by the Zone in future months. It is hoped that a survey can be taken of all normal repair jobs, the time it takes to complete the work and the price charged for completing the repair. With the results of this survey the members will have some guide in which to evaluate their own price scales and time used.

ESD ESD ESD

The Los Angeles chapter's transistor class conducted by C. Nance was recently completed with 28 technicians receiving certificates of completion.

ESD ESD ESD

Zone "F" has not decided whether or not to go into the L. A. County Fair again this year. Harry Midkiff has been named as public relations director for the zone and he will set his own committee to determine the value of the fair to CSEA members. He will report his findings no later than July. It was also suggested that the Directory booklet be placed in the hands of the State office and that a state-wide directory be produced instead of just the zone. Subject is to be brought up at the Zone "F" meeting. It has also gone on record as endorsing the re-election of Darrel Petswal as President of CSEA and to encourage him to run for this office. A suitable budget for expenses has also been discussed and will be presented to the Board at the convention.

ESD ESD ESD

Hugh Wilkins has been asked to serve on the "Board of Experts" for radio station KLAC. Wilkins will be asked to answer questions regarding TV repair that are called in by listeners.

**PURCHASE AS LITTLE AS \$10.00
IN OUR STORE & TAKE HOME A FREE GIFT!!**

**PHILCO'S
'66
FESTIVAL OF
VALUES**

**Phone . . . Write . . . Come in—
We've got the best deal ever!!!**



**DELUXE FISHING EQUIPMENT • GOLFING NEEDS • ALL TYPES OF
OUTDOOR SPORTING EQUIPMENT • TOYS • PERFUMES, COLOGNES
AND SPORTSWEAR FOR HER • TRAVEL NEEDS • HOUSEWARES •
TOOLS • MEN'S WEAR • CAMERAS • HUNDREDS OF ITEMS TO
CHOOSE FROM... ACT NOW!**



**WIDEST SELECTION IN TOWN...
CASH IN TODAY!!**

PHILCO THE SERVICEMAN'S FRIEND FOR 38 YEARS

PHILCO PARTS STORE
6393 E. Washington Blvd.
L.A. 22, RA 3-0345

PHILCO PARTS STORE
6150 Mission Gorge Rd.
San Diego, 283-6545

PHILCO PARTS STORE
701 Sixteenth St.
San Francisco, MA 6-1717

PHILCO PARTS STORE
1891 W. Roosevelt St.
Phoenix, AL 8-3965

PRESIDENT'S MESSAGE

DARREL PETZWAL



"1965-1966 WRAP-UP"

Once again another year has gone by and CSEA will be holding its annual convention. This means, of course, a review of the past and the election of new leadership for the future. As I write this I cannot predict the results of the convention, but I am sure that the many programs we started in 1965-66 will be continued with renewed vigor.

In going over the past year's activities, I do not feel we were able to attain all the goals we had set but there has been some real progress. Of real importance to our industry was the beginning of the self-certification program and the Television Audience Poll. With these two programs as our cornerstone I feel confident that CSEA will continue to grow and prosper over the years to come.

The certified Technician program has been very carefully planned and tested and it is now up to you to take advantage of it and qualify for certification. This program can make it easier for an employee to find employment and much easier for the employer to evaluate a prospect before hiring him. I feel that taking this test is a must for every man in our industry if, for nothing more, than to learn where his problems lie. I rather suspect that many working technicians will be surprised at the amount of new theory that they need.

As for the Audience Poll and the public relations program that will go along with it, we must not think that this is a favor we are doing for someone else. Through this effort we will be able to gain the respect of the general public and provide greater acceptance for CSEA and all member shops. Only through this type of effort will we gain the new membership we need and the

strength we need to help guide our Industry in California.

The Bureau of Electronic Repair Dealer Registration has been doing a good job for us but we better not lose sight of basic human nature. It is a must that we, as an Industry, remain united and present a single front to the BERDR and other governmental bodies. It is important that we continue to direct, recommend and stimulate ideas to make this a real profession. It can only be done with cooperative effort from everyone within the Industry.

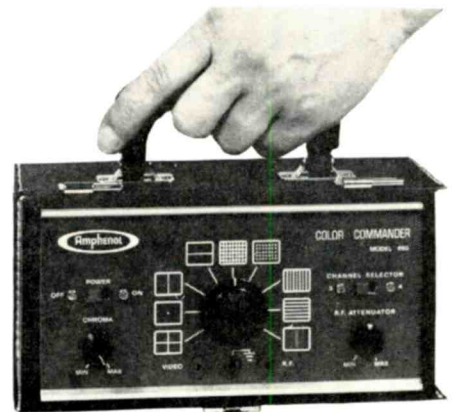
Today we owe a great deal of gratitude to those officers and directors who proceeded us in office. It was through their hard work and dedication that the Service Industry in California is the most respected in the United States. The very fact that all of us are up to our necks in business certainly vouches for the cleaning out of the many part-timers who presented such unfair competition only a few years ago. The false and misleading advertising has disappeared from the telephone books, newspapers, etc. Yes, there is still some but it is only a matter of time.

We read in some of the national reports of Associations in other states still fighting the problem of yellow page advertising, bait advertising, set-napping, etc. We can truly count our blessings.

These things were not obtained easily but we are all guilty of forgetting too soon that these were major problems only a few short years ago. There are new ones ahead and it is important that CSEA remain strong and vital. We need the support of every dealer in the State. Why not join the men in your own profession in an effort to do an even better job in the future?

This is Amphenol's Color Commander.

It cuts color alignment time by 40%.



In the home or shop, Amphenol's time-saving Color Commander will do several jobs that old-fashioned color bar generators can't:

1. Unique three color bar pattern eliminates counting color bars and provides simple color hue alignment (proper phasing of demodulator circuits). No oscilloscope necessary.
2. Squares, not rectangles, give instant vertical and horizontal linearity adjustments.
3. Single dot provides faster static convergence. No need to guess which is the center dot.
4. Single cross bar centers the raster conveniently, swiftly.

All this plus RF and video output, easy-to-use gun killers. Lightweight; only 3½ lbs., in an attractive compact black leatherette carrying case. Completely solid state, the Amphenol Color Commander is available as a battery operated unit or with a built-in 117 VAC power supply.

MOULTON ELECTRONICS

1058 Terminal Way
San Carlos, California
Phone 591-8292

You Don't Need A Crystal Ball To Forecast Tomorrow's Business

by Ernest W. Fair

Forecasting how one's television repair shop business will do in any period just ahead is today possible with reasonable prospect for accuracy. No wizardry or crystal gazing is required. The procedures and techniques which major corporations have long used to chart their course are easily adaptable to the smallest or largest shop.

No procedure has, however, been developed to guarantee absolute accuracy, even for those corporations which spend thousands and thousands of dollars forecasting annually. But the techniques that have been developed are giving from 60 to 75 percent accuracy. This is indeed sufficiently high enough odds to warrant the whole program and its use after being developed.

Such forecasting repays the effort expended by permitting proper budgeting of expenses, costs and profits during a period of as much as a year ahead. It helps stabilize every phase of the operation. It can be used to obtain a higher degree of employee stability through the planning it provides. Inventory control is accomplished much more efficiently, and finally, it permits one to more accurately chart the financial operation of the firm at less cost.

What data and tools are needed to begin this forecasting? One's own bookkeeping and sales records provide the first set and these should be summarized, by month, for as long a period in the past as is being forecast for the future. Even for a short period forecast those embracing the past full year are most advisable.

Each of these should be summarized by months. Beside them should be placed the corresponding data covering the major trends of business activity as reported by the local Chamber of Commerce, Federal Reserve bulletins (available at the Chamber or your bank), or any other such data. Those of a local or area nature should be used as well as the national figures.

When this chart of activity covering the past twelve months has been made it is advisable to note by each month (or season) specific and local factors which may have affected business and one's own shop particularly. When this chart has been completed the basis for forecasting the months ahead has been established.

In most areas forecasts of general business conditions for periods of three months to a year ahead are issued by the Chamber of Commerce, banks and other organizations. Where these are obtainable they should then be set up. Notations of known local conditions which can have a direct effect on one's business should be made.

This second group of figures provides the data needed to begin forecasting one's probable business volume by using the firm's figures for the past year on a comparative relationship. Several points must be given consideration in estimating such guides for business during the coming year. Among these are:

—The approach to this estimating must always be done on a hard realistic basis; there is no other good procedure. Most common mistake of the non-professional researcher is basing estimates primarily on his personal desires for what he wants his business to be. Wishful thinking must have

no part in any business forecasting; permitting any such estimate to be so affected ruins the whole thing from the very beginning.

—Caution should be exercised in the application of the effect of major business projects in the area still at the planning stage. Such projects can well be considered but they do not approach actual reality until ready to start producing revenue dollars which will be available for spending in the area. No project of major importance in the community, not yet actually started, should be permitted to pay too large a role in this forecasting.

—Where records are available it is much safer to base the curve of prospective business for the forthcoming year on those of as far back as the last three years. Charting for each of the three years and after doing so setting up an average for each month is a much safer index to use than that of a single year. Instead of using, for example, figures of 10-5-10 or the latter one alone, an average of the three, in this case 8.3, would be much safer.

—Carefully chart and then analyze every factor of an outside nature which can possibly affect the business during these twelve months ahead. Most such are known to any man who reads his daily newspapers. Possibly major strikes, forecasts of bad weather, apparent declines or booms in any major business activity, etc., are all to be considered.

—Make a check up on all major plans of large employers in the area for an expansion of their payrolls during the coming year. If not generally known already such data can be obtained from the Chamber of Commerce secretary in one's community. Estimates as to when these will actually be put into effect can then be set up.

—Give a little thought and study to the customer himself during the coming year. How many of them will there be? The trend of revenue during the past six months by any business can give an idea of how this is moving and is apt to continue into the months ahead. How much will that customer have to spend? Has his average monthly earnings held steady, been going down or increasing during the last six months? Will this trend continue into the year ahead or whatever period is being forecast?

—An accurate appraisal of the competitive factor is also in order. The state of competition apparent for the immediate future can always have a lot to do with how much business any shop may be able to anticipate. Will there be as many competitors? More? Have any evidenced plans for more aggressive operation? Keep the answers in mind during every part of this forecasting?

—Talk it over with others . . . your banker, fellow businessmen, real estate men and anyone with sufficient knowledge or background who can be trusted to disagree with you in giving such an opinion. None of us are exempt from possible blindness in our forecasting, creation of errors, wishful thinking or misinterpretation of facts we have used. All of these errors must be guarded against so such a check up of one's procedures, statistics and figures and their projection, is always a safe procedure.

The foregoing are major safeguards to use in building the more accurate forecast of one's business.

Are your suppliers

coaches or dashmen?

In track, it's the objective of the dashman to get to the tape first. And, preferably, to set a new record *for himself* in doing it.

Know any suppliers who act like sprinters?

We think you have a right to expect more.

As a retailer, you have a right to expect a supplier to do a lot more than just grab the order, snap out a "thanks" and run.

You have a right to expect help. You have a right to expect leadership . . . the kind of leadership that leads to good profits.

That's why, at Motorola, we do such a wide variety of things . . . and encourage our distributors to do such a wide variety of

things that might help you.

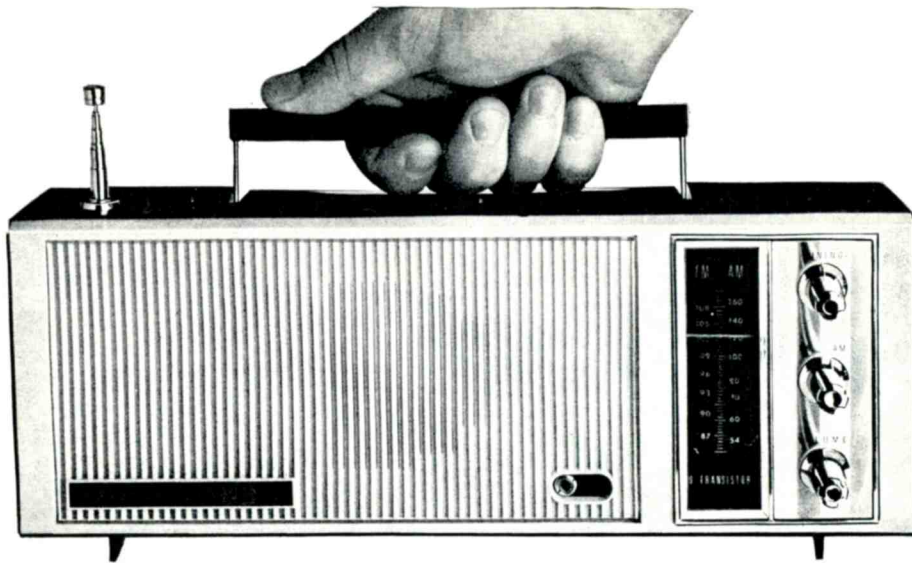
Probably our most important contribution is product design. Take Color TV, for example. Motorola was the first manufacturer to mass market rectangular picture Color TV in America. The remarkable benefits resulting from the rectangular picture tube are the kind that can produce top markups and good profits in your store.

We can't manufacture profits for you—but Motorola speaks for top retailer profits . . . leads with ideas that can produce profits . . . thinks you deserve profits.

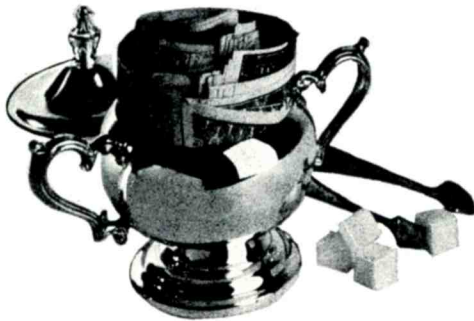
For it takes profit for progress . . . profit to grow.

 **MOTOROLA**

new leader in the lively art of electronics



With emergency standbys like this...



you've got it made!

Sugar. Cabbage. Gravy. Dough.

Call it what you like—the money you'll make on this solid state Channel Master FM/AM portable should taste mighty sweet.

It's battery-powered with 4 "D" cells which lead a long and charmed life. So a listener can always bank on it to play anywhere and anytime. (Great for power blackouts).

Most happily, it's an AC plug-in table model, too. So you don't lose the guy who prefers it that way.

But no matter how he turns it on, he can depend

on the most marvelous FM to pour out. (It has 9 transistors, a 6" speaker, and a telescoping FM antenna.)

And the radio looks just as nifty as it sounds and handles.

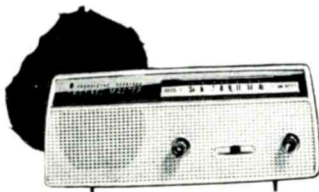
All of which is why Model 6463 has been streaking like a best-seller since we introduced it last December.

You can't beat it as a top-profit standby.

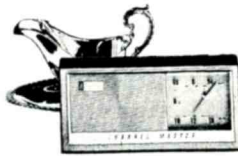
And you can say the same for these three Channel Master old reliables.

Emergency or no emergency.

CHANNEL MASTER Home 'n Room Portables



Model 6510. 6-transistor table portable.



Model 6515. 8-transistor super-fringe portable complete with accessories.



Model 6506. 6-transistor personal portable complete with accessories.

...and another thing you can bank on:

If any Channel Master transistor radio proves defective within 120 days, we will replace it with a new one, instantly, FREE.

© 1966, Channel Master Corp., Ellenville, N.Y.

DISTRIBUTED IN CALIFORNIA BY:

ASSOCIATED RADIO DIST.
1583 Howard St.
San Francisco, HE 1-0212

IN
Palo Alto: DA 3-3173
San Mateo: FI 5-3575
Vallejo: MI 3-4531

KIESUB CORP.

311 W. Pacific Coast Hwy.
Long Beach 591-1335 & SP 5-1428
IN
Anaheim: KI 7-3527 & 865-0688
Bakersfield: FA 7-5535
Oxnard: HU 3-9541
San Bernardino: TU 5-6807
Van Nuys: ST 1-3930

MILLER'S RADIO & TV SUPPLY

530 East 8th Street
Oakland, TE 4-9185
IN
San Jose: CY 5-6818
Santa Rosa: LI 2-5423
Walnut Creek: YE 4-3000

NORCAL ELECTRONICS

1115 "R" Street
Sacramento, 442-9041

WESTERN RADIO & TELEVISION SUPPLY CO.

1415 India St., San Diego
BE 9-0361

HURLEY ELECTRONICS, 2101 N. Fairview, Santa Ana, 638-7220

In: Inglewood, 679-2276; Ontario, YU 6-6638; San Bernardino, TU 5-0721
Long Beach, HE 6-8268; Oxnard, HU 3-0133; Oceanside, SA 2-7694

CSEA TV VIEWING POLL TO CONTINUE

More than 2,000 LA area TV viewers responded with enthusiasm to the test poll conducted last month by Zone "F," according to Hugh Wilkins, statewide vice president.

CSEA Television Audience Poll (TAP) was conducted April 18-25 in a sample of the homes where a CSEA member made a TV repair call.

Respondents were queried on their previous nights viewing. They were also left a form with a postage-paid envelope in which to report the current's night's viewing. (One result of the test poll was that CSEA determined that it was impractical to poll "current night viewing" because of the bias introduced by partial responses. In future, Wilkins noted, only previous night's viewing will be polled.)

Wilkins reported that an analysis of responses showed immediately useful data on make and type of set, and, limited but potentially valuable data on viewing patterns by sub-region (e.g. San Fernando Valley vs. Long Beach) and on types of viewers.

"We do not intend to release any of the actual viewing pattern data accumulated by the zone," Wilkins stated. "Our intentions were, first, to see if the membership of CSEA in Zone F constitutes a sufficiently responsible and motivated force to conduct such a poll on a regular basis. Then we wanted to find out if the public would welcome such a poll. Finally, we are anxious to see if we could develop a self-administered pre-coded poll which would elicit information with sufficient statistical reliability to justify offering the results to broadcasters, advertising agencies and other interested parties on a fee basis—and in less detailed form, to the general public as well."

"We feel we were successful on all counts," Wilkins continued. "The fellows are anxious to poll again. Public response was interesting and enthusiastic. Finally, our consultant, Allan Kotin, of Economic Research Associates and Facts, Consolidated, assures us that, with proper refinements, our television audience poll (TAP) may provide interesting and meaningful data, some of which is not available from existing sources."

NATIONAL ELECTRONIC ASSOCIATIONS, INC.

1966 CONVENTION

TENTATIVE SCHEDULE

TIME: August 18, 19, 20, 21 (Thursday, Friday, Saturday, and Sunday)

PLACE: The Voyager Inn Motel, Winston-Salem, North Carolina

HOST ASSOCIATION: Electronic Technicians Association of North Carolina

ESTIMATED ATTENDANCE: 350 plus (Thurs. 100, Fri. 225, Sat. and Sun. 350)

PURPOSE: To provide an annual meeting for the National Electronic Associations' members so they may conduct the business of the association and elect officers and a board of directors to guide the association in the interim between meetings.

To provide other segments of the trade with an opportunity to meet association leaders and discuss trade improvements and mutual problems or projects.

THURSDAY, August 18th:

Registration	Board of Directors' Meeting
Sponsored Evening Meal	Hospitality Dance

FRIDAY, August 19th:

Business meetings, apprenticeship conference
Sponsored breakfast, lunch, dinner

SATURDAY, August 20th:

Business Meetings	Sponsored breakfast and lunch
Election of Officers	Sponsored cocktail hour
Sponsored or co-sponsored banquet	

SUNDAY, August 21st:

Business Meetings	Sponsored breakfast and lunch
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ADJOURN

IN ADDITION, coffee will be served during meetings and these will be sponsored by THE FINNEY COMPANY and FINCO ANTENNAS.

SPONSORS:

TSA of Iowa
John Betz, Pres.
Black's TV
1019 Park Road
Waterloo, Iowa

HOSPITALITY CONTEST:

Kansas Electronic Association
Larry Premer, President
212 E. Euclid
McPherson, Kansas

DISPLAYS:

Vincent Lutz
NEA Director at Large
1546 Sells Avenue
St. Louis, Missouri
Phone: EV 1-9944

CONTEST PRIZES:

TSA of Michigan
Pete Fabbri, President
20519 Joy Road
Detroit, Michigan

SPEAKERS AND ARRANGEMENTS:

Dick Glass, NEA President
5302 W. 10th Street
Indianapolis, Ind. 46224
Phone: 244-7793

TRADE / TALK

PLANS PROGRESSING FOR "AUGUST BETTER TV RECEPTION MONTH"

The local Southern California promotion of "Better Television Reception Month" is rapidly taking form with the announcement that every local Television Station in Southern California, including San Diego and Santa Barbara, will provide eight spot announcements per day, every day, during the month of August.

The entire program is being set up through the help of the American Institute for Better TV Reception in Washington, D.C. and is designed to provide the largest saturation of television time ever devoted to any product or public service program in the history of local broadcasting.

The spot announcements will be either 10, 20 or 30 seconds and will use the Institute's logo as a focal point. The material will be designed to educate and sell the general public on the idea that top reception can only be received with a top line outdoor antenna.

Through the cooperation of the antenna manufacturers, a special fund will be set up to hire Western Union Operator 25 to tie-in the local dealer with the program. Distributor salesmen will be contacting the dealers over the next two months to sign up as a headquarters for this promotion. All he must do is to agree to provide ethical and top notch installation and immediate response to the operator 25 lead. The spots will direct the consumer to call

operator 25 for the name of his local dealer. These Operator 25 listings will be set up according to location.

PERMA-POWER SETS UP WEST COAST FACILITY

Perma-Power Company has just announced the addition of a new West Coast office and warehouse to service the western part of the United States. The new facility will be located at 13210 So. Western Avenue, in Gardena, and will be managed by Jim Leech. The opening of this facility is a result of the acquisition of Electro-lift garage door openers, a well-established California firm.

STEENBEKE TO HEAD WESTERN REGION FOR AMPEREX

Hank Steenbeke, former product manager for special purpose tubes, has been named as the new western regional manager for Amperex Electronic Corporation, according to an announcement by John Messerschmitt, V.P. of the firm.

Steenbeke will head the Amperex sales office in San Francisco starting the first of this month.

TWO NEW STANCOR DISTRIBUTORS NAMED

Elmar Electronics of Mt. View California and Wholesale Radio Electronic Supply of Petaluma and San Francisco have been named as new full line distributors for Standard Transformers.

BEN DUVAL OPENS OWN REP FIRM

Ben Duval, formerly with the J. W. Marsh Company, has left that firm to establish his own representative firm in San Pedro.

According to the announcement, the D. E. Duval Company will represent Fidelitone, Inc. manufacturers of fine photograph needles and accessories, in Southern California and Hawaii and the Antennacraft Company, manufacturers of TV and FM antennas, in Southern California, Arizona and Hawaii.

The firm is located at 412 So. Grand Avenue in San Pedro and the phone number is (213) 833-0951.

ZENITH AGAIN RECEIVES FRIENDS OF SERVICE AWARD FROM NATESA

Zenith Radio Corporation, for the fourth consecutive year, has received the "Friends of Service" award from the National Alliance of Television and Electronic Service Association.

Brain J. Marohnic, Zenith's national service manager, accepted the bronze plaque in behalf of Zenith during the Association's spring meeting in St. Louis.

The award is presented each year for outstanding service in creating better customer relations.

NEW PROMOTION MANAGER FOR G.E. DISTRIBUTOR SALES

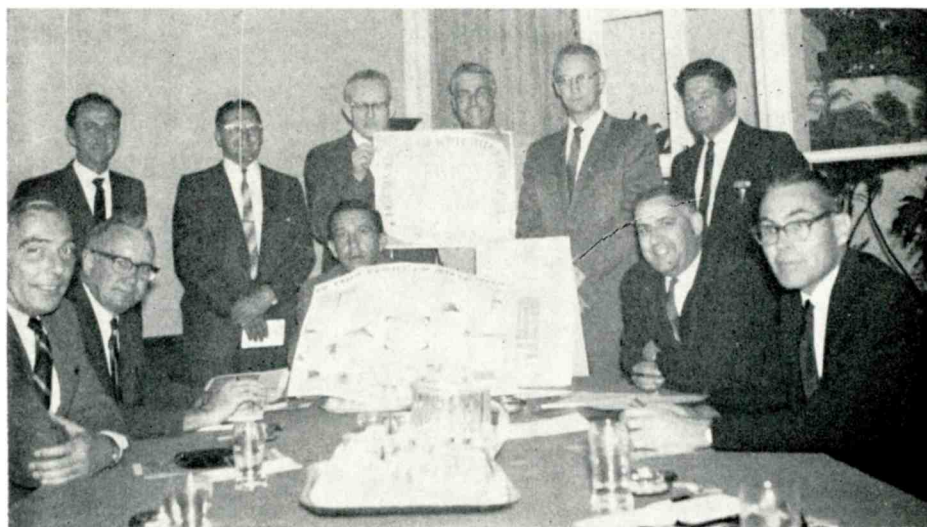
Richard Bogh has just been named as the new manager of advertising and sales promotional activity for General Electric's Electronic Component Sales Operation. The announcement, made by Albert Gubitz, manager of promotions and communications for ECSO, stated that Mr. Bogh's duties will include tubes, semiconductors, miniature lamps and certain kinds of instruments, capacitors and audio equipment.

SCHNEPP JOINS CARTER & ROSSNEY

Dick Schnepf, formerly with the I. R. Stern Co., has just joined the sales staff of Carter and Rossney Associates as an audio products field specialist.

Jack Carter, principal of the firm, stated that this move was in keeping with the addition of Electro-voice, as a client, in Southern California and Arizona.

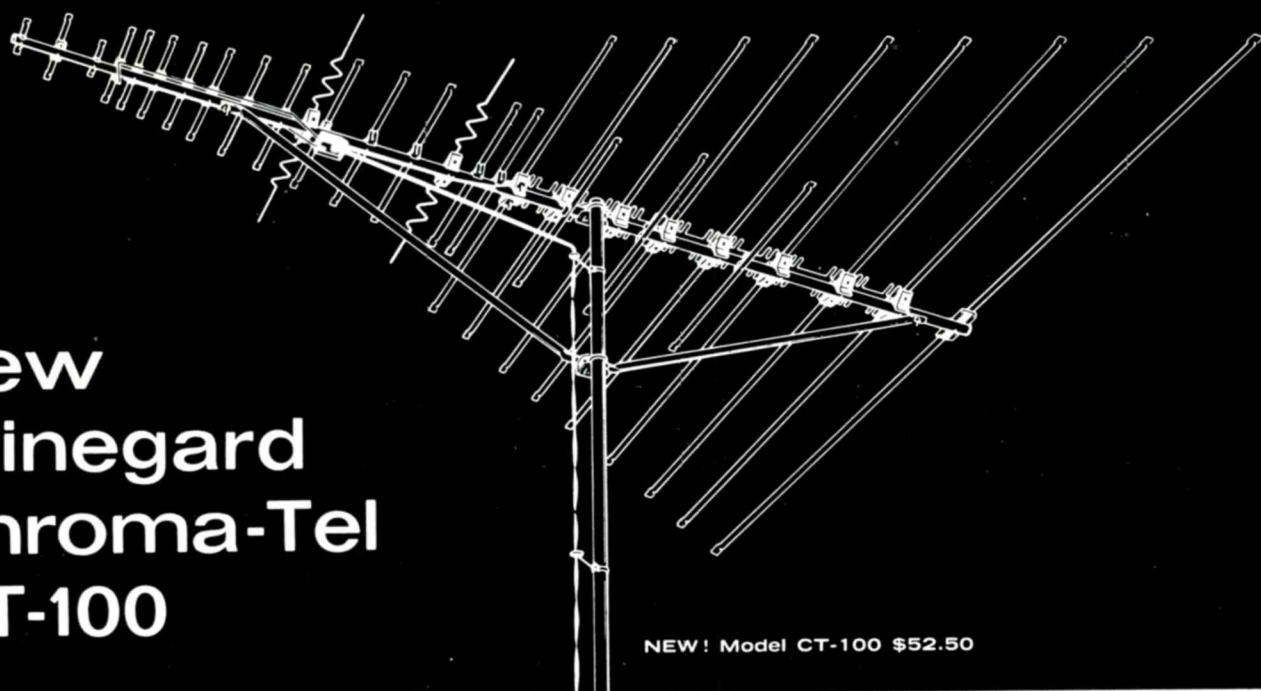
(Continued on Page 18)



Key people were invited to a special meeting to announce the "Better TV Reception Month program" that was called by chairman Jack Carter. Shown here (left to right) are Wayne Dinsmore, Walt Corman, Chuck Hurley, Andy Futchik, Irv Tjomsland, Bob Margolis, Dick Sexton, Russ Bidley, Dave Stagner and Ken Burkhart. Holding the cards in the center of the picture is chairman Jack Carter.

First UHF/VHF/FM 2-83 antenna that really works in fringe areas

New Winegard Chroma-Tel CT-100



NEW! Model CT-100 \$52.50

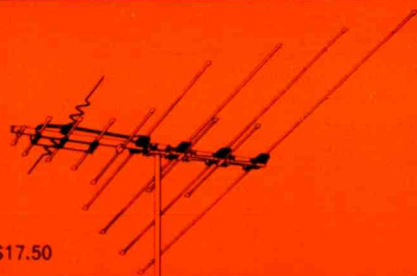
Winegard's sensational new CT-100 Chroma-Tel has 29 elements in all. And they're all working to provide the finest all-band reception (UHF-VHF-FM) even in difficult fringe areas.

In addition to those 29 elements, the CT-100 incorporates a unique matching network that guarantees maximum signal transfer to the downlead—and on all channels 2-83 plus FM. Gives sharpest color and black & white reception.

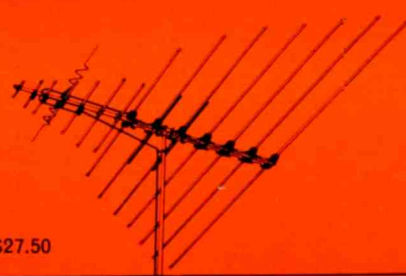
And like all Chroma-Tels, it has Winegard's exclusive Chroma-Lens Director System (intermixes both VHF and UHF directors on the same linear plane without sacrificing

performance) . . . and our Impedance Correlators (special phasing wires that automatically increase the impedance of Chroma-Tel's elements to 300 ohms).

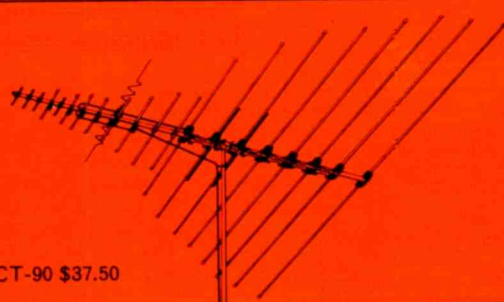
That's Winegard's new CT-100 Chroma-Tel. Bigger and better. But not too big. The full-line of Winegard Chroma-Tels still offers half the bulk; half the wind loading; half the truck space; and half the weight of all other all-band antennas—and at much lower prices. No wonder Winegard Chroma-Tels (now 4 models) are the hottest performing, hottest selling all-band antennas on the market! Better call your Winegard distributor or write for Chroma-Tel Fact Finder 242.



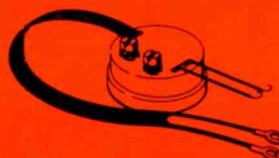
Model CT-40 \$17.50



Model CT-80 \$27.50



Model CT-90 \$37.50



FREE!

Every Winegard Chroma-Tel, including the new CT-100, comes complete with free CS-283 UHF-VHF Signal Splitter. Hangs behind set and separates UHF and VHF signals coming from antenna to the two pairs of set terminals.

Winegard ANTENNA SYSTEMS Winegard Co. • 3000 Kirkwood • Burlington, Iowa 52602



EDISCO, INC.
5901 Mission St.
San Francisco
UN 6-7087

**HURLEY
ELECTRONICS**
OF INGLEWOOD
210 East Hardy
678-7644

**QUEMENT
ELECTRONICS**
1000 S. Bascom Ave.,
San Jose
CY 4-0464

**PENINSULA
ELECTRONIC
SUPPLY**
980 So. First St.
San Jose

**MILO OF
CALIF., INC.**
Formerly
Electronic Components
2060 India St., San Diego
232-8951

**DUNLAP
ELECTRONICS**
1800 18th St., Sacramento
GL 2-3171



- DELCO AUTO RADIOS
- RCA
- ZENITH
- GENERAL ELECTRIC

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

TRADE/TALK

(Continued)

FIRST SOLID STATE UHF-TV SYSTEM INTRODUCED BY WINEGARD

An industry "first" is claimed by Winegard Company, Burlington, Iowa, with introduction of a complete UHF-TV antenna distribution system.

The advent of all-channel UHF-VHF TV sets and the greatly increased number of UHF stations has created a problem in how to efficiently distribute UHF signals for multiple set operation without conversion to a VHF channel. With the new Winegard system, UHF signals are fed directly to the sets without conversion.

The system is built around a new solid-state UHF distribution amplifier, Model A-222 and solid-state line extenders which will drive an unlimited number of UHF sets. In addition to use in apartment buildings, motels, schools, etc., the systems will prove very practical for demonstration of UHF sets in dealer showrooms and display floors. If the dealer already has a VHF distribution system, the Winegard UHF system can be installed parallel to it without disturbing the VHF set-up.

Installation takes no more time and is just as easy to put in as a VHF system, according to Robert M. Fleming, Jr., Winegard sales manager.

Besides the Model A-222 UHF amplifier, Winegard offers all necessary components to handle any size: UHF line splitters, UHF line tap-offs, UHF matching transformers, UHF line extenders, UHF preamplifier and UHF antennas. An installation manual, Winegard Fact-Finder #215, explains the entire system in detail.

ELECTRONIC REP.'S SURVEY RELEASED BY EIA

The second annual rep survey profile has just been released by the Electronic Representatives Association in Los Angeles.

The name of the survey is "Reps—briefcase to warehouse" is available to all manufacturers whether or not they have a representative type of operation and can be obtained by writing ERA, 10889 Wilshire Blvd., Los Angeles, Calif.

WESTEC NEW CALIFORNIA REPS FOR MALLORY SEMICONDUCTORS

WESTEC, with offices in Los Angeles and Palo Alto, has been named as the new California Representatives for the Mallory Semi-conductor division of the P. R. Mallory & Co., Inc. of Indianapolis, Indiana.

STANCOR ANNOUNCES AVAILABILITY OF GE EXACT REPLACEMENT FLYBACKS

Eight new STANCOR exact replacement flybacks for General Electric television sets have been announced by the Electronic Marketing Division, Essex Wire Corporation, 3501 W. Addison, Chicago, Illinois.

These flybacks are complete assemblies — not just coils and are designated as STANCOR catalog numbers HO-389 through 396. They are electrically identical and physically interchangeable with no chassis or circuit alterations required. These units are in stock — in all STANCOR warehouses — and available for immediate shipment.

Classified Ads

FOR SALE

TV BUSINESS — Well established in rentals, sales and service in lively small town close to Castle Air Force Base. Have good lease with low rent. Have been in business over 8 years. Must sell due to poor health.

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"BENCH TECHNICIAN"

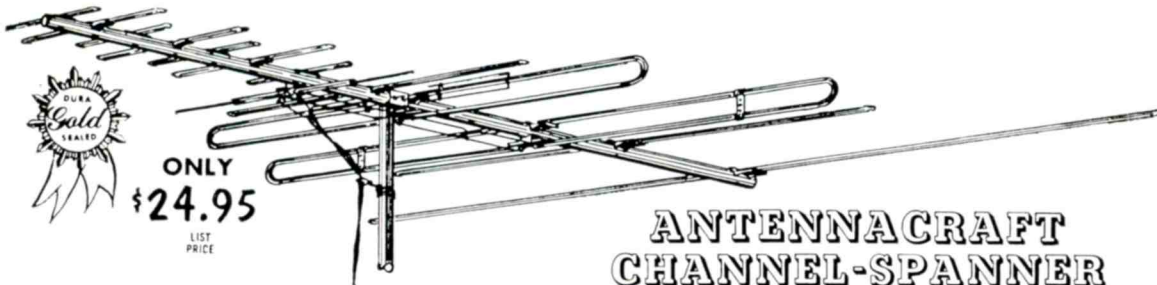
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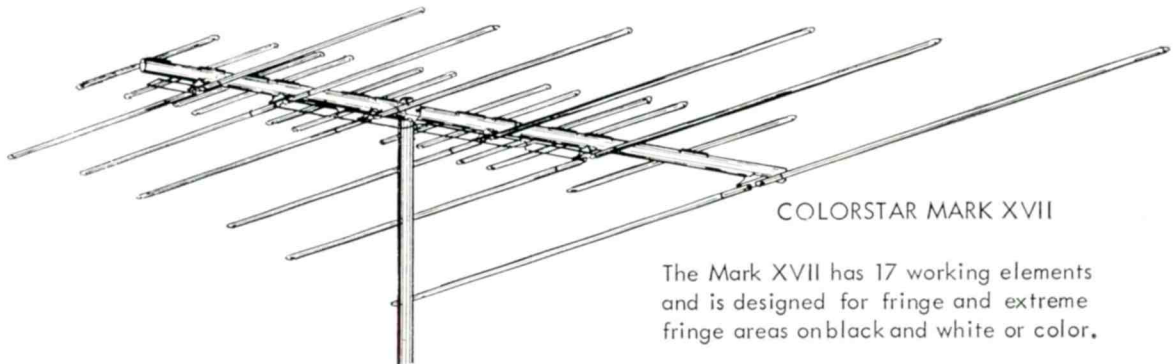


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FOR VHF



COLORSTAR MARK XVII

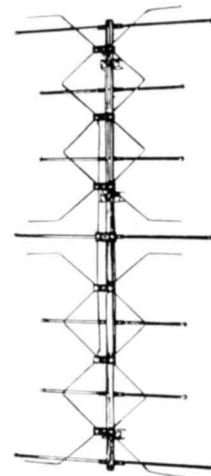
The Mark XVII has 17 working elements and is designed for fringe and extreme fringe areas on black and white or color.

And UHF: Super G-1483

DURA-GOLD FINISH

The SUPER 1483-G UHF antenna functions the same as two G-1483 antennas coupled together, increasing range and gain.

Although this fine, super powered antenna was designed and produced specifically for fringe areas, it will, of course, outperform similarly priced antennas in urban locations because of its greater power and sensitivity.



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