

MODERN

1963 "WSBP"
Award Winner



electronic service dealer

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

VOL. 4, NO. 2

JUNE, 1964

CSEA Annual Meeting

June 12, 13 & 14

Hacienda Motel - Fresno

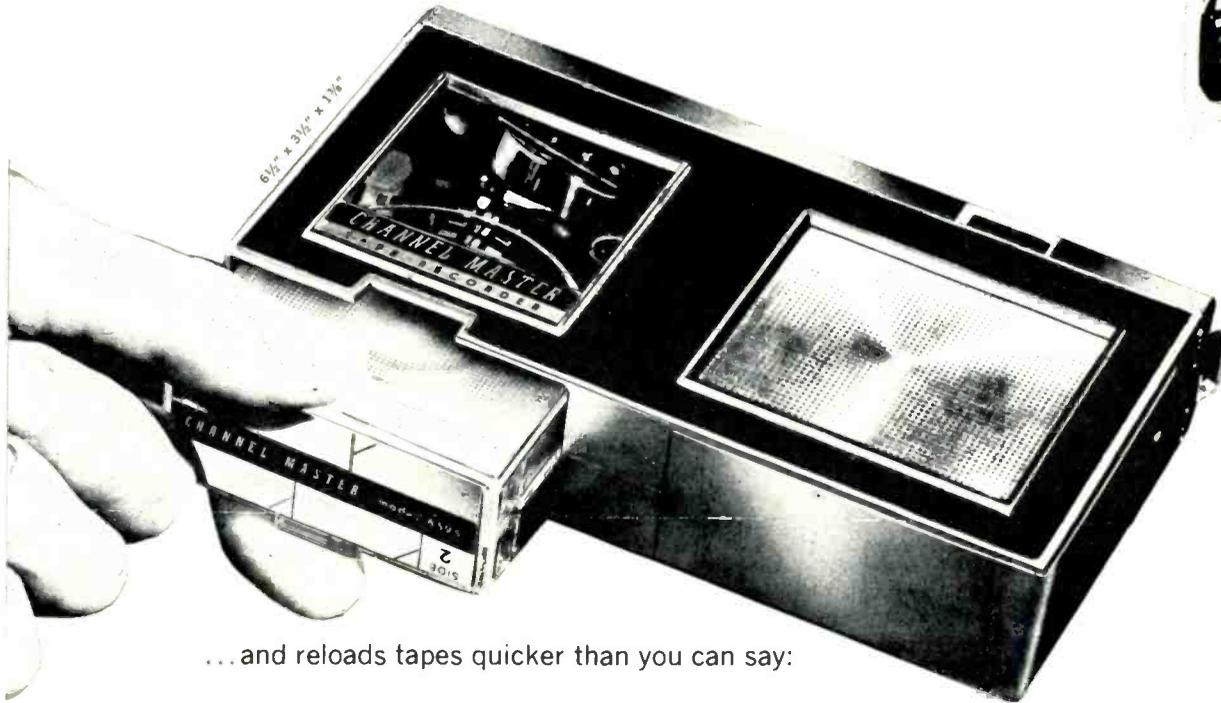
STORY PAGE 13 • PROGRAM PAGE 15



Now! World's first tape recorder that's precision-designed like an expensive 35mm camera...



lets you do everything "from the hip"...



... and reloads tapes quicker than you can say:

EGNAHC-OTSERP!

(Presto-Change spelled in reverse)

That's only if you're a slowpoke!

Slowpokes need three seconds to reverse or change tapes in our new LODESTAR.

Everybody else takes two.

The secret? Lodestar's unique Presto-Change (that's egnahc-otserp spelled forward) "Double-Decker" Loading Cartridge. The cartridge that eliminates tape threading forever.

Only 32 ounces of sleek luxury. Lodestar is precision-designed in die-cast aluminum like the finest cameras. And handles even easier. Not only can you tape it everywhere; it's the world's first tape recorder that lets you do everything "from the hip"... tape, play, rewind, reload—even play a ukulele and record it on the run, if you're kookie enough. (The dynamic clip-

on microphone frees your hands.) In fact, you needn't once take the Lodestar from your side, or even remove it from its rich leather case.

Other features? The Lodestar is loaded. Single-knob control, right on top (where you can easily get at it). Tri-purpose meter indicator with speed regulator. 2-track cartridge reel plays total of 32 minutes. Fine playback. Uses 8 penlight batteries. Etcetera, etcetera.

Put it all together. Throw in an inviting price tag. It means business. (Extra repeat business, too. Don't forget those extra cartridge replacement sales.)

Want the whole lowdown on the Lodestar?

Just mail the coupon.

Nobody has to twist our arm to get us to talk.



Presto-Change "Double-Decker" Cartridge—patent pending!



CHANNEL MASTER

CARTRIDGE-LOADING

LODESTAR

CORDLESS MINIATURE TAPE RECORDER

KIESUB CORP

311 W. Pacific Coast Hwy.
Long Beach HE 6-9697 & SP 5-1428
IN
Anaheim: KI 7-3527 & 865-0688
Bakersfield: FA 7-5535
Oxnard: HU 3-9541
San Bernardino: TU 8-6807
San Diego: 283-3173
Van Nuys: ST 1-3930

MILLER'S RADIO & TV SUPPLY

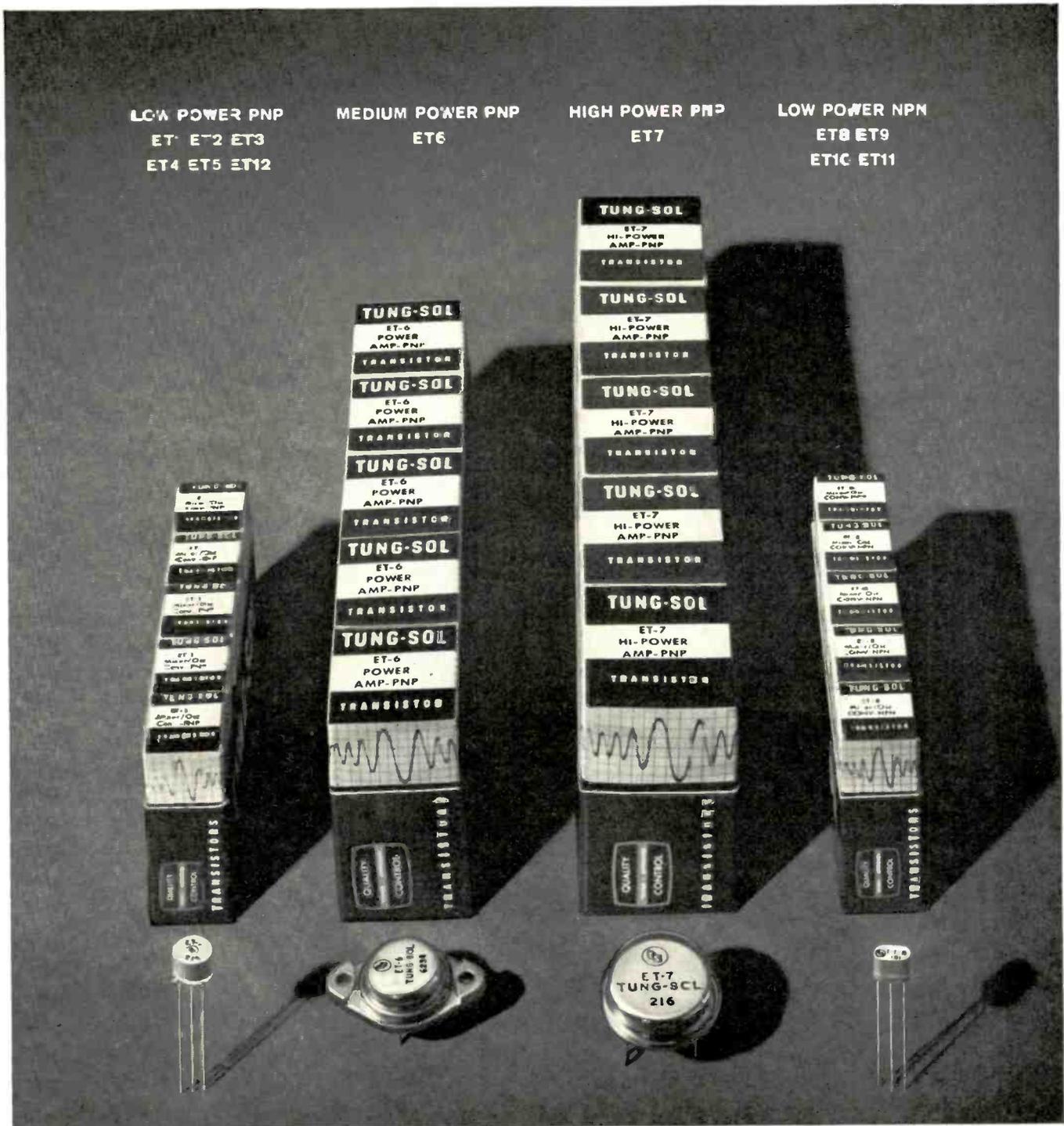
530 East 8th Street
Oakland, TE 4-9185
IN
San Jose: CY 5-6818
Santa Rosa: LI 2-5423
Walnut Creek: YE 4-3000

ASSOCIATED RADIO DIST.

1583 Howard St.
San Francisco, HE 1-0212
IN
Palo Alto: DA 3-3173
San Mateo: FI 5-3575
Vallejo: MI 3-4531

NORCAL ELECTRONICS

1115 "R" Street
Sacramento, 442-9041



THE EASY WAY TO SERVICE TRANSISTORIZED AUTOMOBILE AND HOME RADIOS

STOCK THE TUNG-SOL "ET" TRANSISTOR LINE. There are many reasons why more and more servicemen are buying the Tung-Sol ET transistor line ■ It's the industry's more comprehensive replacement line, with both PNP and NPN types for 6, 9 and 12 volt supply requirements ■ They are factory-designed for specific service, with the tube cartons plainly marked for functions ■ They are warranted by Tung-Sol to work interchangeably as specified ■ Speaking of interchangeable, the Tung-Sol Interchangeability Guide is the most useful for service work. Ask your supplier for a free copy. Tung-Sol Electric Inc., Newark 4, New Jersey.

TELL YOUR SUPPLIER YOU'D RATHER HAVE  **TUNG-SOL**

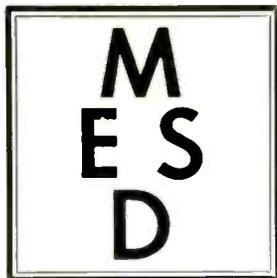


American Video, Inc., is proud to announce its *new* trademark.

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

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

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



MODERN ELECTRONIC SERVICE DEALER

STAFF:

DONALD J. MARTIN
Publisher and Managing Editor
CSEA Press Secretary

IRVING TJOMSLAND
Technical Editor

FRANK BURNS
Business Manager

MORRI OVSEY
Art & Cover Director

GRAYCE KENNEDY
Classified Advertising Director

CSEA EDITORIAL ADVISORY BOARD AND OFFICERS

President
EMMETT MEFFORD

Vice President
RALPH JOHANNOT

Secretary
KEN PRESTON

Treasurer
PAUL E. FORT, JR.

BOARD OF DIRECTORS

ZONE A
Darrell Petzwal, 1627 19th St., Sacramento, Calif.

ZONE B
Allan D. Crawford, 6424 Partola Dr., El Cerrito, Calif.
Wesley C. Keys, 2014 No. Main St., Walnut Creek, Cal.
Ralph L. Hoy, 1113 Second St., San Rafael, Calif.

ZONE C
Kenneth Preston, 4137 No Eldorado, Stockton, Calif.

ZONE D
Russ Hamm, 4612 Soquel Dr., Soquel, Calif.

ZONE E
Ralph Cornelius, 3129 Chester Lane, Bakersfield, Calif.

ZONE F
Ralph Johannot, 1817 W. Verduga Ave., Burbank, Cal.
Emmett Mefford, 16820 Faithill Blvd., Fontana, Calif.
Robert Whitmore, 10466 E. Alandra Blvd., Bellflower, Cal.

ZONE G
Paul E. Fort, Jr., 1546 30th St., San Diego, Calif.

BOARD OF DELEGATES

Chairman
RON M. KEALEY
1657 E. Colorado St., Pasadena, Calif.

Vice-Chairman
EARL CAPP LOUGHBORO
2460 E. Main St., Ventura, Calif.

Secretary
VIRGIL GAITHER
4305 Eagle Rock Blvd., Los Angeles, Calif.

Legal Advisor
A. J. Anastasi, Commercial Bldg., San Jose, Calif.



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

Modern Electronic Service Dealer is Published Monthly at 2930 W. Imperial Hwy., Inglewood, Calif. Phone: 755-5261 by Associated Publications. Controlled circulation postage paid at Los Angeles, Calif.

Western Society of Business
Publications Member



JUNE, 1964
VOL. 4, NO. 2

FEATURE ARTICLES

- 12 Bureau of Electronic Repair Answers Dealers Questions
- 13 CSEA Annual Meeting to Feature Pay-TV, Foreign Imports & Elections
- 15 CSEA Convention Program
- 17 Where Were You When CATV Hit the Fan? by Joe Murphy

DEALER NEWS

- 9 BERD Board Members Address San Diego Service Dealers
- 9 CSEA General Offices Moved to Fresno
- 9 Orange County CSEA Chapter to Host Logan at Meet in Santa Ana
- 9 Joint CSEA Chapters Hear Business Address
- 11 Top Official Outlines Subscription TV at Alameda CSEA Meet
- 11 First Conviction for Failure to Register Hits Riverdale Dealer

INDUSTRY NOTES

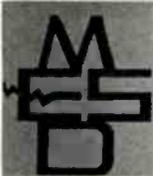
- 19 Dunlap Managers Graduate from Training Program
- 19 Packard-Bell Plans Credit Card System for Television Repairs
- 20 APA Breaks With Own Office, Merges With NARDA
- 20 Honor Keith Anderson "Retailer of the Year" at Testimonial Dinner

DEPARTMENTS

- 6 Editorially Speaking
- 8 Letters to the Editor
- 10 President's Message
- 21 New Products
- 22 Classified Ads

COVER:

Poolside at the lovely Hacienda Hotel will be a welcome site to convention delegates attending the meeting in Fresno on June 12, 13 and 14. Everyone is urged to make their reservations as early as possible.



MODERN

**electronic
service dealer****EDITORIALLY SPEAKING**

By DON MARTIN

**NEDA REFUSES TO TAKE
STAND ON CATV CONTROVERSY**

The National Electronic Distributors Association, meeting in Chicago at the May Parts Show last month, refused to take a stand on Community Antenna Television Systems.

In a memo to the membership, Executive Vice President Neil Carter stated that "The Board of Directors of NEDA has directed me to make an analytical study of community antenna television systems, both as to their merits and demerits as they relate to the interests of distributors." He went on to say, "while the statements in the report are amply documented it must be pointed out that nothing in the report should be construed as recommending any action, concerted or covert, on the part of NEDA in this matter, in which many members are adversely affected while many other members benefit?"

Following this introduction is eight pages of re-hash, phoney statistics furnished by the Pay Television promoters, a confusing array of conflicting information supplied by the National Community Television Association and material out of context prepared by the Television Accessory Manufacturers Institute (TAME).

What it boiled down to, as far as the dealer was concerned, was that this national group of Electronic Distributors just don't understand what the problem actually seems to be.

What we are all fighting is a plan that will eventually lease Television Sets to the Consumer, provide a cable to the set which will then make it possible to hook up pay TV, capture the service on that set thereby refusing the consumer a right to choose his own type of service and then sell him the programs that Pay TV will make available.

Who loses? Everyone. The retailing of TV sets will be lost through the lease program. The sale of parts and accessories by the distributor to the dealer will be lost forever. Will the distributor then sell these materials to the CATV people? No, these people will grow so large they will be buying direct. Exit the distributor and the dealer who is trying to service electronic home entertainment products.

We are not fighting CATV in areas where this is the only method in which to provide programming. We are fighting the extensive use of CATV systems in areas where they are not necessary and are only the forerunner of Pay-TV systems.

In our opinion the Board of Directors of NEDA have buried their heads in the sand. In order to please a few they please no one. We feel so strongly about this situation that we urge the California Distributors, if no one else, to pass their own regional resolution against the principal of Pay-TV and the advent of unnecessary cable systems in California. The resolution itself may not have to much effect but it would represent to the dealers a willingness on the part of Western distributors to have the guts to stand and fight.

PARTS SHOW OBSERVATIONS

I have just returned from the annual May Parts Show in Chicago and, needless to say, was very disappointed with the lack luster, poorly attended, going through the motions attitude, and general "necessary evil" image of a show that seems to have lost its place in the industry. The hay days of high profits and lucrative expense accounts seem to have taken their toll and the justification, on merit alone, seems to be missing.

TIP O' THE HAT TO DISTRIBUTORS

This issue starts our fourth year of publishing and, in a few months, we will be making some changes in design and format. In our opinion, a magazine must change, must bring in new features, and must be modernized to a certain degree. These changes will not be radical but will be in good taste and an effort to do a better job of reporting the things you want to read.

In talking about MESD I want to take a few lines of copy to tell you the names of the distributors that have made it possible for us to exist and to have a sound future guaranteed. These distributors are the ones that are interested in making sure that you have a means of communication. Through MESD you are able to know what is going on and what things are happening to the industry month by month. There are a lot of clouds ahead and only through the support of these distributors and their manufacturing sources, will we be able to continue doing the job.

In Southern California we have been supported from the very beginning by Andrews Electronics in Burbank. Others include Dean's Electronics, Cooks Electronics, Figarts, Western Electronic Supply in Glendale, Hurley Electronics, Electronic Supply in Riverside, RCA Victor Distributing, Philco Distributors, Kiesub, Capitol Electronics, Wholesale Electronics in Ventura, Admiral Parts, Radio Parts in San Diego, Western in San Diego and Southland Electronics also in San Diego. In northern California we have received support from Associated Radio Distributors, Millers Radio and TV Supply, Edisco, Styles and Engleman and this month for the first time, A. H. Meyer Company. In Sacramento we have been helped by NorCal and Dunlap Electronics along with Arbuckle in Fresno. Still others included in these three years of history are Grossman & Reynolds, G and M Electronics, Inland Electronics, Pico Parts on a monthly basis since our beginning, Radio Products Sales, Radio TV Supply, Sues, Young and Brown, Inc., and Wresco Sales.

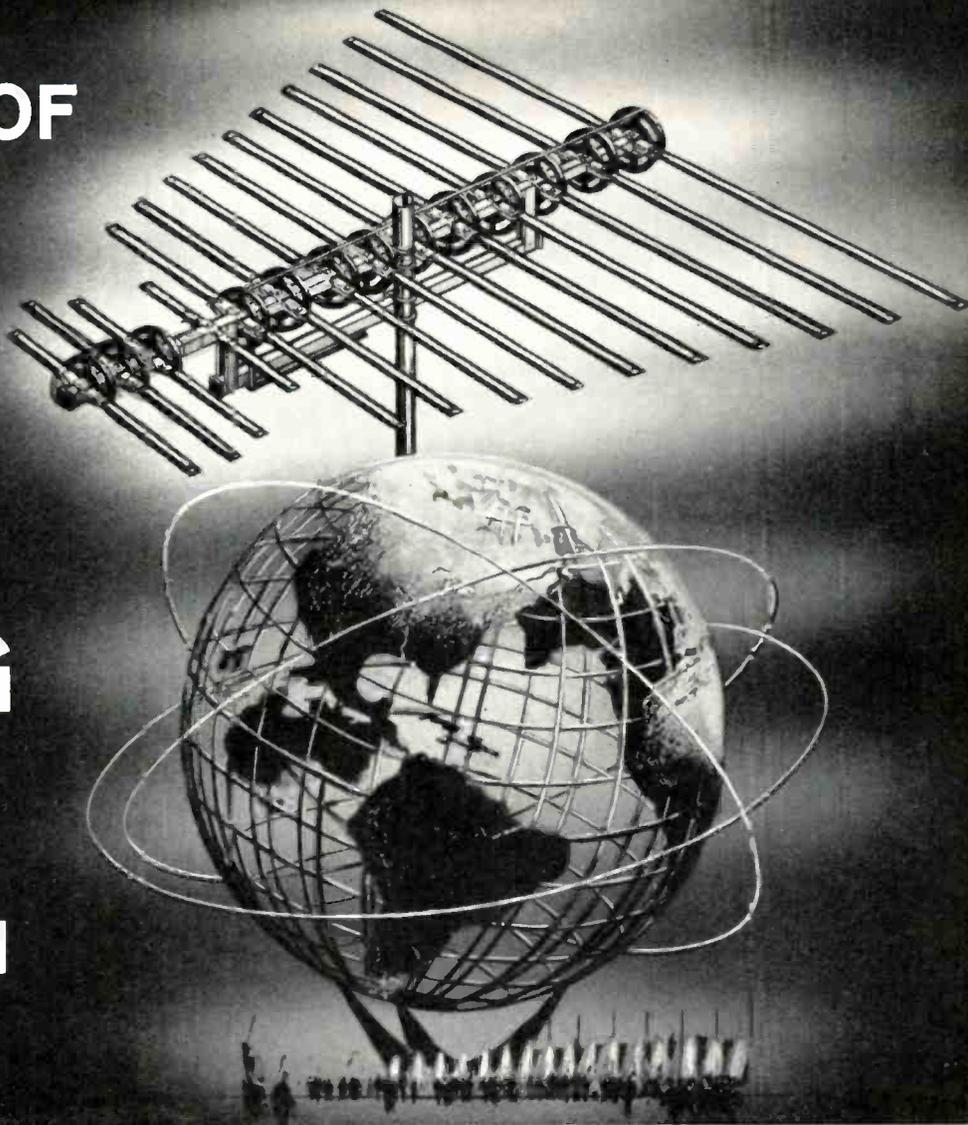
Actually, this list is a who's who of the dealer oriented distributors in California who are willing and anxious to work with the dealer trade. These people have earned your support and I urge you to make use of their facilities whenever possible.

We have made it a policy never to "pressure" distributors or manufacturers into spending their hard earned cash with advertising in MESD. This support has been given to us because we have produced a good all around magazine that is completely independent but still provides the necessary medium of distributing the CSEA news. All we have ever asked from the members of CSEA and every dealer in the State that receives our publication is that they read it, talk about it and let us know if we are on the right track. Our policy will not change and to you distributors who have helped in our success we certainly want to take this moment to say thanks and send along our best wishes. (Our name is mud if we have overlooked any . . . please let me know if we did.)

IN THE HALL OF
EDUCATION
and all around
the FAIR—

JERROLD

**PARALOG
ANTENNAS
and TV
DISTRIBUTION
EQUIPMENT**



There's a lot of television throughout the New York World's Fair. And you know the reception *must* be utterly reliable and flawless.

That's why Jerrold was chosen as the equipment to ensure the cleanest signals on screens in the

fabulous School of Tomorrow and in other important Fair exhibits.

Jerrold products at work and on exhibit at the Fair are being seen this year and next by millions of people from all parts of the world.



**JERROLD EQUIPMENT USED TO
FEED RCA COLOR SETS**

The rf signals for the network of color television receivers on display by RCA throughout the fairgrounds are being fed from an rf distribution system employing Jerrold equipment.

**JERROLD VIDEO MICROWAVE
AT THE FAIR**

Television signals are beamed from the New York City Pavilion of the Fair to the downtown Manhattan studios of WNYC-TV (Channel 31) by Jerrold video microwave equipment.

**JERROLD EDUCATIONAL TV SYSTEM PIPES
SIGNALS THROUGHOUT HALL OF EDUCATION**

The School of Tomorrow exhibit is equipped with a Jerrold comprehensive rf and video distribution system which not only supplies all signals for classroom TV demonstrations but also feeds the programming of exhibitor displays throughout the two-level building. Paralog VHF and Paracyl UHF antennas bring in off-the-air signals. Elsewhere in the Hall of Education, a Jerrold exhibit features Powermate preamplifiers, Paralog and Paracyl antennas, and Vista UHF converters.

**EASY HOME UHF
DEMONSTRATION**

Jerrold's new Paracyl UHF antennas and Vista converters are being used in the New York City Pavilion by Channel 31 to demonstrate how to receive UHF on standard VHF home receivers.

WHEN YOU COME TO THE FAIR, SEE TELEVISION AT ITS BEST — BY JERROLD

JERROLD ELECTRONICS • *The nation's foremost manufacturer and supplier of television distribution systems*

CALETRON CORP. OF CALIF.
33 GOUGH STREET, SAN FRANCISCO
621-3400

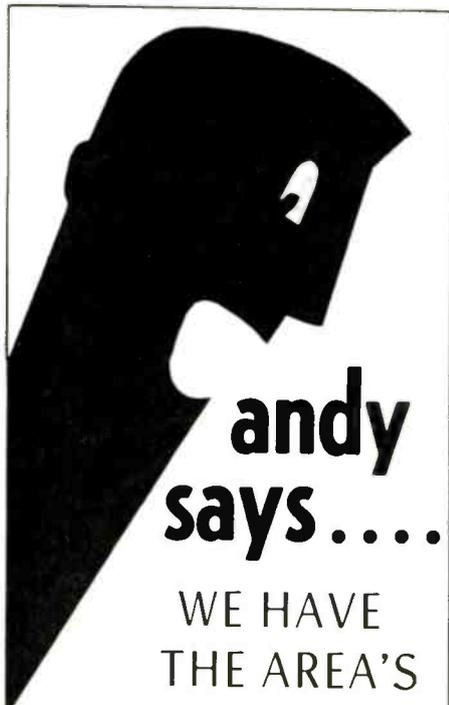
STYLES & ENGLMAN, INC.
25354 CYPRESS AVENUE, HAYWARD
352-1933

DUNLAP ELECTRONICS
SERVING ALL OF CENTRAL CALIFORNIA

FIGARTS RADIO SUPPLY
6320 COMMODORE SLOAT DR., LOS ANGELES
WE 6-6218

SOUTHLAND ELECTRONICS
3610 UNIVERSITY ST., SAN DIEGO
AT 3-3941

LETTERS TO THE EDITOR



**andy
says....**

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



- RCA
- ZENITH
- GENERAL ELECTRIC
- DELCO AUTO RADIOS

PLUS—THE BEST LINES
OF GENERAL
REPLACEMENT PARTS



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

Dear Don:

In a recent meeting of CSEA Bakersfield Chapter a discussion was held concerning your editorial THE RECEIVING TUBE DILEMMA (December, 1963) and it was clearly evident that the dealers in this area do not concur with the arguments you present in your article favoring a significant reduction in receiving tube discounts. Although we respect your right to make any comments and suggestions you wish in your editorials, we also feel that the conclusions you draw in the above mentioned editorial do not apply in this area, and doubt seriously that they would stand the test of time in most other markets in California.

First, consider the "Do-It-Yourselfers." What motivates these people to service their own TV? Unquestionably, a significant reason is that they wish to avoid paying a home call charge. The man who pulls all the tubes from his set, carries them down to the corner liquor store, checks them on a tube checker which is doubtful in quality to say the least, burns out the filaments in several tubes in the process, usually ends up replacing four to eight tubes at a cost of \$12.00 to \$20.00. This, mind you, is for merchandise with no warranty whatsoever. He could probably have called a competent TV shop, had his set professionally serviced, and ended up with an ultimate cost of \$10.00 to \$15.00. He probably would also have a more linear picture, a clean volume control, and a tuner which doesn't flash like a lightning storm every time he changes channels. The point is, however, that when dealing with this type of person, you could sell your tubes at cost, scratch his back, shampoo his dog, and hold his hand all day and he still would not call on you for your service. Why? Because of your \$6.00 service charge. Lowering the retail price of your tube will not change this man's attitude one iota, *ESPECIALLY* if you are put in the position of raising your labor charges still further because of reduced profit in tube sales.

Furthermore, many do-it-yourselfers are motivated by an additional factor besides the cost of a service call. He has to prove to himself that he is just as smart as the electronic technician down the street, and he's not going to pay the TV man for anything he can do as well or better himself.

Next, consider the shop job. Ask any technician who has been in this trade for a number of years what the customer complains about when you hand him a repair bill consisting of \$12.00 for parts and \$25.00 for technical service. You can bet dollars and doughnuts it will be for the \$25.00 technical fee. Reducing the parts bill and increasing the labor charges would only compound the problem in the eyes of the customer.

Next, consider the stock of tubes in the average technician's caddy. If you were to open each tube carton and age the tubes, you would find that he has been lugging about half of those tubes in and out of customers' homes for well over a year. Why? Because, in order to give the customer the type of service he has a right to expect, and to reduce the chance of having to leave a partially completed repair job to dig up parts across town (involving time he cannot possibly charge for), the technician has to carry a sizeable number of parts in his inventory that he knows he probably will not use for a long, long time. This is a situation which is getting worse, not better every year, as new models keep cropping up with hybrid

tubes. The point is that some of this so-called exorbitant markup is whittled away by the absolute necessity of carrying many parts on hand which are very slow moving items.

Last, consider the question of warranty replacements and unavoidable call backs. Unfortunately, most TV technicians are not clairvoyant, and aren't too expert at crystal ball gazing. Regardless of the brand of receiving tubes you use, and regardless of how closely you check a customer's set, you are going to have warranty failures and no charge call backs through no fault of your own. If you agree with the premise that increasing your labor charges 30% to offset a 30% decrease in tube profit is not wise, then you have to acknowledge that this free, non-chargeable time is being subsidized by our old "villain"—excessive tube markups.

Don, the customers in this area may be completely different than the customers in other areas. Perhaps the dealers in this area are entirely different than the dealers in the other areas. It's possible that the tube discounts here are vastly different than the discounts in other parts of the state. But, we don't in all honesty think that our problems are greatly different than everyone else's problems. Just as you will always have people who repair their own cars, cut their own hair, fix their own watches, and repair their own dental plates, you will have people who, for their own personal reasons, will attempt to repair their own TV receivers. It may be that it is to save service call charges, or it may be to bolster their own ego. Or it may be that their set fails after your shop is closed, and the customer cannot stand to miss the late, late show. Many times it is a question of a combination of these motivations and others. But we submit that the answer of the industry does NOT lie in cutting your profit margin in parts. We also question seriously the premise that you could make a 30% labor increase stick in the competitive market we have today, and yet a dealer would have no choice but to do this if he lowers tube prices 30%. We submit that the real answer and salvation of the trade is better training, a more professional attitude, and unquestioned integrity. Perhaps when the day comes that any Tom, Dick or Harry that decides he wants to make a killing at the TV business can't just hang out a shingle and declare himself an expert TV repairman, we can approach some of the finer things in this business that always seem to be around the next corner.

Sincerely yours,
Bill Tanner,
Westchester TV—Bakersfield,
Pres. CSEA Bakersfield Chapter.

Gentlemen: Please change my address per the attached tab. Thank you for a good magazine. I read every article with avid interest.
Glen Deaver, Pat's TV

Dear Sir: I would like to get about 30 reprints of page 14 and 15 of the January 1964 issue of MESD. This is very important information on the change over of color tubes.

James Jurgens,
Mgr. R & R Electronics
Denver, Colorado

Don't have any reprints but would suggest that you take a copy of the material to your local offset printer and have him run off some. Thanks for the comments.

CARTER-JOHNSON & A. H. MEYER MERGE UNDER CALECTRON CORP.

In one of the most startling re-alignments of a major California Distributors was announced on June 1st as Bill Johnson, President of Carter-Johnson San Diego RCA Distributors, and Bill Goetz, former San Diegan and A. H. Meyer manager, joined forces to create a new northern California distributorship under the name of Calectron Cororation of California.

Under the new disthributorship, Calectron Corp. will be the exclusive RCA-Whirlpool distributors from Fresno to the Oregon boarder. The firm will also have full control of the parts and accessories division.

At the same time, it was announced, RCA Victor Distributing Corp. of Los Angeles will take over the previous Carter-Johnson operation in San Diego and will operate it under the RCA name. The address and phone numbers will remain the same for both the San Diego operation and the new Calectron Corp. in San Francisco.

ORANGE COUNTY CSEA CHAPTER TO HOST LOGAN AT MEET IN SANTA ANA

Insurance and membership will be the topics discussed by guest speaker Glen Logan, executive secretary of Zone F Council, California State Electronic Association, at the next meeting of the Orange County Chapter, CSEA, according to Ivan Petkoff, president.

Approximately 40 dealers were present at the last meeting of the Orange County group to hear the association's state officials. Emmet Mefford, president, and Jim Wakefield, executive secretary. Among the topics covered by the guest speakers were: Pay-TV, advertising in the yellow pages of the telephone book, state-wide report on unregistered dealers, CSEA insurance and membership drives.

JOINT CSEA CHAPTERS HEAR BUSINESS ADDRESS

"How To Go Broke Without Really Trying" was the title of an address by Walter Burns, authority in the television service industry, who spoke at a joint meeting of the Los Angeles, Glendale and Burbank chapters of the California State Electronics Association held early this month at the Elks Club in Burbank.

BERD BOARD MEMBERS ADDRESS SAN DIEGO SERVICE DEALERS

San Diego county Chapters 13 and 18 were honored to have two of the State Advisory Board members attend their annual installation of officers dinner on Feb. 29th at the Town and Country Hotel. Miles Rubin, representing the public and 'Cap' Loughboro, representing the industry, were the featured speakers of the evening.

Jimmy Wakefield, CSEA Executive Director, served as installing official and Ed Fort, CSEA Treasurer, was moderator for the evening. Mr. Wakefield gave a brief history of CSEA's efforts on behalf of the registration bill and then introduced the guest speakers.

Special guests attending the banquet were CSEA president Emmett Mefford and Leroy Bellwood of KOGO Channel 10 in San Diego. One of the high points of the evening was the presentation of an Achievement Award by Chapters 13 and 18 to KOGO-TV for their many efforts in behalf of the Television Service Industry. The plaque was accepted on behalf of the station by Mr. Bellwood. The event was covered by the KOGO news department and was broadcast during the evening news program.

The guest speakers gave a very interesting and informative talk on the registration bill. They explained the duties of the Advisory Board, the intentions and efforts of the new law on the industry and the importance of registering. Written questions were accepted from the floor and many were concerned with the interpretation of the C-61 Contractors License and its effect on the TV industry.

Mr. Rubin and Mr. Loughboro are to be congratulated on their knowledge of this new legislation and on their ability to make an otherwise dull and dry subject an exceedingly interesting one. The TV industry and the public as well are indeed fortunate to have men of this caliber and public spirit on the Advisory Board. Many of those present in the audience made a special point of expressing their appreciation to the speakers and CSEA for making available the opportunity to have the registration law clarified.

Many of those attending the event traveled over one hundred miles and most of the cities in San Diego County were represented. Several technicians from Mexico attended even though they



BERD Board Members Miles Rubin, second from left, and Capp Loughboro on the far right, talk over a few things during the recent San Diego Installation dinner. Getting right in the middle of things is Mrs. Rubin and on the far left is CSEA Executive secretary Jim Wakefield.

CSEA General Offices Moved To Fresno

The general offices of the California State Electronics Association have been moved to Fresno, California.

The move was made by the Board of Directors, of the State wide Service organization, after the renewal of the Executive Director's contract for next year. Until this time, Jim Wakefield had been operating the general offices, although living in Fresno, and the move was designed to improve the services to the chapters and members.

The new office will be located at 5154 N. Palm Avenue in Fresno and the phone number is 227-1587.

A phone service has been established in Sacramento and will be handled by the Sacramento chapter of CSEA.

are not registered under the bill. We wish to express our appreciation to Mr. Rubin, Mr. Loughboro, Emmett Mefford, Jimmy Wakefield, Ed Fort and the hosts of others whose efforts combined to make the evening the success that it was.



By
**EMMETT
MEFFORD**

With the changes in the buying habits of the public and a complete new look at our economy, especially the merchandising of major appliances, television sets, radios and stereo players, we in the servicing business should begin to analyze and promote service as our major source of income.

The trend in evening and night buying has prompted the large shopping centers to farther enlarge their facilities by complete enclosure and climatized shopping areas and the introduction of programs to promote entire family entertainment as they shop, using their credit cards instead of cash as a trend of buy-

ing. Continued credit card buying could create a universal credit card system with a life time number such as a social security number for each individual.

Retailing houses could become giant show rooms for merchandise displays and selling, then deliveries made direct to the home from the manufacture.

There is one great advantage we Service Dealers have over this would be confusion and that is our technical knowledge of servicing these items, provided we realize this importance and organize this strength within our own servicing industry by greater number of membership.

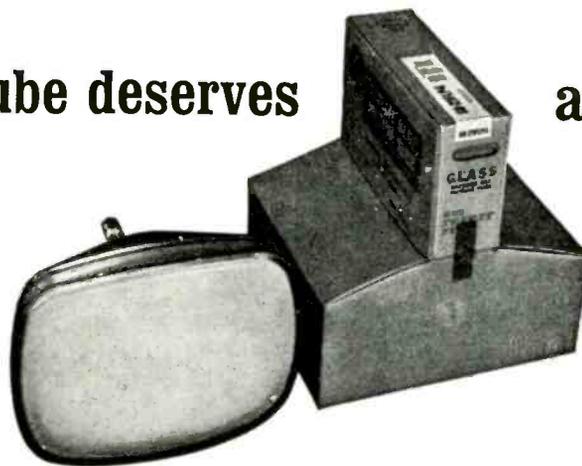
Observing a trend in servicing today in some ways is disheartening to the independent Service Dealer in the manufacturers and distributors are increasing their service facilities to the public.

To reminisce a bit, in years past if is had not been for the independent serviceman to service and maintain these items in operation for the purchaser, and many times completely resell the product to the customer much of the merchandise in use today would not be available.

So work for yourself and fellow servicemen by strengthening your association.

A better tube deserves

a better box



(a T-Box)

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

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

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

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

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

Progress Is Our Most Important Product

GENERAL  ELECTRIC

**Top Official Outlines
Subscription TV at
Alameda CSEA Meet**

The timely subject of subscription television was discussed by Donald H. Kunsman, top official and member of the board of Subscription TV, Inc., at a meeting this month of the Alameda County Chapter, California State Electronics Association.

"Subscription TV Story and Plan" was Kunsman's topic at the dinner meeting held at Finn's Restaurant, Oakland.

Kunsman served as an executive and industrial engineer for 12 years with Montgomery Ward and was promoted to assistant to the vice president. Joining RCA in 1949, he worked up to the post of president of the RCA Service Company, Inc., which had over 10,000 employees. He served as vice president and general manager of the RCA Electronics Data Processing Division before becoming affiliated with Subscription Television.

The pay-TV official answered questions on the vital subject submitted to the members of the TV service industry who attended the Alameda County Chapter meeting.

**First Conviction for
Failure to Register
Hits Riverdale Dealer**

The first case against a Television Repair Dealer for failure to register under the new law was handed down on May 21st.

The dealer, Bob Marshall, of Bob Marshall TV, in Riverdale, California, was fined \$100 with \$75 of this to be suspended if he would register under the law within five days after the trial.

This case sets the legal framework for future convictions for failure to register and certainly acts as a warning to all dealers who haven't as yet registered to do so as soon as possible. Actually, under the law, a dealer is subject to as much as a \$1,000 fine or six months in jail or both. Since this was the first case of its kind sentence was held to a minimum.

**MAKE PLANS
NOW
TO ATTEND
THE
C.S.E.A.
GENERAL
MEMBERSHIP
MEETING**

**FRESNO'S
HACIENDA HOTEL
JUNE 12, 13, 14**

**2 YEAR
WARRANTY**

ALL NEW  **Rauland**

PICTURE TUBES

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

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

Deans Electronics
Long Beach

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

FAST ▶ FAST ▶ FAST ▶ FAST

**IF YOU NEED
A PHILCO PART
YOU CAN GET IT
FAST!**

**THERE'S A FULLY STOCKED
PHILCO PARTS CENTER NEAR YOU**
Whatever you need . . .
just dial your Philco Parts Distributor

1. A nationwide network of Parts Distributors.
2. Backed by Parts Warehouses with millions of dollars in parts.
3. Parts for new models shipped automatically!
4. Orders handled by experienced parts specialists.
5. Emergency orders transmitted fast . . . processed within 24 hours.

PARTS & SERVICE OPERATIONS
PHILCO
A SUBSIDIARY OF *Ford Motor Company*

FAST ▶ FAST ▶ FAST ▶ FAST



Be a wise owl!

How to save time, increase profit with Admiral antennas!



Simplified for easier installation . . . priced for bigger profits! All Admiral antenna kits are designed to help you increase outdoor antenna sales and installations. New "All-Snap" assembly overcomes customer complaints of slow installation and high cost.

Each kit is prepacked in its own carton with all the necessary hardware. There's nothing more to buy! No need to have extra hardware lying around your shop—or in your service vehicle.

You can sell every antenna need with conical, in-line, yagi, uhf, and new parabolic styles. Many are available with gold anodizing for custom installations.

And the remarkable Admiral price gives you bigger profits from the expanding antenna market.

Call your Admiral Distributor today . . . start saving installation time, pocketing new profits tomorrow.

Be wise . . . standardize on

ADMIRAL®

"ALL-SNAP" ASSEMBLY
ANTENNAS

Always Precision Crafted Quality

Bureau of Electronic Repair Answers Dealers Questions

Over the past few months many dealers and service organizations in particular, have asked for explanations in regards to references made in the new Electronic Repair Dealer Registration Law. In an effort to answer some of these the Chief of the Bureau has provided us with his own explanation. Although some of you may have been answered directly we prepared this material in article form.

The following are synopses of statutes referred to in the law itself and you may have to, in turn, refer to your copy of the law that was printed in a recent issue of Modern Electronic Service Dealer Magazine.

Chapter 9 (commencing with Section 7000) of Division 3 of the Business and Professions Code.

The Contractors License Law, which provides for the licensing and regulation of contractors by the State, and for this purpose vests regulatory jurisdiction in the Contractor's State License Board and Registrar of Contractors, defines the term "contractor," makes it a misdemeanor to act as a contractor without the proper license, and prescribes the grounds for suspension or revocation of a license.

Article 2 (commencing with Section 11180) of Chapter 2, Division 3, Title 2 of the Government Code.

Authorizes heads of departments of the State Government to make investigations into matters within the jurisdiction of their respective agencies and empowers them for this purpose to inspect books and records, issue subpoenas, hold hearings, and delegate these powers to officers of their departments.

Chapter 4.5 (commencing with Section 11371) of Part 1, Division 3, Title 2 of the Government Code.

The provisions of the California Administrative Procedure Act which prescribe procedural requirements for the adoption of administrative regulations by State agencies, define the term "regulation" for this purpose, and provide for the publication and maintenance by the

Office of Administrative Procedure, (an agency within the Department of General Services) of the compilation of the administrative regulations of most State agencies which is known as the California Administrative Code and California Administrative Register.

Sales and Use Tax Law (Part 1, commencing with Section 6001, of Division 2 of the Revenue and Taxation Code).

The law which describes and imposes the State sales and use tax and provides for its enforcement by the State Board of Equalization.

Chapter 5 (commencing with Section 11500) of Part 1, Division 3, Title 2 of the Government Code.

The provisions of the California Administrative Procedure Act which describe the procedure to be followed, by the agencies which are subject to the Act, in proceedings which they conduct to deny, suspend, revoke or otherwise take disciplinary action with respect to a license, certificate of registration. Briefly the Act provides for a written statement of charges; notice; and opportunity to appear, represented by counsel, and present evidence before a legally trained hearing officer who is independent of the agency conducting the proceeding; decision of the case by the agency itself; and judicial review of the agency decision.

Chapter 3 (commencing with Section 525) of Title 7, Part 2 of the Code of Civil Procedure.

The general provisions of the State statutes which govern civil actions for injunctive relief.

Requests for more detailed information concerning the Contractors License Law, the Administrative Procedure Act, and the Sales and Use Tax Law should be directed, respectively, to the Contractor's State License Board, Room 572, 1020 N. St., Sacramento, the Office of Administrative Procedure, 4th floor, 1209 8th St., Sacramento, and the State Board of Equalization, 1020 N. St., Sacramento.



HACIENDA'S NEW
CONVENTION CENTER

CSEA Annual Meeting To Feature Pay-TV, Foreign Imports and Elections

This year's annual general meeting of the California State Electronics Association should be one of the finest ever held with special events, entertainment and a full size election campaign highlighting the business sessions.

Of major importance to all CSEA members will be the new system of electing the President of the State-wide Association. In the past, his selection was in the hands of the Board of Directors who decided by a simple majority who was to head the group. Now, under the new by-law changes, the President is nominated by a committee selected by the Board of Directors, prior to the general meeting, and the Board of Delegates members are notified of those nominated. As the last order of business, the Delegates will vote for their choice and will vote the member strength of their chapter. All chapters not represented will have their total votes divided equally and the members of the Board of Directors will then vote their share.

Mefford & Johonnot Nominated

Emmett Mefford, of the Riverside Chapter of CSEA, the present President of the group, and Ralph Johonnot of the Glendale Burbank Chapter, current Vice President, have been nominated for the President's position and the delegates have been notified of their selection.

Mefford, who took over the duties of President following the death of Claire Lanam last fall, has been in the Association for many years and has done an excellent job of filling the unexpired term as President. Johonnot, also a long time CSEA member, has served the Association as its vice president for two terms.

Both men are equally qualified to lead

the group and the choice will not be an easy one. Many feel that precedent has been set with each of the last three Presidents serving two terms in office. Another event that could take place would be a dark horse nomination from the floor. All in all this year's general meeting should not lack in suspense.

Business Sessions

The Business Session of the convention will feature three top speakers. Our keynote address at 10:30 a.m. will be Mr. Donald Kunsman, vice president of operations and finance of the Subscription Television Corp. He will be accompanied by Thomas Hingson, G.M. of Service Division and will speak on the "True Facts about STV Corp. and their Relationship to Members of CSEA."

The luncheon on Saturday will have as its featured speaker Mr. Leo Wyett, Sales Supervisor, Consumer Division, Sony Corporation of America. Mr. Wyett will speak about the "Importance of Imported Consumer Products to the American Economy."

Highlighting the President's luncheon on Sunday at 1 p.m. will be Dan Weston, Chief of the Bureau of Electronic Repair Dealers Registration. In June he will be finishing up his first 9 months as the Bureau's Chief and it will be interesting to know what he has faced so far, the decisions that have been made or are about to be made, and a general "State of the Industry" address.

Social Calendar

The social calendar has been left open and clear for the most part but organized around a "bring the family" theme.

On Friday evening (kids don't start

here) we will have a President's "get acquainted party." We know that many will not arrive until Saturday but with school ending on Friday it is hoped that members will make plans to arrive early and take advantage of the Hacienda's pool. Registration will also begin in the late afternoon of that day.

On Saturday we have a men's luncheon and we have planned a women's pool-side lunch and dress as you are, including bathing suits, sun suits, etc. The kids will also be provided with a snappy lunch. The rest of the afternoon is free but there will be a sign up for a bowling tournament for those who want to take part. It will be a mixed four deal so sign up with your wives, if possible, or someone else's wife and draw lots for partners. Prizes will be awarded.

At 5 p.m. we will gather at the wonderful Roeding Park for a Bar-b-que and bean dinner, hosted by the Fresno Chapter of CSEA. The Fresno Zoo is close by and they also have an amusement park with inexpensive rides for the kids.

At 9:30 p.m. we will attempt to have tables at the Hacienda's main dining room to see the first show. This is always a treat and there will be enough time to get the children down before show time. Baby sitters, if you need them, can be obtained by checking with the desk when you check in.

Sunday is free to the gals in the morning but the general election will be taking place for the delegates. At 1 p.m. the annual new President's luncheon will be held and you will be able to bring the older children. Annual Awards of merit, and possibly bowling, will be made at this time also with adjournment no later than 3 p.m.

PROGRAM

FOR CSEA CONVENTION

JUNE 12, 13, 14

HACIENDA MOTEL, FRESNO, CALIF.

General Chairman—Ralph Jhonnot

FRIDAY, JUNE 12TH

<i>TIME</i>	<i>EVENT</i>	<i>PLACE</i>
4:00-6:00 p.m.	Registration	Hacienda Motel Lobby
6:30-7:30 p.m.	Get-acquainted cocktail party	President's Suite
7:30 p.m.	Dinner — Optional	

SATURDAY, JUNE 13th

9:00 a.m.-Noon	Registration	Hacienda Motel Lobby
9:30 a.m.	Board of Delegates Meeting	To be announced
10:30 a.m.	Annual Membership Meeting	To be announced
	“True Facts About Subscription TV Corp and Their Relationship to CSEA” Speaker: Donald Kunsman, V.P. of Operations and Finance, STV Corp., Santa Monica, California	To be announced
12:30	Men's Luncheon, “Importance of Imported Consumer Products to the American Economy” Speaker: Leo Wyatt, Sales Supervisor, Consumer Division, Sony Corporation of America Women's pool-side luncheon and possible fashion show (dress as-you-are)	Hacienda Main Pool
AFTERNOON FREE	Visit hospitality rooms, golf, bowling, etc.	
5:00 p.m.	Western style Barb-B-Que and Bean Dinner for entire family	Roeding Park—site of the Fresno Zoo and Playland
9:30 p.m.	Early show at Hacienda	To be announced

SUNDAY, JUNE 14th

9:00-10 a.m.	Final registration	Hacienda Motel Lobby
9:30 a.m.	Board of Directors Meeting	To be announced
10:30 a.m.	Joint meeting of Board and Delegates to elect officers	
1:00 p.m.	Annual President's Luncheon. Main Speaker, Dan Deston, Chief of the Bureau of Electronic Dealer Repair Registrations. Adjourn	

Where Were You When CATV Hit the Fan?

by JOE MURPHY

Don't doubt for one single moment that there is not at this moment in California and, in fact, throughout the entire United States an effort is being made to control the entire television viewing audience and, in turn, naturally add a great essence of control upon the entire television industry.

CATV, an ingenue in the television business, holds forth its right to have complete control over the bulk of the viewing audience within the next five years. There are no laws at the Federal or State level at this moment which can prevent such a thing from happening.

It is not my contention in any essence to try to confuse the issue even more by indicating either a pro- or anti-CATV attitude. Your opinion of your business and your position in your community is guiding the results of your efforts, so the opinions are yours. Frankly, from even a wealth of investigation I have been able to glean only a smattering of knowledge, but of the little I have been able to discover, I am faced with the realization that our very methods of doing business as we know them today are in jeopardy. It may prove in the future to have been a good thing not be too critical of CATA, but then, again, I rather feel that the initial introduction of this proposal into the viewers' life has reached, or is being directed more towards, a radical approach than to a conservative one.

So what do we mean by CATV? CATV, a rather unpronounceable word, actually turns into a rather indefinable substance, for it can either represent a community antenna television system for a city where it is almost a necessity to obtain a viewable picture, or it can be the entre towards Pay-TV, or a completely captive audience.

Because the CATV operators are moving in all directions in California, it would be impossible in this article to review all their activities, so merely as an indication of what is happening, and how, let us look at merely a small portion of California and see some of the things which are happening there and why.

In the areas around Chico and Oroville, it has been known for many years that a larger than normal antenna is required to receive adequate signals. As a result of this rather large expenditure by the customer, CATV operators have made a rather pronounced effort in this particular area to gain admission into the various towns. Besides these towns represent a concentrated wealth—CATV needs customers in small, compact areas, and customers who are capable of paying

At this writing, franchises have been granted in Chico, Grass Valley, Nevada City, and Redding, for community antenna television systems. These systems will supply to local residences in excess of five viewable stations, or at least that is what is promised. In the areas of Watsonville, Salinas and Santa Cruz, CATA systems are now operating. In the areas about Contra Costa County, there are proposed at least 10 different systems. In San Francisco there is proposed a city-wide system transmitting the Giants' baseball games on a CATV-Pay-TV basis, augmented by a direct wire and billing system supported by Pacific Telephone and Telegraph Company. In some of the above instances, it would be very much to the viewers' advantage that CATV is a factor. In others, it is questionable.

Before we get into the problem of local ordinance and laws controlling CATV, let us first of all review some of the problems that occur when a CATV operator moves into your town. Some of these problems are very light and not too confusing, but some of them have an all-reaching effect which can change the entire viewing, servicing, and buying habits within your community. Inasmuch as the FCC has no control over the program content or technical aspects of CATV systems, we face almost immediately the tremendous effect that CATV can have upon the local area insofar as receptivity of distant metropolitan television signals is concerned, for one of the first who will suffer will be the local

WHERE WERE YOU WHEN CATV CAME ALONG

(continued)

television station. He will be faced with a maximum amount of competition from the metropolitan areas and I mean this when I say competition—competition for the viewer's time. If the local television station does not have the local viewer in his community, he cannot sell advertising; if he cannot sell advertising, he cannot survive.

The expense of the CATV network is so great that we must regard it as an urban development more than a rural development, so when your local television station is no longer able to compete because of the mass appeal of the metropolitan station piped into his home, he will have to close his doors and the rural viewer will no longer have a local television station to view. Perhaps even worse than this, the FCC is trying its best to expand television facilities throughout the United States by allocating UHF channels to small communities. It is expensive to build a television station. It is supported by local money. He cannot compete with air time with the large metropolitan stations. So if CATV is introduced in your community, you may expect then that this will be the only type of television your viewers may view perhaps during their lifetime.

Secondly, and perhaps most important to us in the service business, is the effect upon sales and service. Inasmuch as all of the CATV customers are beholden to the CATV contractor each month, he has first contact on any servicing of sets, or even on the sale of new ones, and because of this tremendous contact, he will be able to exercise a buying power that is far in excess of *any* group of service men. You may be assured the CATV operator's buying power will extend beyond the distributor, and by the very nature of his business, he will be going factory direct, and factory direct to a CATV operator are the factories which supply him the CATV equipment.

There is a town in northern Washington where a cable company has been in operation for over six years. At this date, they are the only sales and service organization in a town of over 35,000 people. Service men and retail dealers have found it impossible to compete with these men.

One aspect of a CATV contractor's effect is that most of the revenue expended by the viewer is not returned to his town, as most CATV is owned and directed from outside sources. Most of the average CATV operations require about three local employees.

On the other side of the coin, let us examine perhaps why it is so important that CATV operators expend from \$50,000 to \$250,000 in wiring a town of perhaps a thousand outlets when their immediate rate of return does not appear to justify such an expenditure. The answer perhaps lies in another nasty word called "Pay-TV." There is no sense in going into this phase of the question in this article because I feel that you know the ramifications of such a situation and, besides, this problem will undoubtedly be referred to the voters this fall for their approval or disapproval.

Now how are these things happening? The "how," of course, rests entirely upon the methods of a city government in California and throughout the United States. Inasmuch as there are *no* Federal or State laws regulating *any* phase of community antenna television systems, it then comes down to the simple essence of a CATV operator obtaining a franchise in your town in much the same manner as the telephone company obtained a franchise. In fact, even you could obtain such a franchise.

Under the local laws in California, a franchise can be granted without competitive bidding. Also within these laws

any ordinance passed must be read into three separate sessions of the City Council. Once having done that, the local City Council is freely able to grant this franchise to *anyone*.

In reviewing a number of the franchises granted in Northern California, I found that they ranged from a great intelligence to simple stupidity. There were some city governments which felt that this was such a serious matter, it required a great deal of discussion and contemplation before passing any laws. The City Manager of the town of Watsonville, for example, investigated the procedures of CATV for in excess of 9 months before he felt qualified to place this issue before his City Council. As a result of his investigation, I could construe that his was a near-model franchise in that it gave adequate protection to the ultimate viewer by creating engineering specifications that would insure him a good black and white and color picture and gave protection to any local television station by granting that station the right of prior commitment to any on-the-air signal with full protection to his commercial time, it denied the use of "Pay-TV" in that it refuses the right to charge for any program which was normally free to the public, and lastly, it denies the right of a CATV operator to engage in the sale or service of TV sets. The town of Watsonville could use a CATV system to the betterment of its citizens and the intelligence with which it was prepared has assured these folks that they will have the maximum of enjoyment from their television sets at a minimal cost.

In complete contrast, one city council in Northern California granted a franchise to an individual who, on the face of it, did not appear financially able, but worst of all, the only condition in the franchise to which he must conform was that he clean up the mess after he put the system in. There were no protective clauses for anyone.

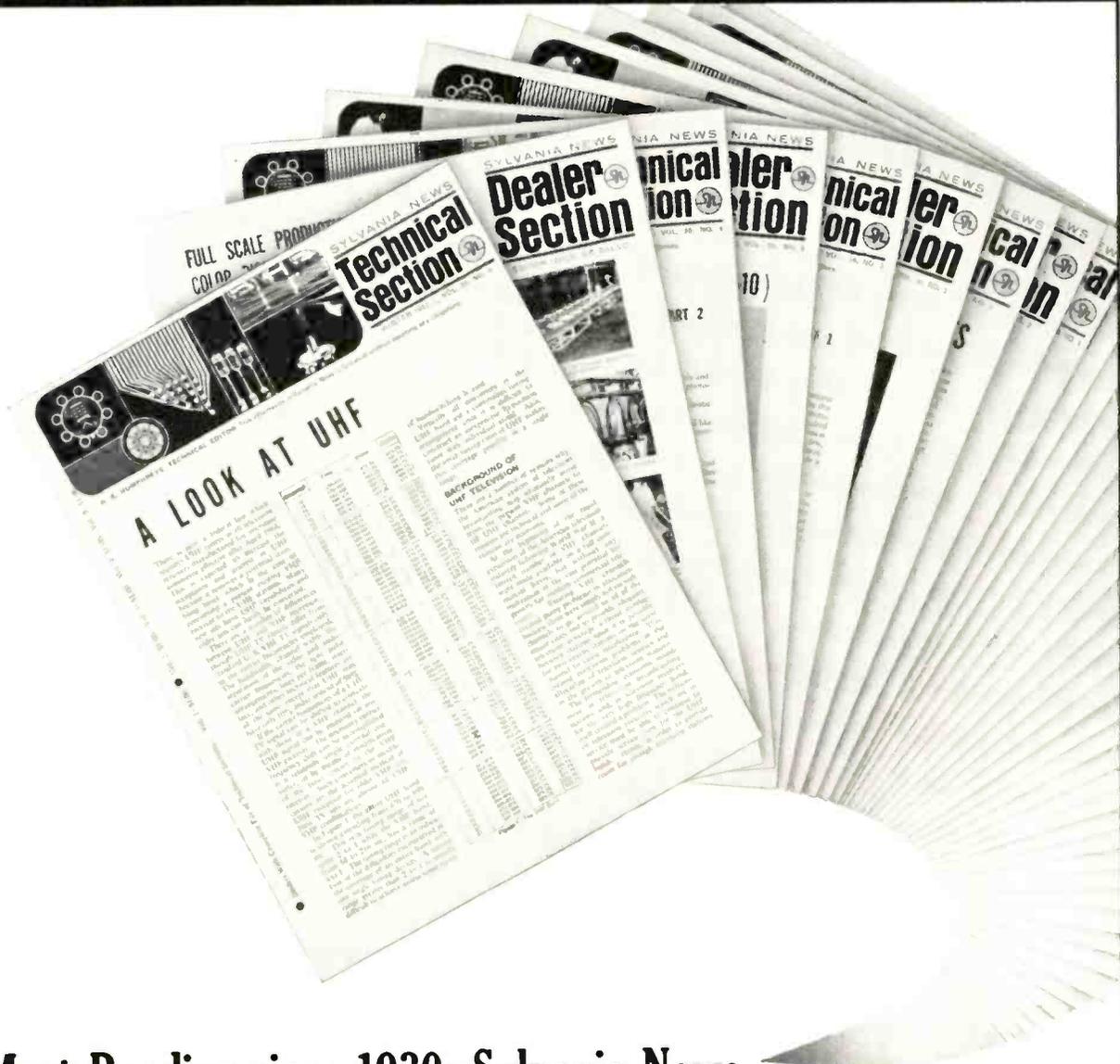
So what does this mean to us in the television business? We contend often that we are not big enough or strong enough to have any effect upon the advancement in our business. This is one of those instances where almost someone in each town must be big enough and strong enough.

Normally in the television business we rely upon our Federal Government or our State Government to have rules and regulations governing a business such as this, and rightly they do, in reference to the television broadcasting industry. But inasmuch as CATV is contained within a simple community and is not necessarily engaged in interstate commerce, there are no rules other than those which are passed locally. Which means this: We are to rely upon a high degree of technical development in CATV and a protection for all those concerned by a group of people who are completely unfamiliar with our business. Only the local citizens can have any effect upon these city councils, and the television service man in each community must almost deem it his duty to make himself aware of the problems involved in CATV and to, in turn, inform his local City Manager and City Council of these pitfalls, that these people may pass adequate local ordinances for the protection of all concerned.

If CATV is a good thing and a right thing for your community, then certainly none would ever complain and certainly not the CATV operators, if it were done in a right manner. If it is done in a wrong manner, we have only ourselves to blame and should not turn to the CATV industry with a pointed finger of hate, for this is one instance where the finger would turn inward.

What is good will be good because we made it good. If CATV is good, then let us make it good at all levels. If CATV is bad, then let us turn it out of our community and rid ourselves of this problem before it generates itself into such magnitude as to get way beyond control.

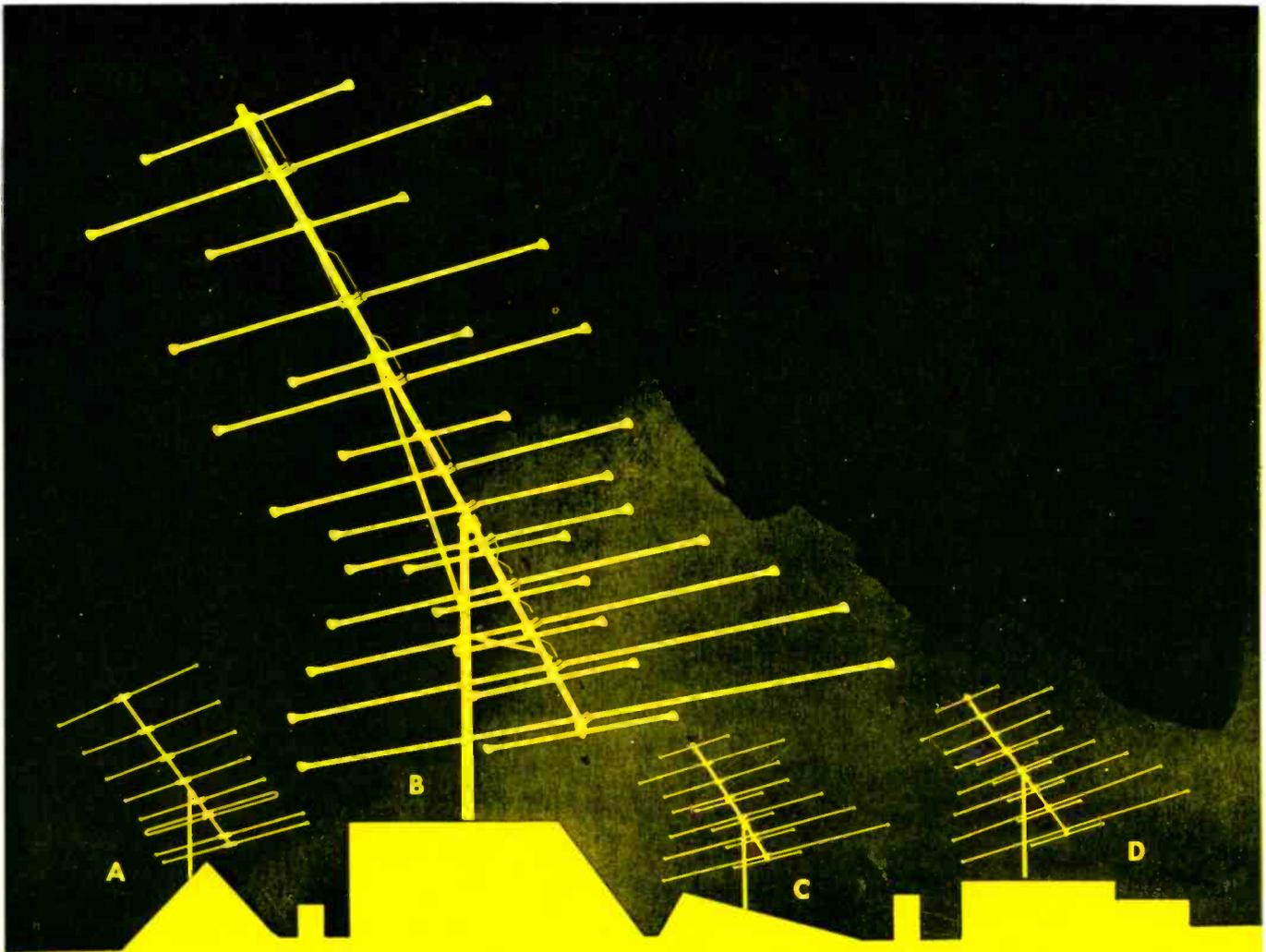
you get **PRODUCT PLUS** *from your Sylvania Distributor*



Must-Reading since 1930—Sylvania News

Sylvania and its distributors have long known that it pays to keep their customers informed. That's why 35,000 dealers today receive, read and depend on Sylvania News for useful information. Now in its 35th year of continuous publication, the News is still one of the most important dealer publications in the industry. ■ Dealers aren't the only ones who read Sylvania News — it also serves some 70,000 distributors, engineers and technical service men. Are you getting your copy? It's free. You can request it by asking your Sylvania distributor or dropping a line to: Editor, Sylvania News, 1100 Main Street, Buffalo, N. Y. 14209.

SYLVANIA
SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS **GTE**



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
234-6316

CALECTRON CORP. OF CALIF.
33 GOUGH STREET, SAN FRANCISCO
MA 1-3400

RCA VICTOR DISTRIBUTING CORP.
6051 TELEGRAPH ROAD, LOS ANGELES
RA 3-6661

Packard Bell Plans Credit Card System for Television Repairs

A new credit card program for television repair service proposed by Packard Bell Electronics Corporation's Service Division has caused some concern on the part of independent television dealers and technicians.

Plans for the extensive Packard Bell "fix now, pay later" program call for construction of a Western chain of about 33 drive-in television centers.

The unique plan for repairs of entertainment products will provide credit cards for customers, with the bills for service to be paid upon receipt of statements.

Carl Duffy, Packard Bell vice president and general manager of the service division, announces that the new system is expected to increase business as well as strengthen customer loyalty to the manufacturer.

A spokesman for the independent technicians contends that there is not sufficient Packard Bell products to maintain an operation as large as that proposed in the new credit card program.

The construction program of the television centers would cost an estimated \$2 million in the next two years, based upon approximately \$60,000 for each facility. Duffy states that the first in the chain of modern design service centers is expected to be in operation this year.

The centers will be equipped with parts inventories and will service Packard Bell equipment only, according to the firm. It is anticipated that the service will be expanded to include a "repair while you wait" service offered seven days a week.

Packard Bell operates 27 factory service facilities throughout the West which will be gradually replaced by the new drive-in centers.

DUNLAP MANAGERS GRADUATE FROM TRAINING PROGRAM

SACRAMENTO — Executives and Store Managers of the Dunlap Electronics Corporation, California completed an intensive management training program recently with a full day workshop featuring Company President Carter W. Dunlap, General Manager Robert McLean, and Company Controller Harold Riley.

Special guest for the program was Edward A. Altshuler, President of Ascon Management Corporation, nationally known management consultant and education director of N.E.D.A. (National Electronic Distributors).

"The greatest assets of any business are its human assets, and the improvement of their value is both a matter of material advantage and moral obligation. This program is to awaken our managers for participation in Company policy making," declared Mr. Dunlap. "We believe that our entire staff must realize their individual responsibility for profit performance, and we encourage their ideas on how to improve it."

The Company maintains a central warehouse in Sacramento with branches in Stockton, Chico, Marysville, Modesto, Merced, Fresno, Walnut Creek, Mountain View, Redding, California and Reno, Nevada. Long recognized for the intensive coverage the firm offers in the Sacramento and San Joaquin Valley, Dunlap plans further expansion as California grows.

"We must be prepared for the increasing competition that is sure to come," stated Mr. Dunlap. "The more sophisticated our managers are on matters relating to the financial Management and Marketing strategies peculiar to each trading area, the better they will be able to handle problems at the local level."

The full day program presented for

the Dunlap Management group was prepared under the direction of ASCON MANAGEMENT TRAINING DIVISION, and featured discussions, slide films, lectures, and case history reports on organization, compensation, communication, and financial systems and procedures. Before preparing the training program agenda, Altshuler spent several days traveling to the various Dunlap branches, interviewing personnel and surveying Company facilities.

"We know that fifty percent or more of the wholesaler's cost of doing business goes to pay salaries and other compensation to personnel," Altshuler told the managers attending. "What we have to do is show all of our employees that the salary is only the point of the employee cost that rises above the surface. There is another thirty percent in costs of operation which are directly controlled or influenced by employees. They must be made aware of their responsibilities and opportunities to reduce expenses."

Profit training is a major activity of the Ascon Management Training Division. The firm has developed special cost-savings and sales building programs for a number of electronics distributors throughout the country. Altshuler is well-known for his leadership in conducting seminars for the NATIONAL ELECTRONIC DISTRIBUTORS ASSOCIATION, THE ASSOCIATION OF ELECTRONIC MANUFACTURERS, and other industry groups.

"We will continue to concentrate on training our managers in new techniques of administration, marketing and finance to provide a superior service to our customers and satisfactory volume for our suppliers," concluded Mr. Dunlap in closing the meeting. Each of those attending was presented with a certificate of MANAGEMENT EXCELLENCE by Mr. Dunlap and Mr. Altshuler.



Pictured here are some of the Dunlap personnel that took part in the training program.

TUNER REPAIRS



\$9.50

FOR COMPLETE OVERHAUL

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

24-HOUR SERVICE with FULL YEAR WARRANTY

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

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

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

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

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



SARKES TARZIAN, INC.
TUNER SERVICE DIVISION

See your distributor,
or use this address

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

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

KEITH V. ANDERSON



Honor Keith Anderson, "Retailer of the Year," At Testimonial Dinner

Recipient of the 16th annual "Retailer of the Year Award," Keith "Andy" Anderson, president of Handy Andy TV & Appliances, Inc., of Sacramento, was honored at a testimonial dinner held last month at the Sacramento Inn.

The appliance and television retailer was sponsored by RCA Whirlpool and nominated by A. H. Meyer Company for the national award presented by the Brand Name Foundation. Retailers from throughout the nation competed for the coveted honor.

"Andy" is a member of the Sacramento Chapter of CSEA, which he helped charter. He has been chairman of key committees in the chapter as well as serving as president and a member of board of directors. The honored retailer was appointed by Governor Edmund Brown to serve with the new Bureau of Electronic Repair Dealer Registration.

Sponsoring the salute to the "Retailer of the Year" were the Sacramento Chapter of CSEA and members of APA, NARDA and SVEL.

APA BREAKS WITH OWN OFFICE MERGES WITH NARDA

The Appliance Profession Association, at their April 26th Board of Directors meeting in Fresno, terminated the services of Gerson D. Ribnick as their Managing Director. The association in announcing this move commended Mr. Ribnick for his leadership and devotion which has contributed so much to the association and appliance industry over the past seven years.

At the same time, word was received that APA will shortly complete a merger of that group with NARDA thereby culminating a long fight for individual recognition as a separate identity. APA had fought for the licensing of their profession by the State of California without success and are now looking to NARDA for direction and recognition.

**BE SURE
TO ATTEND THE
ANNUAL CSEA
GENERAL MEETING
JUNE 12, 13, 14
FRESNO HACIENDA**

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



NEW LOW COST COLOR TV ANALYZER BY MERCURY . .

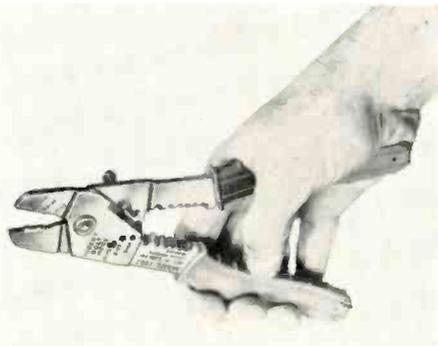
Mercury Electronics Corp., Mineola, N. Y. has just announced a new concept in color TV servicing with the introduction of their new Model 900 Color TV Analyzer.

The Model 900 provides for the dynamic check of color, video and picture tube circuits as well as the overall performance of color TV sets. All color TV troubles are diagnosed from the top of the chassis with the Model 900 while the TV set is in operation.

Tests are made in just minutes for control grid voltage, color gun screen voltage and current, focus voltage, cathode voltage and emission, as well as control grid emission current. Provision is also made for fast purity, convergence and gray scale tracking adjustments of all color TV sets.

An exclusive circuit eliminates the need of range switches putting the meter on the right range automatically. A special safety feature allows the safe measurement of up to 7000 volts of the focus grid of the color tube. The #900 gives last push-button readings of both current and voltage automatically.

Phil Horowitz, Mercury's president, indicates that the low \$44.95 dealer net price puts the Model 900 Color TV Analyzer within the range of practically every TV serviceman who wants to get into color TV servicing with a minimum of investment.



NEW BOLT CRIMPING TOOL BY VACO . . .

This crimping tool features a patented bolt slicer. Advantages include much

lower hand pressure required for slicing, and clean bolt ends that don't require filing or thread chasing. Six bolt sizes are: 4/40, 5/40, 6/32, 8/32, 10/32 and 10/24.

The tool crimps both insulated and non-insulated terminals, has an end cutter and strips wire from 22 to 10 gauge. Manufactured and unconditionally guaranteed by Vaco Products Company, Chicago, Illinois and sold primarily through Automotive Jobbers.



TUNER AND SWITCH CLEANER FROM COLMAN . .

A new Tuner and Switch Cleaner that is safe for all plastics used in TV Tuners, Knobs and cabinets has been introduced by Colman Electronics.

Known as Super Rid Ox, it is not just one cleaner but is a blend of three selective cleaners, each designed to do a particular cleaning job. This assures removal of all types of dirt, corrosion and chemical attack. Combined with the cleaning agents are special Silicone and petroleum lubricants. These non-evaporative lubricants provide a permanent film that gives lasting protection against corrosion and oxidation.

Super Rid Ox is packaged in an 8 oz spray can with a shock proof extension. It sells to the user for \$1.89.

COLOR SERVICE GUIDE FROM MOTOROLA . . .

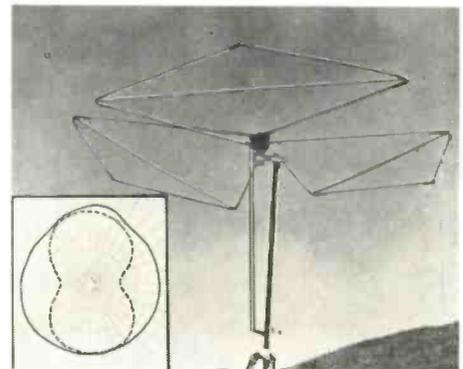
A new manual covering fundamentals of color television, written particularly for service technicians, is now available through distributors of Motorola Consumer Products, Inc.

Prepared by Motorola's product technical training department, the 81-page

manual is designed as a color television training course, according to Ed Gaiden, national service and parts department manager for M.C.P.I.

The book, containing more than 70 illustrations in full color, covers such topics as the nature of light, compatible color TV systems, color receiver circuits, color cathode ray tube, convergence and adjustment of convergence circuits.

Motorola's "Fundamentals of Color Television" may be ordered through the nearest M.C.P.I. distributor at \$3.50 per copy.



NEW FM ANTENNA BY CHANNEL MASTER . . .

The development of the world's first truly omni-directional FM antenna, the FM Rondo, Model 4407G, has been announced by Channel Master Corp., Ellenville, New York.

The new Rondo has practically equal gain in all directions. It substantially out-perform turnstile and "S" type antennas, which up to now have been used as the standard omni-directional FM antennas. However, in actuality, turnstiles and "S" types are not omni-directional—they do not provide equal performance from all directions. Their gain, in fact, varies considerably with direction. On most of the FM band, the directional pattern of the turnstile is peanut-shaped, with 2 strong sides and 2 weak sides. On the weak sides, the gain of a turnstile drops off as much as 8 DB.

NEW AUTOMATIC TUBE TESTER FROM GC ELECTRONICS . . .

A new Model 36-802 Counter Model Automatic Tube Tester has just been announced by GC Electronics Company, a division of Textron Electronics, Inc. The new unit claims the maximum in automated tube testing while establishing the utmost simplicity of operation for the user. Unit tests 7-, 9-, 10-pin

(continued next page)

miniatures, 5- and 7- pin nuvistors, novars, compactrons, octals, loctals, fuses, panel lights and vibrators.

Short and Leakage controls are fully adjustable. The Model 36-302 detects grid-cathode leakage up to 6 megohms or shorts between filament and cathode up to 500,000 ohms. Leakage and quality test is also provided for multi-section tubes.



ELECTRONIC EQUIPMENT CLEANER BY CORROSION . . .

An aerosol spray, CO Contact Cleaner, which instantly cleans electrical and electronic equipment, has been an-

nounced by Corrosion Reaction Consultants, Inc., Dresher, Pennsylvania. It provides an easy and economical method of removing dirt, dust, grease and other foreign material to give like-new performance to high-precision electronic instruments and components.

Because CO Contact Cleaner combines high density with low surface tension, it can penetrate the tiniest cracks and crevices and even the grain boundaries of metals. It works its way under greases, oils, dust, and dirt, and loosens or dissolves them. Then it lifts them to the surface, where the force of the propellant blows the waste away. The spray evaporates immediately without residue, leaves surfaces and sub-surfaces surgically clean.

ADMIRAL INTRODUCES TWO NEW UHF CONVERTERS

BLOOMINGTON, ILL.—Two new table-top All Channel UHF converters have been introduced by the National Service Division of Admiral Corporation.

Model UC100A uses the latest 6DS4 Nuvistor circuit in addition to a high-gain 6DZ4, RF amplifier for greater reliability and extra fringe area reception. Other features are: ball bearing, two-speed, and planetary drive with a three-gange tuner providing fine tuning from a single knob on all UHF channels. A separate function switch turns both the TV set and converter on/off and switches from UHF to VHF—all from one single control.

DUNBAR PICTURE TUBES

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

BONDED FACE PICTURE TUBES

They said it couldn't be done . . . but DUNBAR is doing it! The first independent tube plant to de-laminate and laminate bonded face picture tubes. Old plates removed, new plates replaced. Tubes processed electrically. 1 YEAR GUARANTEE.

SPECIAL ANY 23" BONDED TUBE **\$27.50** EX. REGULAR \$32.50

WRITE FOR PRICE LIST

Shipments anywhere in California. Free delivery in Los Angeles area.

DUNBAR SALES CO.

2033 Venice Blvd.
Los Angeles, Calif. RE 5-1104



CLASSIFIED ADS

BUY, SELL, TRADE, HIRE HERE

Buy . . . Sell . . . Trade

HOW TO USE WANT AD PAGE

TO PLACE AN AD

BY PHONE: in Los Angeles call AXminster 2-0287. (This is the number of the Classified Dept. only) ask for GRAYCE KENNEDY.
IN PERSON: Come to 4041 Marlon Ave. in the Crenshaw Shopping Center, next to Barker's. (This Address is for the Classified Dept. only.)
BY MAIL: Send your ad to MODERN ELECTRONIC SERVICE Classified Dept., 4041 Marlon Ave., Los Angeles 8, Calif.

RATES

95¢ PER LINE, one time. **MINIMUM** 5 lines.
BOX NO.: Add 50¢ service charge, and allow 2 lines for reply address.
RE-RUNS: 2nd and 3rd times, less 10% each, 4th and thereafter less 15% each. Same copy.
HEADLINES, ETC.: Large headlines, box borders and 2-col. ads available at modest charge.
"POSITION WANTED": Less 15%, payable in advance.

POSITION OFFERED

T.V. SERVICEMEN

EXPERIENCED ONLY
RCA SERVICE CO.
2834 No. Naomi, Burbank
TH 2-5181
An equal opportunity employer

TV & RADIO

SERVICE SHOP
Estab. 16 Years • Fully Equipped
Excellent Potential
Leimert Park Area
Call & Leave Message
AX 2-0280

USE YOUR WANT-AD SECTION

BUSINESS OPPORTUNITY

For Sale

T.V. Business, Sales Service and Rentals, in the heart of town, good walk in trade, good climate, fully equipped shop, late model V.W. Micro bus with radio dispatch. Good lease available. Established 8 years in Pacific Grove, Calif. Call after 6 p.m. Monterey area. 372-0464.

WILL SELL my one-man Wholesale

Elex Business in Hemet, Calif. Business will be sold to responsible party for inventory. \$15,000 down and balance in payments. Handles most major lines, others can be added. Includes service shop, tools & other equipment plus 12 yr. old 20 x 30 store bldg. Located 30 miles from Riverside, nearest competition. New man could easily triple business. 50,000 population in 15 mile area. Drop-in trade figures for 1963 were: Gross sales, \$40,878. Gross profit, \$19,196. Would be willing to stay with new owner for thirty days to introduce him to accounts. This is an OPPORTUNITY you can't afford to miss. Contact: Gil Severns, 658-5115, or write 4040 Florida Ave., Hemet, Calif. Reason for selling? Retirement, of course.

Winegard

brings you the first low cost all-channel UHF antenna amplifier (channels 14 to 83)



\$39⁹⁵
only
transistorized

look at what the UHF-110 will do!

ADDS MANY MILES TO RECEPTION DISTANCE.

- Improves over-all signal-to-noise ratio as much as 12 DB
- Practically Eliminates Snow for better pictures
- Works perfectly on color and black and white

Never before has an all-channel antenna amplifier been available for UHF. Now, at a price that everyone can afford, the new Winegard Model UHF-110 brings to UHF the same sensitivity and low noise reception as VHF! This means you can clear up snowy UHF pictures, get distant stations,

and new clarity to color and black and white TV!

Model UHF-110 employs a new, ultra low noise RF transistor that amplifies UHF signals on all channels 14-83. It works on any UHF antenna and can be mounted on the antenna boom, mast or remote. Has balanced 300 ohm input and output, lightning protected circuit—no transistor burn-out, comes with an all AC power supply. No polarity problems.

For your next UHF installation, try the new Winegard MODEL UHF-110. Ask your distributor or write for spec. sheets.

other UHF products by Winegard . . .



"Ultra-Beam" Antenna

Gold Anodized colinear UHF antenna for all areas including deep fringe. As much gain as an expensive parabolic.

\$12.50 list.

Model U-730



U-800 Yagi

Gold anodized 16-element UHF Yagi with corner reflector. Extremely high gain with exceptionally high front-to-back ratio. Rugged construction.

\$14.95 list.

Winegard

ANTENNA SYSTEMS

3024-11 Kirkwood, Burlington, Iowa

**HURLEY
ELECTRONICS**

1429 So. Sycamore Ave., Santa Ana
CA 92706

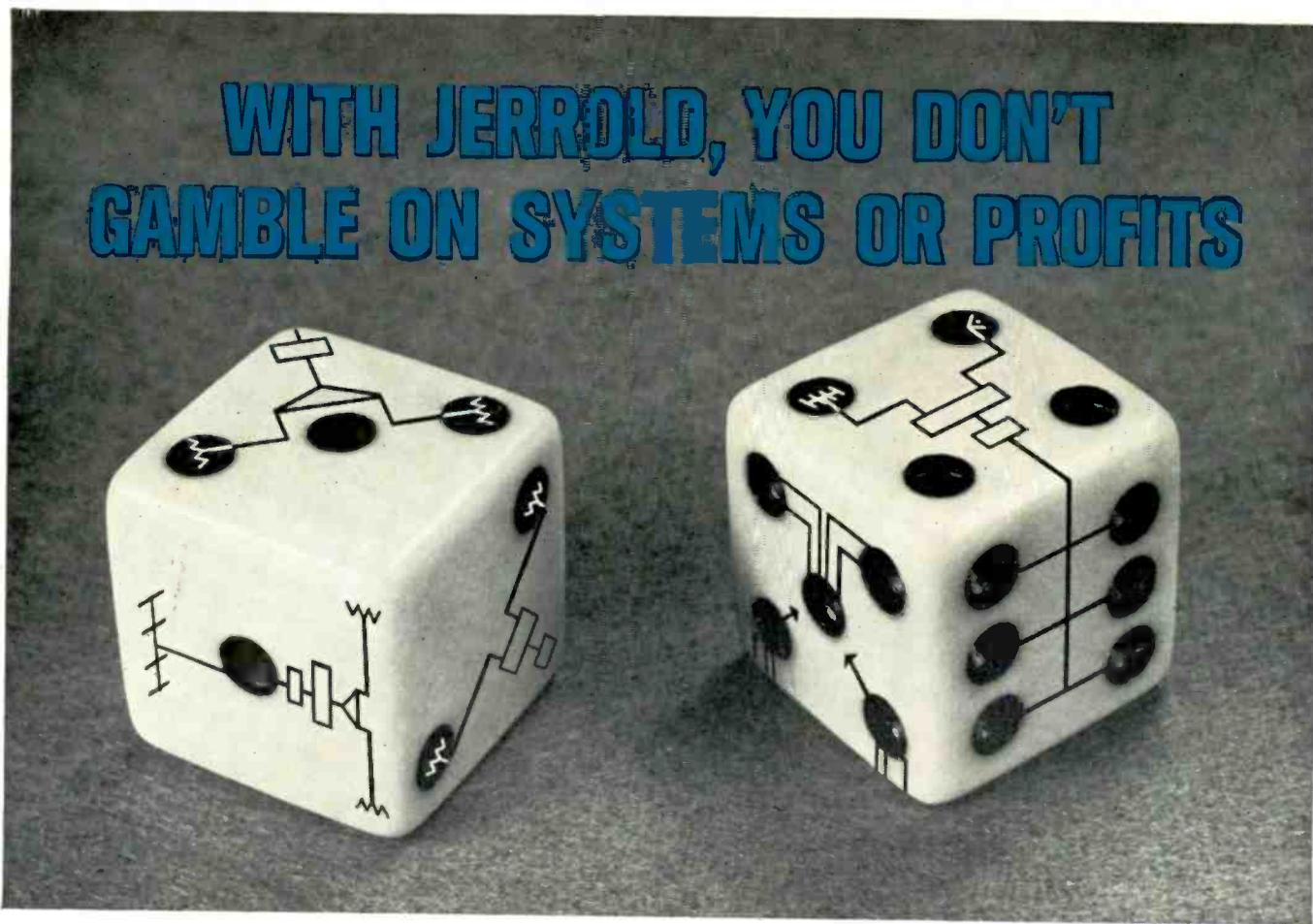
**DUNLAP
ELECTRONICS**

1800 18th St., Sacramento
CA 95811

**RADIO PARTS
COMPANY**

2060 India Street, San Diego
CA 92101

WITH JERROLD, YOU DON'T GAMBLE ON SYSTEMS OR PROFITS



Assure yourself a profitable motel, small-hotel, and apartment-house antenna-system business—rely on Jerrold's 15-year, 50,000-mile cable experience

There are many good reasons why servicemen and architects throughout the nation insist on Jerrold master-antenna systems equipment. One of the most important is *reliability* . . . for Jerrold is the *one* truly reliable name in TV/FM cable systems—proven over fifteen years and in over 50,000 miles of installed systems.

When you go after the growing systems business in motels, small hotels, and small apartment houses, the profits lie in staying with the equipment you don't have to nurse after it's in. That's Jerrold. Everything *works* right off the bat—from the special 75-ohm antenna to the industry's finest room outlet. See your Jerrold distributor today, or write *Distributor Sales Division, Jerrold Electronics, Philadelphia, Pa. 19132.*



THE NATION'S FOREMOST MANUFACTURER AND SUPPLIER OF TELEVISION DISTRIBUTION SYSTEMS



New Model 2300-A, hi-output broadband amplifier—workhorse of the small-systems field. Rugged, heavy-duty construction; excellent overload capability; dual manual gain control (14db range).

New Ultra-Tap—the beautiful universal plug-in wall outlet that accommodates 75- or 300-ohm connectors for TV or FM or both. Flush or surface-mounting, in a wide choice of decorator colors.



CONTACT ANY OF THESE JERROLD DISTRIBUTORS:
WESTERN ELECTRONIC SUPPLY CORP.

229 S. Orange, Glendale
CH 5-4764

ANDREWS ELECTRONICS
1500 W. Burbank Blvd., Burbank
TH 5-3536

FIGARTS RADIO SUPPLY
6320 Commodore Sloat Dr.,
Los Angeles
WE 6-6218

MILLER'S RADIO & TV SUPPLY, INC.
530 East 8th St., Oakland
TE 4-9185

SOUTHLAND ELECTRONIC SUPPLY
3610 University St.
San Diego, Calif.
AT 3-3941

WHOLESALE ELECTRONIC SUPPLY
265 So. Laurel, Ventura
MI 8-3163

DUNLAP ELECTRONICS
Serving Central California

HURLEY ELECTRONICS
1429 So. Sycamore Ave., Santa Ana
KI 3-9236

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

ELECTRONIC SUPPLY RIVERSIDE, INC.
2486 Third St., Riverside
OV 3-8110