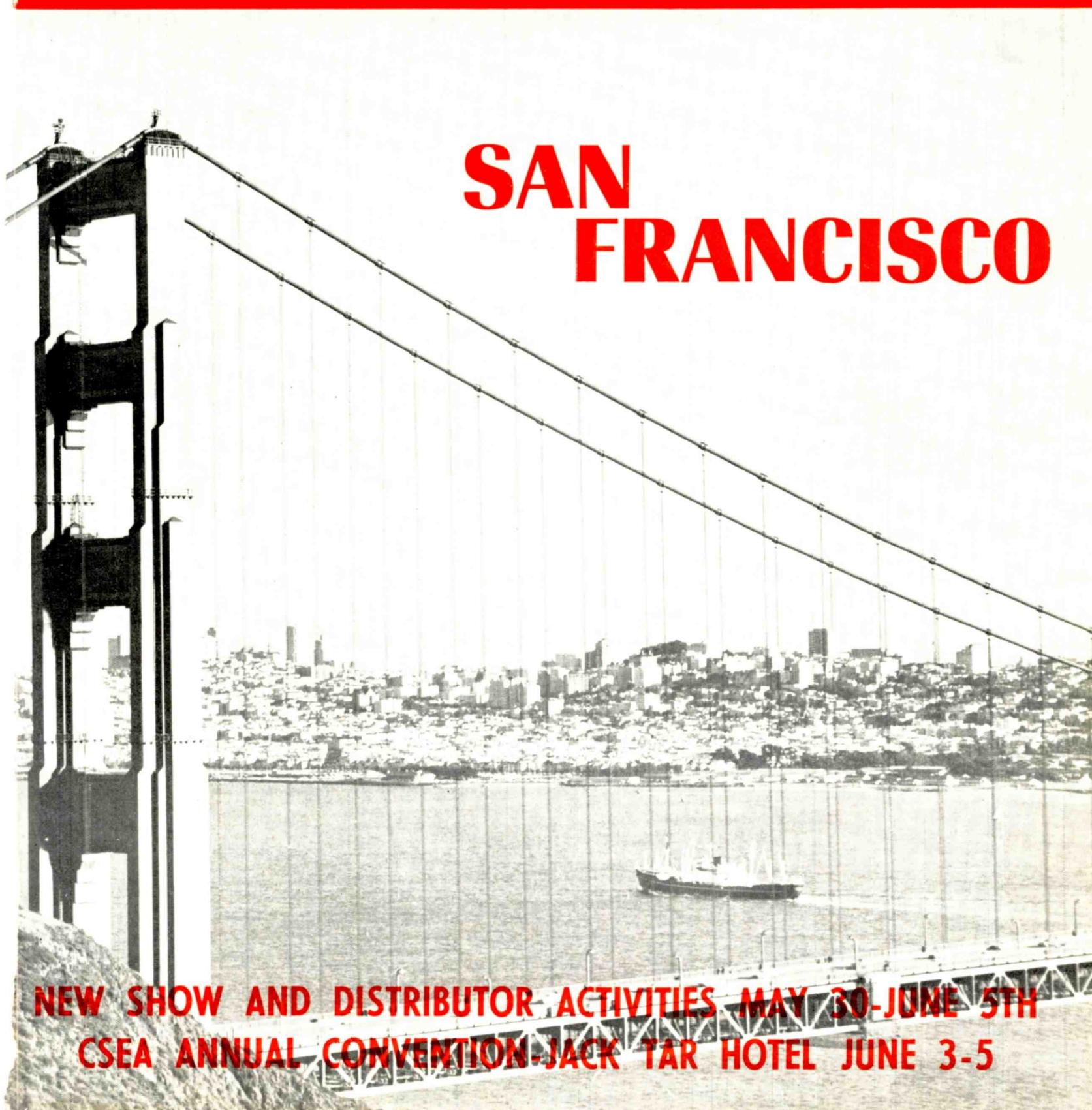


Vol. 6 / No. 1

May, 1966

electronic service dealer

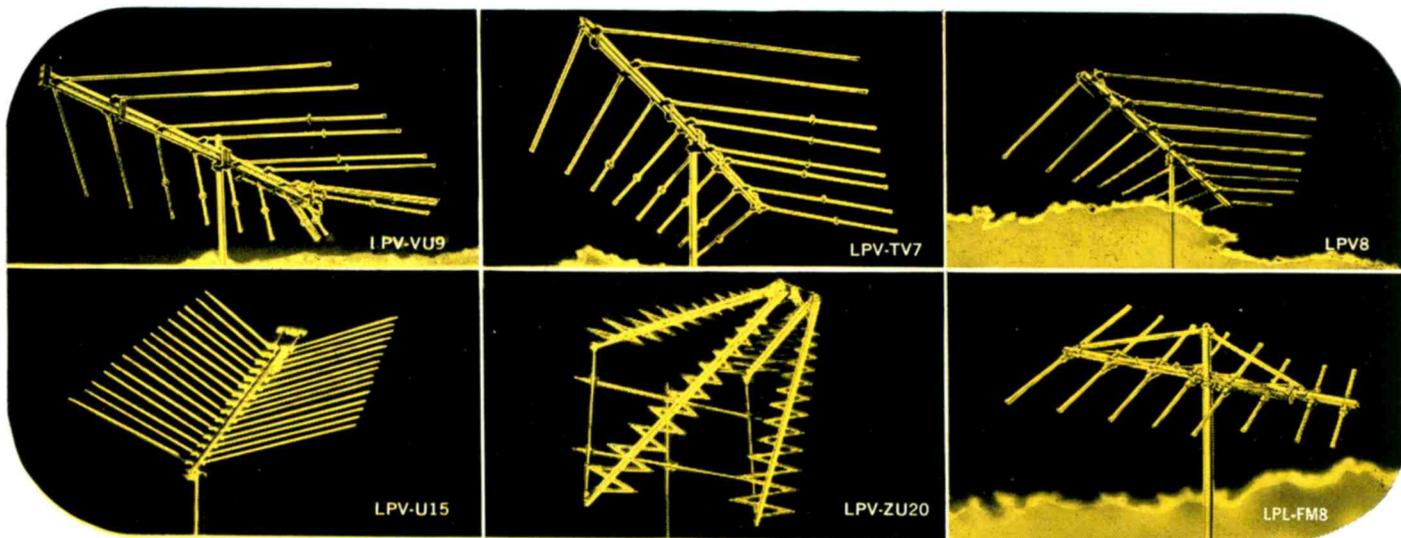
the official publication of the california state electronics association



SAN FRANCISCO

**NEW SHOW AND DISTRIBUTOR ACTIVITIES MAY 30-JUNE 5TH
CSEA ANNUAL CONVENTION-JACK TAR HOTEL JUNE 3-5**

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



the **JFD**[®] **LPV**[®]
COLOR
LOG PERIODIC

ANDREWS ELECTRONICS
 1500 W. Burbank Boulevard
 Burbank, California
DEAN'S ELECTRONICS
 2310 Long Beach Boulevard
 Long Beach, California
GROSSMAN & REYNOLDS
 1800 West Valley Boulevard
 Alhambra, California
MARCUS ELECTRONICS
 5751 W. Pico Boulevard
 Los Angeles, California

MARTIN DISTRIBUTING COMPANY
 2509 East Florence Avenue
 Huntington Park, California
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.
PAPEL BROTHERS
 4652 E. Third Street
 Los Angeles, California

RABER WHOLESALE ELECTRONIC
 265 So. Laurel St., Ventura
 116 No. Nopal St., Santa Barbara
RADIO PRODUCTS SALES
 1501 So. Hill Street
 Los Angeles, California
WESTERN RADIO & T.V.
 1415 India Street
 San Diego, California
VALLEY RADIO SUPPLY
 1134 33rd Street
 Bakersfield, California

Mr. Dealer:

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 their "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.)

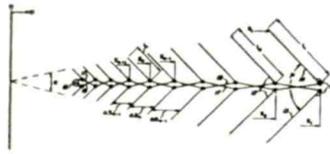
They still don't know whether to knock it . . . fight it . . . join it . . . or how to live with it.

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.

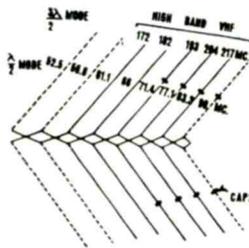
If you're looking to give your customers the **finest and truest color . . . crispest black & white . . . more VHF and UHF channels . . . even better FM stereo**—don't compromise your professional reputation with "antenna-compromises." Rely on the patented JFD LPV Color Log Periodic as do so many tens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



ADVERTISED IN LIFE NATIONALLY ADVERTISED IN LIFE. Month after month, 32 million readers of LIFE are being exposed to the reasons why the JFD LPV works best.



COLORFULLY ADVERTISED OVER TELEVISION. Spectacular motion-picture commercials in full-color are pre-selling millions of present and prospective color TV owners.

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.

MERCHANDISED IN DEPTH. Banners, direct mail, newspaper mats, radio/TV commercials . . . you name it JFD's got it to help you sell your way to top antenna profits.

- 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.

AT THE MOMENT OF TRUTH THE PICTURE IS THE PROOF WHY JFD LPV COLOR LOG PERIODICS WORK BEST!

JFD ELECTRONICS CORPORATION

15th Avenue at 62nd Street, Brooklyn, N. Y. 11219
JFD International, 64-14 Woodside Ave., Woodside, N. Y. 11377
JFD Canada, Ltd., Canada

CASS ALTSHULER

801 Seventh Avenue
Oakland, California

DUNLAP ELECTRONICS

1800 - 18th Street
Sacramento, California 95809

Also in: Chico, Vallejo, Modesto, Fresno, Walnut Creek, Bakersfield, Marysville, Stockton, Merced, Redding and Reno, Nevada

QUEMENT ELECTRONICS

1000 South Bascom Avenue
San Jose, California

REDWOOD ELECTRONICS SUPPLY COMPANY

711 Summer Street
Eureka, California

WHOLESALE RADIO & ELECTRIC SUPPLY COMPANY

1348 El Camino Real
San Carlos, California

WHOLESALE RADIO & ELECTRIC SUPPLY COMPANY

1116 Folsom Street
San Francisco, California 94103
Also in Petaluma

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.

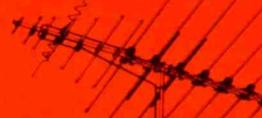
And like all Chroma-Tels, it has Winegard's exclusive Chroma-Lens Director System (intermixes both VHF and UHF directors on the same linear plane without sacrificing

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

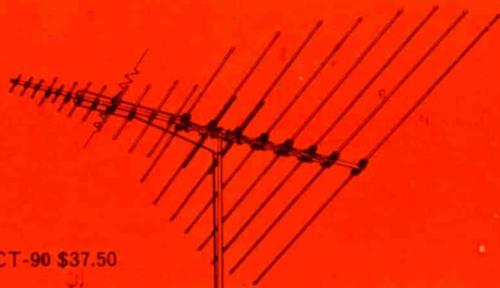
That's Winegard's new CT-100 Chroma-Tel. Bigger and better. But not too big. The full-line of Winegard Chroma-Tels still offers half the bulk; half the wind loading; half the truck space; and half the weight of all other all-band antennas—and at much lower prices. No wonder Winegard Chroma-Tels (now 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.



electronic service dealer

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MAY, 1966

VOL. 6 / NO. 1

MAY, 1966

FEATURES

- 14 NATIONAL ELECTRONIC WEEK TO FEATURE THREE-DAY SHOW AND DISTRIBUTOR ACTIVITIES
- 15 NEW CALENDAR OF ACTIVITIES AND EVENTS
- 16 SAN FRANCISCO—IDEAL LOCATION FOR NEW SHOW AND CSEA STATE CONVENTION
- 18 CSEA CONVENTION PROGRAM AND SCHEDULE OF TENTATIVE EVENTS

DEPARTMENTS

- 6 LETTERS
- 8 EDITORIAL
- 11 CSEA NEWSWIRE
- 13 PRESIDENT'S MESSAGE
- 21 NEW PRODUCT
- 19 TRADE/TALK
- 22 CLASSIFIED ADS

LETTERS

Dean Don:

This is a list of television stolen from the San Diego area. The San Diego Police Dept. has asked for CSEA's corporation in letting all the TV dealers know. Could you please publish this in the magazine. Thank you.

(Month of February)

19" Emerson, #401062; 19" Packard Bell, #36157; 12" Sharp, #01616; 16" Emerson, #1510543; 12" Philco, #06012; 19" Zenith Portable, #5038781; 19" Packard Bell, #208235; Zenith Color Console, #3118914.

(Month of March)

RCA Victor Color Console, #H15861; RCA Model PG551E Color, #6BB34498.

Thank you for any help you can give us.

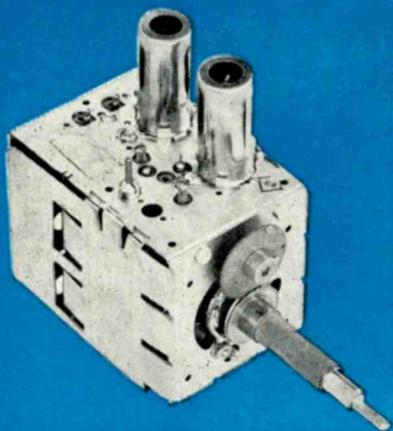
Richard Schuricht
Sec.-Treas
CSEA Chapter 13
836 Broadway
Chula Vista, Calif. 92011

Dear Sir:

Enclosed is a classified ad that I would like published in the May issue of the Electronic Service Dealer. I understand there is no charge for this service. Thank you.

Bud's Trading Post
P.O. Box 403
Winton, Calif. 95388

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

An open letter against Cable TV:

I must speak out against what has happened here in Santa Barbara, California, so that others may be alerted to the threat that is to end FREE broadcasting if it is not stopped in time.

1. Due to the location of Santa Barbara on the coast TV reception is good in spite of the fact that the city is considered to be in a fringe reception area. In many areas of Santa Barbara 15 channels can be received with the proper antennas.
2. CATV of Santa Barbara still advertises that its 11 channels are the most that one can receive and that channel 28 and channel 34 are only on CTV.
3. CATV of Santa Barbara raised its rates to apartment users by 87% for users of 2 to 10 outlets and raised its rates to users of 21 or more outlets by 175%. "Cable TV representatives countered that they had followed the letter of the law in legal notification of the proposed rate hike; that they are not a public utility; and that they are not obligated to open their books." (Santa Barbara News Press, June 7, 1965.)
4. CATV of Santa Barbara installs Cable underground with other public utilities (they are not a utility) FREE to builders of developments. There are areas in Santa Barbara where a citizen cannot put up an antenna and get FREE TV. Why? Because there is CTV installed underground; (the home buyer does not have to subscribe if he does not want to) but there is by mere coincidence a deed restriction against antennas. What does one of these citizens do if he wants to receive FM stereo in one of these areas? FM multiplex equipment demands an outdoor antenna for true stereo reproduction.
5. In August of 1963 there was filed with the FCC a permit for a UHF station. In November of 1964 there was filed with the FCC a permit for a UHF station, neither of these stations were ever built. One reason for their not being built was the fact that viewers would not spend money on UHF antennas because they were already on CTV.

Cable TV must be very strongly regulated. The public must have free use to the broadcasting spectrum. I urge all that read this, pass it on and then write to your Congressman and the FCC to regulate Cable TV nation-wide before we lose the greatest freedom we have—FREE USE OF THE AIRWAYS.

Thank you.

Stuart V. Scheffel, Owner
Scheffel Electronics

Electronic Service Dealer
5154 North Palm Avenue
Fresno, California 93704

Gentlemen:

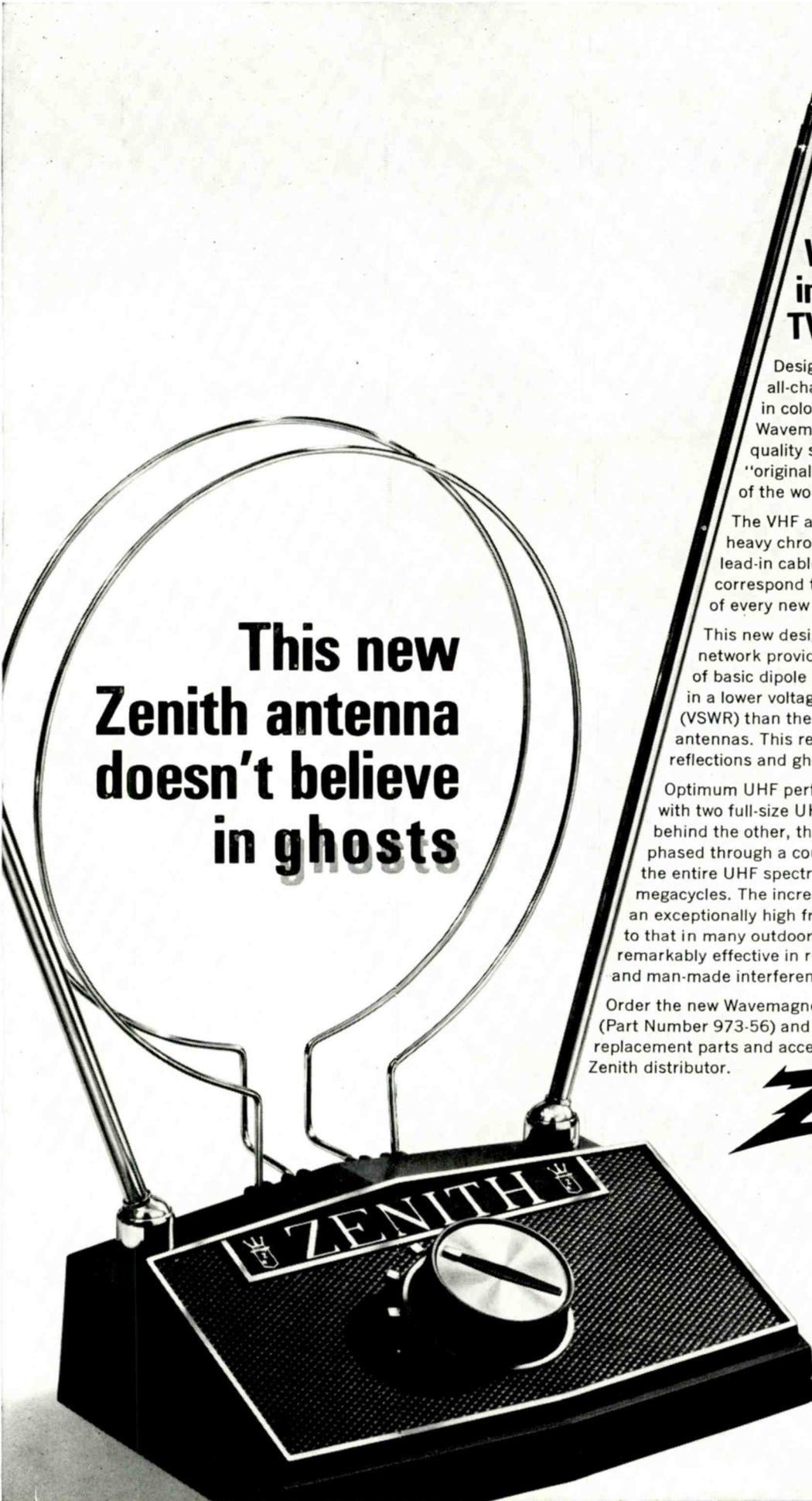
We do indeed enjoy your publication "ESD" and often quote from your articles at our monthly Tri State Council meetings.

Are you aware that with the new FCC ruling any application for CATV in a large metropolitan area must first obtain FCC approval through open hearings? Your organizations should request an open hearing as soon as someone applies in these areas: LA, SF, Sacramento, Santa Cruz, Stockton, San Diego or Fresno. The normal time for FCC hearings usually take 1 to 2 years.

Keep inserting the fine articles and keep me on your mailing list.

Secretary of Tri State Council
Joseph J. Papovich
of TV Service Assn.
Delaware-N.J.-Pennsylvania

ELECTRONIC SERVICE DEALER



**This new
Zenith antenna
doesn't believe
in ghosts**

Zenith Wavemagnet® indoor TV antenna

Designed for clear, sharp, all-channel (2 to 83) reception in color or B&W, the Zenith Wavemagnet antenna meets the quality standards set for Zenith "original parts"... your assurance of the world's finest performance.

The VHF and UHF elements are heavy chrome-plated. Separate lead-in cables for UHF and VHF correspond to the input arrangement of every new all-channel TV receiver.

This new design features a special network providing substantial step-up of basic dipole impedance, resulting in a lower voltage standing wave ratio (VSWR) than the ordinary VHF indoor antennas. This reduces snow effect, reflections and ghosts.

Optimum UHF performance is achieved with two full-size UHF loops, arranged one behind the other, that are carefully phased through a coupling network through the entire UHF spectrum from 470 to 890 megacycles. The increased sensitivity develops an exceptionally high front-to-back ratio equal to that in many outdoor antennas. This is remarkably effective in reducing ghosts and man-made interference.

Order the new Wavemagnet antenna (Part Number 973-56) and other genuine Zenith replacement parts and accessories from your Zenith distributor.

ZENITH
®

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

Specifications subject to
change without notice

electronic service dealer EDITORIAL

DON MARTIN



THE FUTILITY OF THE SERVICE CALL CHARGE

With this issue of the ELECTRONIC SERVICE DEALER we will begin our sixth year of publishing. This presents 1500 pages of material and hundreds of thousands of words. In the June Issue of 1961 we ran an article called "How to base a charge for service calls." In this article we asked four top service dealers to tell us their idea of how to charge for these calls. Needless to say, we received four different answers and believe me we could ask the same question right now of every service dealer in California and receive a different one from each one.

The following year we did a survey to learn just exactly what was the average charge for a house call. The results of this survey were shocking in that we knew for the first time that the average was \$5.13 with a high of \$7.95 and a low of \$3.

Of course, this was five years ago, when prices of labor, trucks, and overhead in general were much lower. This couldn't be the situation today . . . or could it?

No, you are right . . . the price of the average service call has gone up. The results of our most recent survey indicated that the dealers in California were really making it big. The average had gone up to \$5.58 per call or 45 cents each.

The range was a little different this time in that the low was now \$3.50 and the high \$9.00, but we still couldn't get over the hump of \$5 to \$6 per call.

Is this realistic pricing for a service call? Of course not. The survey indicated the average call per truck per day was six. We drive that truck an average of 80 miles per day at a cost of about 15 cents per mile or a total cost of \$12.00 per day. We paid that outside man an average of \$3 per hour for eight hours or another \$24 per day giving us a total of \$36.00 per day . . . right off the top. The average service call at \$5.50 each, times six per day, gives us an income of \$33.00 per day or a net loss of ONLY \$3.00 per day. This is every single day of the week during the month for a total loss, using a six-day week figure, of \$72.00.

This is o.k. since we made it up on parts . . . or did we? The survey indicated that the average call resulted in two new tubes which were charged to the consumer at full list. Let's say the list was \$4, giving a tube profit of \$2 per tube or \$4 per call. A total profit of \$24 per day was now evident but we had to subtract the \$3 loss giving a net profit of \$21 per day. This gives a one-man operation a total profit of \$126.00 per week. The fellow

who made the service call who we paid \$3 per hour for his 40 hour week made \$120 for the week as wages but, of course, you are the boss and are entitled to more money if you make the calls yourself.

Oh yes, I forgot to mention that you must also pay the rent, lights, telephone, advertising, uniforms, etc., so wait a minute . . . how much profit did you make?

Now, let's raise that service call just \$1 more. That three-dollar a day loss is now a \$3 per day profit. Let's raise it \$2 to \$7.50 . . . the profit is now another six per day; \$9 per day times six days per week is \$56 more per week or \$224 more per month, etc.

But, you say, the customer won't pay it. Baloney! RCA service just raised their local charges in Los Angeles to \$8.50 per service call for black and white and \$9.50 for color. Of course, they can get away with it because they provide better factory trained service. If they can, you had better not ever admit it. They are out to make a profit and all I can say is that you have wasted five years and I certainly hope you don't wait another five years to change this survey report.

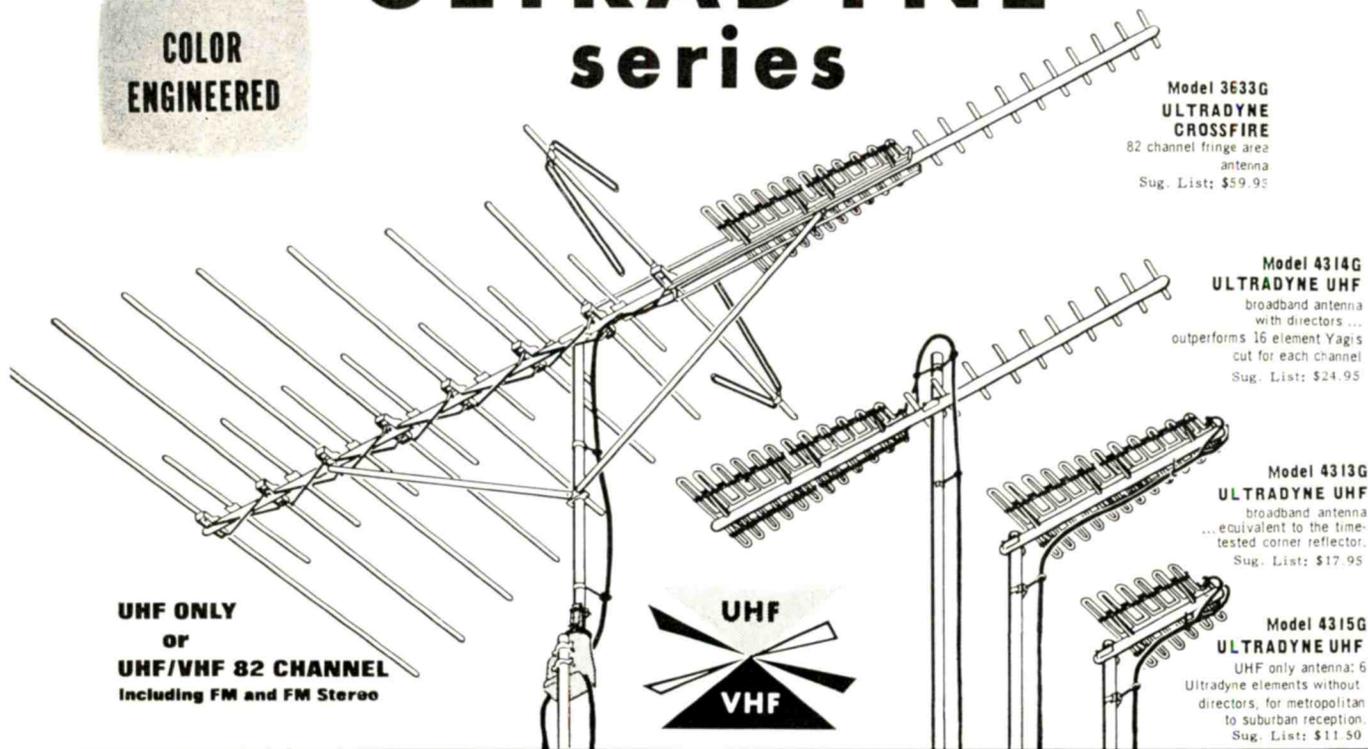
I don't have to tell you that there is a shortage of technicians. There are some 9,000 less back yard operators than there were three years ago. The demand for service is increasing every day. Color has opened the door to higher service call rates and the customer is ready to justify this increase. They won't fool with a color set by doing it themselves and are now more inclined to call a regular service dealer for black and white. People have money and they are willing to spend it on good service. Needless to say, you cannot do a bad job and demand \$7.50 for a service call . . . you must be prepared to do a full one half hour of work in every single home regardless of the work that needs to be done. Give the customer something for his dollar besides plugging in a new tube or two. Check the antenna, you can sell him one and make that call really profitable.

We are living in the re-birth of the television service industry. The original mistakes are still being made. I would like to see every service dealer in California automatically raise his service call rate to \$7.50 for black and white and \$8.50 for color on Monday, May 9th. It would be a terrific service to the consumer . . . you would be able to give value for value received and make a few extra dollars that will keep you in the home entertainment service market for years to come. It has got to be done, or there won't be anyone to fix the millions of sets.

The first completely new antenna concept in years...

CHANNEL MASTER[®] ULTRADYNE series

COLOR
ENGINEERED



**UHF ONLY
OR
UHF/VHF 82 CHANNEL**
Including FM and FM Stereo

**Model 3633G
ULTRADYNE
CROSSFIRE**
82 channel fringe area
antenna
Sug. List: \$59.95

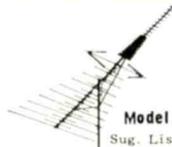
**Model 4314G
ULTRADYNE UHF**
broadband antenna
with directors ...
outperforms 16 element Yagis
cut for each channel
Sug. List: \$24.95

**Model 4313G
ULTRADYNE UHF**
broadband antenna
... equivalent to the time-
tested corner reflector.
Sug. List: \$17.95

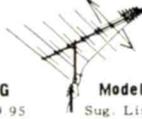
**Model 4315G
ULTRADYNE UHF**
UHF only antenna: 6
Ultradyne elements without
directors, for metropolitan
to suburban reception.
Sug. List: \$11.50

BREAKTHROUGH!

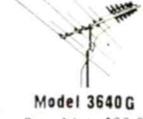
Six new ULTRADYNE CROSS-FIRE antenna models provide the first high gain FM and FM Stereo performance ever attained in an 82 channel TV antenna. Channel Master's exclusive, patented Tri-Band Directors make it possible. All ULTRADYNE series antennas feature the famous the famous EPC golden coating.



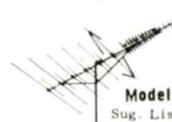
Model 3632G
Sug. List: \$69.95



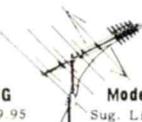
Model 3638G
Sug. List: \$39.95



Model 3640G
Sug. List: \$22.95



Model 3634G
Sug. List: \$49.95



Model 3639G
Sug. List: \$29.95

Model 0032 U-V
Band Splitter in-
cluded with all 82
channel antennas.

BREAKTHROUGH!

The amazing electronic ghost-killing power of Channel Master's famous Coloray antenna is now combined with the ULTRADYNE principle to create an 82 channel antenna for superb color reception as well as FM and FM Stereo in ghost-plagued areas.



**Model 3637G
ULTRADYNE
COLORAY**
Sug. List: \$29.95

COLOR AGE BREAKTHROUGH!

Model for model, new ULTRADYNE CROSS-FIRES are the highest gain, highest front-to-back ratio 82 channel antennas ever developed. Unprecedented acceptance has made Channel Master Color Crossfires the best-selling VHF-FM antennas in TV history. Now, in combination with the ULTRADYNE UHF antenna, new standards of 82 channel performance are achieved.

"Built-In" 300 ohm impedance actually makes the ULTRADYNE function as a length of 300 ohm transmission line at VHF. This eliminates the need for an antenna coupler when the ULTRADYNE is used in conjunction with any 300 ohm VHF antenna such as Channel Master's Famous Color Crossfires (models 3617G, 3610G, 3611G, 3612G, 3613G, 3614G, and 3615G).

BREAKTHROUGH!

Fantastic front-to-back ratios... over 15:1 across the entire UHF band.

BREAKTHROUGH!

Three separate United States patents and two patents pending cover the exclusive design features of Channel Master's new ULTRADYNE series. No other antenna line incorporates such important technical advances. Yes, from the standpoint of gain, front-to-back ratio, impedance, construction simplicity and versatility, no other antenna comes close to the ULTRADYNE series. No wonder the entire industry knows that the truly significant advances in antenna design traditionally come from...

BREAKTHROUGH!

Obsoletes so-called log periodic antennas. ULTRADYNE antennas, employing an entirely new principle, have higher gain than any log periodic antenna type on the market.

BREAKTHROUGH!

Unique construction. Two stamped aluminum sections make up the entire driven element section of the antenna. This means precise control of dimensions and the elimination of connection and corrosion problems.

CHANNEL MASTER ELLENVILLE, NEW YORK
World's Largest Manufacturer of TV/FM Reception Equipment

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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

PHILCO'S

SERVICE PROGRAM IS DESIGNED FOR

YOU!

PHILCO, one of our industry's great leaders, does not compete with you, the independent service dealer. We do not own trucks, hire technicians, and have no captive service. Philco depends on you to handle all in-warranty and out-of-warranty Philco Service.

PHILCO'S SERVICE PROGRAM is simple, straight forward, profitable to you, and provides excellent service to Philco Customers.

PHILCO TECH DATA . . . "Work Smarter not Harder" is the theme for Philco's expanded subscription service. Everyone who is remotely interested in, and performs technical service on Philco Products, should be a subscriber. In its entirety, this subscription service includes some 58 separate issues, consisting of Philco Service Manuals, three separate magazines each month, many tips and hints for technicians, as well as guides to a profitable business for the Boss. If you have not done so, we strongly urge you to subscribe to this service by checking the coupon at the bottom of the page. For the modest price of \$7.50, you will receive 17 months of service information, January 1st [retroactive through May, 1967.]

PHILCO QUALIFIED SERVICE CENTERS . . . Shops which meet the high standards set by Philco Service, in both technical and ethical proficiency, can qualify for this honor. Only Philco Qualified Service Centers can become Philco Contractors, and only PQS Centers may advertise under the Philco label in the telephone book. You receive a plaque and other identification material. One of the main requirements is your attendance at Philco Service Meetings. Philco tells all their customers to go to PQS Centers for service. Now is the time to explore PQS further. Check the coupon at the bottom of the page and mail it to us.

PHILCO CENTRAL SERVICE CONTRACTORS . . . Philco Central Service Contractors are the cream of the

industry. They perform work for Philco on a direct contract basis. Philco pays high rates for labor. All extended warranty sold by Philco is handled through PCS Contractors. PCS Contractors realize full profit on parts for all extended warranty work. The great names, throughout the West in the Service business are Philco Contractors. Many honors and benefits result for those who qualify. Can you qualify? Check the coupon at the bottom of the page, mail it in to us, and find out.

PHILCO . . . a great leader in our industry, provides you, the serviceman, with an opportunity for profit and for growth. Yes indeed, Philco is a greater friend than ever to the Serviceman.

PHILCO PARTS & SERVICE

6393 East Washington Blvd., Los Angeles, California 90022

Dear Philco:

Please send me further information on the following:

- PCS
 PQS
 Tech Data
(Check one or all)

NAME _____

FIRM NAME _____

ADDRESS _____

CITY & STATE _____

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



CSEA NEWS WIRE

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

The South Bay Chapter of CSEA has decided to ask the members of the Santa Monica Chapter to join them for dinner within the near future. Lloyd Brown has been asked to contact the chapter and set it up as soon as possible. In other action, the South Bay Chapters will begin work on the new 1966 Los Angeles County Fair Directory. The one used last year was a big success and it is the general feeling that it should be repeated in 1966.

ESD ESD ESD

The new 1966 membership rosters for the Pasadena Chapter were recently distributed to the members by Ray Doyle. The Directory is used as a handy guide to members and to use as a referral. A special presentation was made to Dave Garcia of Dave's Radio in Pasadena upon his joining of CSEA. The chapter is also in the planning stage for a family picnic sometime in July.

ESD ESD ESD

The CSEA Board of Directors voted to endorse the coming Better TV Reception Month in August and have asked all members to take part in the promotion. From all indications it looks as if August could be the largest antenna sales month in history.

ESD ESD ESD

TAP (Television Audience Poll) results for the first pilot week of April 17th are really coming in, according to committee chairman Hugh Wilkins. The tabulation of results is now taking place under the direction of a top analyst, and should be of great value to the broadcasting industry. The big test was to find out whether or not CSEA members would take part in the program by doing the job of distributing the questionnaires. The first week's results were very encouraging and it looks as if the program is going to go all out within the near future. The CSEA Board of Directors endorsed the "pilot" program and as soon as it proves out it will become available throughout the State and possibly the nation.

JIM WAKEFIELD, left, Executive Secretary of the California State Electronics Association, is shown here presenting a check for \$260 to Stephen E. Epler, President of the College of Marin. The check was the starting of a Stanley Hoy Scholarship fund in memory of the lad who lost his life last year in a hiking accident. Looking on is Lee Hoy, center, Director in the State-wide Electronic Service Association.



The Stanley Hoy scholarship fund has now grown to over \$250 through the efforts of the California State Electronic Association's Board of Directors action taken last fall. This fund was set up to honor the son of Lee Hoy, a San Rafael service dealer and outstanding member of CSEA, who died last year in hiking accident. These funds were accumulated through a cooperative effort between CSEA and the Encyclopaedia Britannica Company's sales promotion program to the general membership. Although none of the fund was obtained from CSEA directly, contributions can be made in the name of Stanley Hoy at the College of Marin in Kentfield, California.

On April 5, 6, 7, and 8 the Ventura Chapter held a service meeting sponsored by RCA service. The chapter is also attempting to set up a color training school at Ventura College during the evening.

ESD ESD ESD

Last month the Los Angeles Chapter of CSRA began their weekly classes in transistor circuitry with Frank Nance acting as instructor. The classes are held every Tuesday evening at 929 No. La Palmas in Los Angeles.

ESD ESD ESD

Big news from Riverside is that member shops now have eight apprentices working with them for the first time. They have also just completed their yellow page cooperative advertising program.

ESD ESD ESD

A special report from Capp Loughboro indicated that the Packard Bell law suit is still pending before the BERDR and that a similar suit is being filed against the Service Corporation of America who have also failed to register under the law. Both suits are operating under the technicality that a C-61 license makes it unnecessary to register as a service dealer. Another report was that John Cross has now registered with the State under the BERDR law.

ESD ESD ESD

28 men took the first pilot examination for self certification in San Diego and the results were tremendous in their variation. The program was found to be real sound but there is a definite need for refinements before it goes state-wide. Some ambiguous answers were found, but most of those taking it seemed to approve of the examination as tapping their knowledge. Best score was 92%, worst was 33%. It has been recommended that 90% or better on the test should be judged a master technician while 75% would qualify as certified technicians. The Board, after hearing the results, instructed their executive secretary to expand the testing program to other locations as pilots before going all out with the testing program. It will now be made available in Los Angeles, San Bernardino, Fresno and San Francisco.



Take home fabulous tableware— with Raytheon tubes

Choose settings of either gold-plated or lustrous stainless steel! They're available now—with reliable Raytheon tubes.

Ask your Raytheon distributor about this fabulous offer today—and the extra profit you get with every Raytheon tube.



PRESIDENT'S MESSAGE



DARREL PETZWAL

In my last message, I referred to the coming survey of customer program choices (TAP) along with the promotional program that was planned. At that time, I could not foresee the chances of its success but as a result of our April 3rd Board of Directors meeting in Los Angeles, the State-wide Association formally adopted the "pilot" program.

Now, the real test is on and I believe it will take several such "pilots" to determine whether or not it should be expanded throughout the State. Needless to say, we will try to keep you as well informed as possible since I know that great amount of interest that is being generated. It is hoped, by our annual Convention time in June, that we will be able to make a full report to the membership. In my opinion, this is one of the finest opportunities ever afforded the service industry to improve the status of the service dealer.

Now, for a complete change of subject. I think we can all agree that a long winded speaker can be boring, but some speakers are real interesting and can keep an audience spellbound for hours. We have a third kind of speaker, which are often found at association meetings. He is the type who is really making sense. He reports things that are vital to this industry and is interested in doing something besides gripe about trivial matters. Do we resent this kind of man? Could we have a sub-consciousness fear of doing something wrong? Do we really want to move ahead? Or are we just afraid to use a little initiative and emulate the man who is successful? Many in this industry are go-getters, a few have succeeded in this business, a few have gone into other industries because this one did not offer as much chance of success. A few have gone bust either because their ideas were not the best or because of outside circumstances. Still, that leaves a lot of guys who could be making money hon-

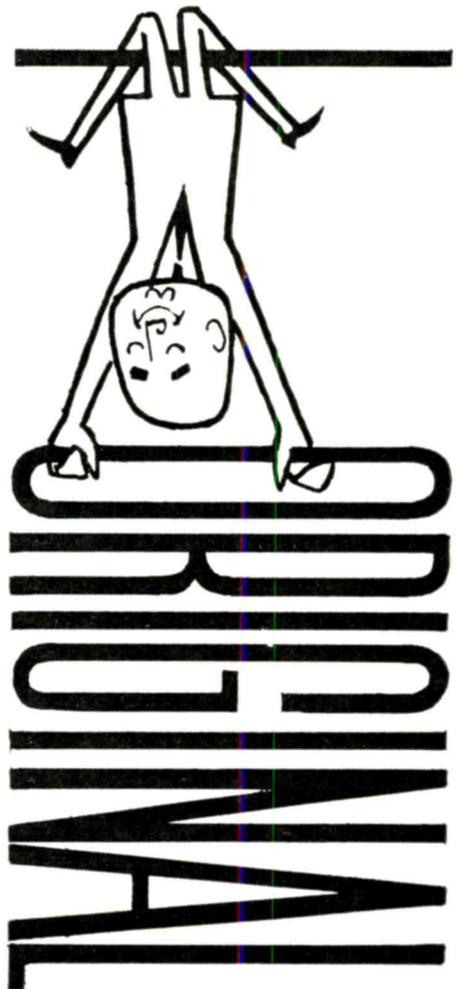
estly, if they would only exert themselves a little by studying the technical aspect of the industry. CSEA, and other such trade associations, offer every man an opportunity to find answers to many of their common problems through discussions with others in the same business. A healthy exchange of ideas can mean added dollars in your pockets and it is there for the asking.

Of course, there are the ones that are successful without any help but they have added nothing to the image or to the industry itself. A service dealer is a service dealer and is subjected to the same consumer comments. If he is real successful he must be a crook, goes the story, and this is the area where only a consolidated full participation program of "image building" can benefit everyone.

Recently a customer, looking over a bill, remarked that we were getting almost as bad as the plumbers and doctors. Is this a bad comment? I think not, for it is testimony to the fact that the public is accustomed to paying well for their services. It is that way because they worked together, isn't it? Why should we continue to feel that TV service must be a charitable act? I do not mean overcharging, I mean charging a fair price, one that makes good income for us, compared to other trades, but see to it that the job is done well.

The Bureau of Electronic Repair Dealers Registration is doing a fine job of running the crooks out of our industry. It is up to us to bring the rest up to acceptable standards of competence, so that we may all achieve that professional status that we have for so long been denied. Actually, I shouldn't use the word denied for isn't it the truth that we have not collectively earned this classification?

We need unity of purpose and unity to achieve these goals. Why not actively go after this goal. Let's start a Professional Crusade for the Service Industry.



FACTORY REPLACEMENT PARTS FOR T.V. & RADIO

- 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



THE SAN FRANCISCO HILTON, newest hotel in the Bay area of Northern California, is the scene of the first National Electronic Week and Exhibits ever presented in the Western United States.

NATIONAL ELECTRONICS WEEK TO FEATURE THREE-DAY SHOW AND DISTRIBUTOR ACTIVITIES

The 1966 National Electronics Week is being held in the Western part of the United States for the first time in history. The show, known only as the Chicago May Parts Show for many years, last spring moved its activities to New York City and now moves west to San Francisco.

Activities get under way on Monday, May 30th and run through Sunday, June 5th, with most of the major programming beginning on Thursday of that week with the one-day "Profit Forum."

The "Profit Forum" is a four-part educational program featuring new ideas in selling, better business methods, ways and means of broadening existing markets and merchandising in our modern world. Gail S. Carter, executive vice president of the National Electronic Distributors Association, is managing the "Profit Forum" with Ed Alschuler acting as coordinator. This program is open to Distributors, Distributor Sales People and other personnel.

Following this activity will be the opening of the exhibits at the San Francisco Civic Auditorium and the setting up of manufacturer, representatives and distributor personnel conferences to

discuss problems affecting their sales programs.

The show itself will place on display such items as: electronic parts, commercial sound equipment, audio-hi-fi products and other items handled and sold through the electronic parts distributor. The show will be open Friday, Saturday and Sunday from 10:00 a.m. to 6:00 p.m. (Sunday to 5:00 p.m.)

The 1966 Show will feature one other new innovation in that it will open the display area to distributor customers for the first time. Although a special badge is necessary, dealers will be allowed to see the really new equipment at the same time as his distributor.

Naturally the Electronic Show Board has scheduled a series of social affairs to combine a little pleasure with business. According to Ken Prince, Executive Vice President of NEW, "we have scheduled a glamorous dinner-dance with a theme of "The Sights and Sounds of San Francisco" and it will be held in the Continental Ball Room of the San Francisco Hilton on Friday evening, June 3rd. On Thursday, two unusual cocktail parties will lure crowds. Radio's "Old Timers," for 20-year veterans in

the industry, will combine a cocktail party with a harbor cruise while the Electronic "Young Tigers" take over Varni's Roaring Twenties for the evening.

In addition to these social affairs, special sightseeing and shopping excursions have been planned for the ladies during all three days.



V. N. Zachariah, President
Electronic Industries Show Corp.
NEW Sponsor

**HEADQUARTERS HOTELS
EXHIBITS AT CIVIC AUDITORIUM**

JUNE 3rd, 4th, 5th

CALENDAR OF EVENTS

**MONDAY, MAY 30th thru
WEDNESDAY, JUNE 1st**

Meetings of.....
Trade Associations
Boards of Directors
Committees
Conventions
Manufacturers and Sales Reps

As Scheduled

THURSDAY, JUNE 2nd

*"THE PROFIT FORUM".....	10:00 A.M. to 4:00 P.M.
Badge Registration (Hilton Lobby).....	10:00 A.M. to 5:00 P.M.
*Radio's Old Timers Party.....	7:00 P.M. to 10:00 P.M.
*Young Tiger's Growl.....	7:00 P.M. to 10:00 P.M.
*For the Ladies: Tour of San Francisco and Luncheon at Fisherman's Wharf.....	
	10:00 A.M. to 3:00 P.M.

FRIDAY, JUNE 3rd

Exhibits & Badge Registration..... (Civic Auditorium)	10:00 A.M. to 6:00 P.M.
*Industry Dinner-Dance— "The Sights & Sounds of San Francisco"— (Hilton Grand Ballroom)	7:00 P.M.
*For the Ladies: Breakfast at the Hilton; Tour of Unusual Places in Union Square; Luncheon and Oriental Fashion Show (St. Francis)	9:00 A.M. to 3:00 P.M.

SATURDAY, JUNE 4th

Exhibits & Badge Registration..... (Civic Auditorium)	10:00 A.M. to 6:30 P.M.
*For the Ladies: Breakfast at the Hilton; Guided Tour of Exhibits at Civic Auditorium; Bus trip to Sausalito; Luncheon (Alta Mira Hotel); Shopping at Village Fair and Trade Fair	9:00 A.M. to 4:00 P.M.

SUNDAY, JUNE 5th

Exhibits & Badge Registration..... (Civic Auditorium)	10:00 A.M. to 5:00 P.M.
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*WATCH FOR SEPARATE REGISTRATION FORMS FOR ALL SOCIAL EVENTS

VERSATILITY



This is the Amphenol 650, a 5 watt solid-state CB transceiver.

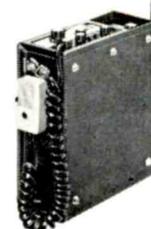
Here the same 650 is



mounted in an Amphenol Portable Pak. Fully portable—only 16 lbs.

with transceiver and battery.

Using this gutter-mounted antenna, the 650 becomes a rugged mobile unit.



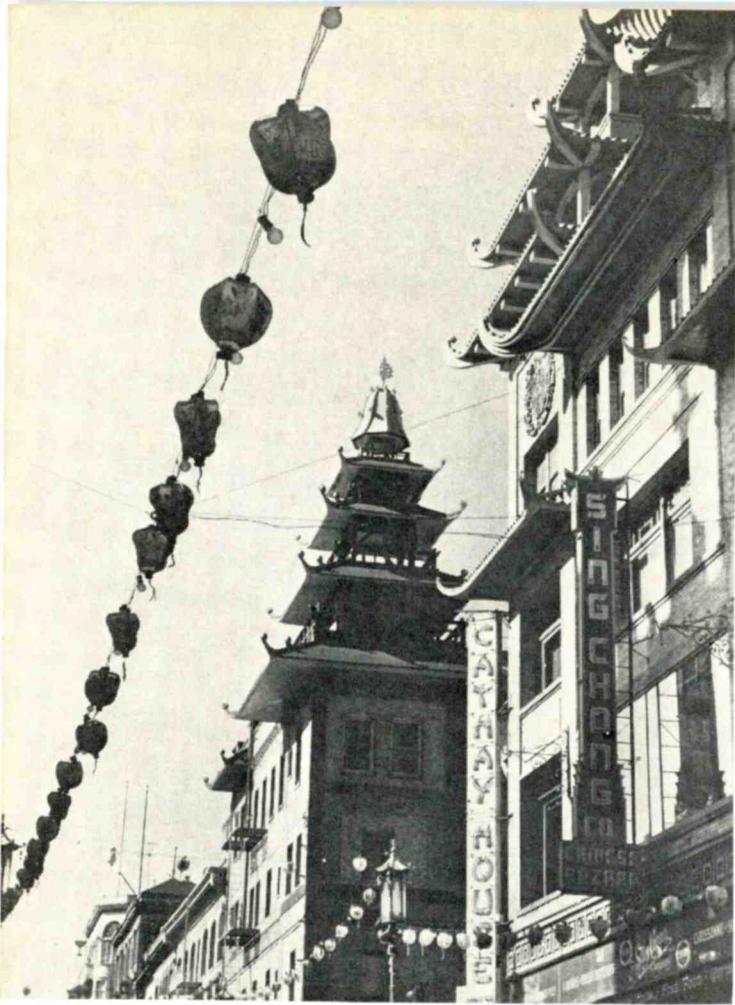
This 40" telescoping portable antenna is ideal for field operation.

In CB, Amphenol means versatility. The 650 is just one of many models in Amphenol's rapidly-expanding line of solid-state radios: hand-held and mobile, AC and DC, 100 mw to 5 watt. And to go with, Amphenol provides the industry's broadest accessory lineup.

Our full-time CB Communications Manager is standing by to discuss your CB needs. Ask him to put our know-how, our service and our full-range inventory to work for you.

MOULTON ELECTRONICS

1058 Terminal Way, San Carlos, California,
Phone: 232-8951



SAN FRANCISCO-- IDEAL LOCATION FOR NEW SHOW AND CSEA STATE CONVENTION

ALTHOUGH the NEW program begins May 30th and the CSEA Convention on June 3rd, delegates to both events will find and enjoy the warmth of San Francisco hospitality.

San Francisco, the scene of the 1966 California State Electronics Association Convention and the National Electronics Week, is the ideal choice for such outstanding events.

Everything from the "Topless" to the high Society of Knob Hill are yours for the asking and within easy reach of any of the major hotels in the Convention Center of the World.

Although there are full programs planned for both groups, those attending will make room to enjoy some of the finest scenery, climate and excitement, available anywhere in the world.

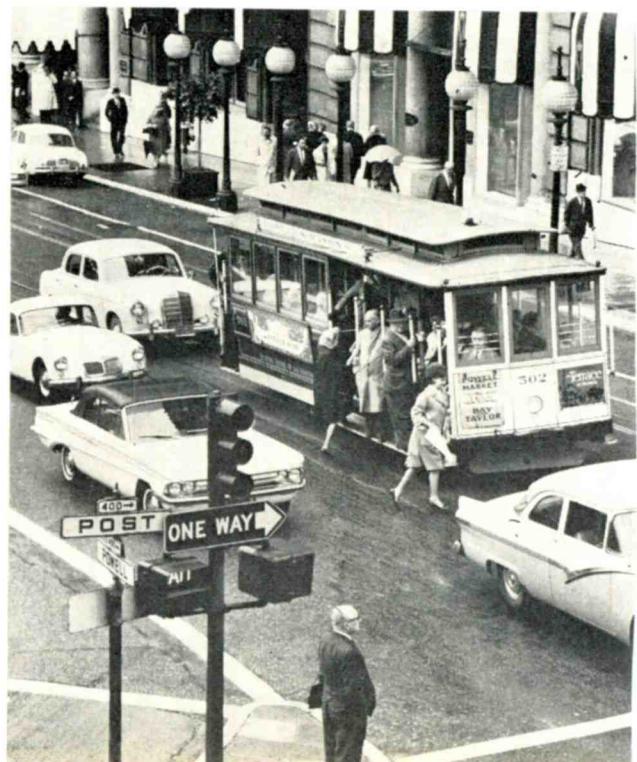
San Francisco and the Bay area have over four million people with some 125,000 commuters pouring into the city itself each day. It is known as the commercial capital of the West with its financial and insurance firms, its port to world trade and its fashion setting effect on western living.

As a convention center it offers visitors the uniqueness of Fisherman's Warf, the elegant dining of Earnie's and the go go world of its International Settlement. Chinatown is the largest of its kind outside of Asia and the North Beach is a "Little Italy" of some 55,000 San Franciscans.

You couldn't begin to sample San Francisco's nightlife in less than a week. It runs the gamut from sophisticated supper clubs and cabaret-theatres, where some of the nation's top entertainers have been launched, to celebrated jazz cellars and highly original nighteries where show-girls adorn giant swings or customers catapult down a slide. There are more than a dozen art museums and galleries in the city. As the acknowledged cultural capital of Northern California, it is also devoted to the performing arts. In addition to a glittering opera season, San Francisco has its own symphony orchestra and ballet; legitimate playhouses presenting the best of Broadway and London; an annual International Film Festival; innumerable movie theatres, many specializing in foreign and art films, and a flock of professional caliber repertoire theater groups.

To many, San Francisco is an experience and anyone who has ever been

there wants to return. It has the charm and dignity of the old world surrounded by towering skyscrapers and exciting scenic views. Its parks, teagardens and recreational facilities are second to none in the World and we feel confident that everyone attending these conventions will leave the West with a new glow and a desire to return.



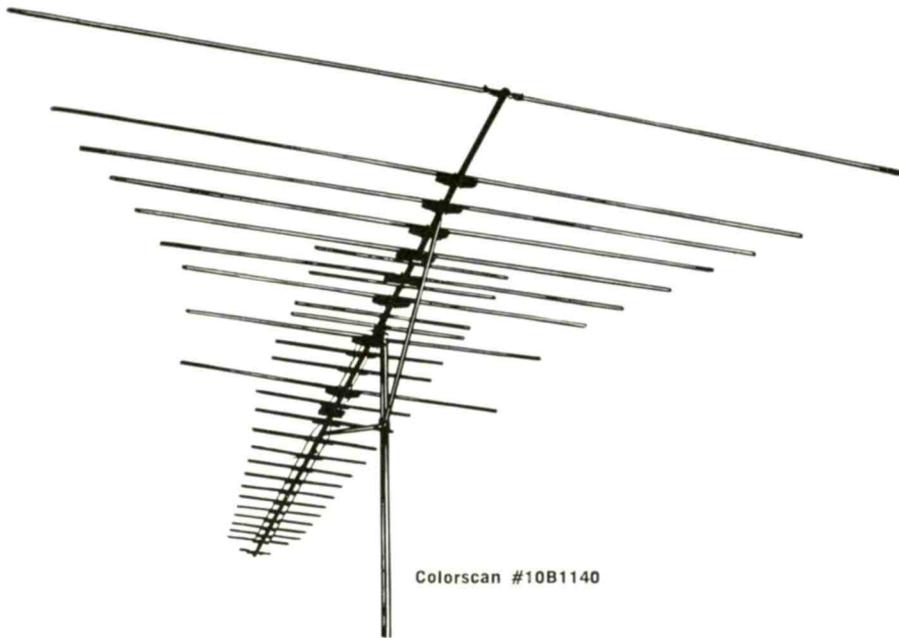


TOPS THEM ALL

in presenting "The Complete Picture"

NEW

VHF / UHF / FM OUTDOOR ANTENNAS



Colorscan #10B1140

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:

Features:

- Folded signal phasing lines which allow closer element spacing for more compact design.
- High front to back ratio.
- Polymerized vinyl finish which affords high corrosion resistance in industrial or shore areas.
- Snap-lock elements which snap into place and lock automatically.
- Straight, in-line elements improve directivity by minimizing side pickup of noise, interference and spurious signals.
- Highly efficient due to extremely low VSWR.

BONUS! VHF-UHF COUPLER at no extra charge with each of the top four Color Scan antennas. Splits the signal coming from the combination antenna and is conveniently hidden behind the set.

Can you afford less than an RCA combination antenna?



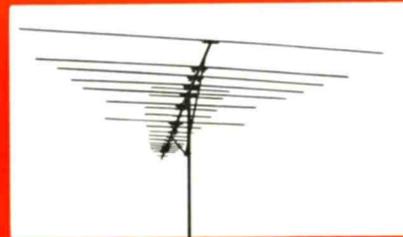
Colorscan #10B1100—7 element
urban reception



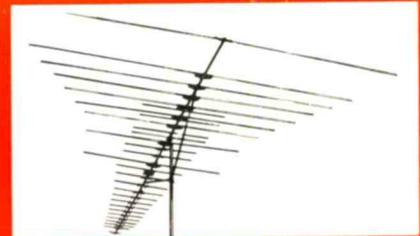
Colorscan #10B1110—10 element
urban/suburban reception



Colorscan #10B1120—14 element
suburban reception



Colorscan #10B1130—21 element
suburban/fringe reception



Colorscan #10B1140—29 element
fringe reception

CALECTRON

San Francisco: 33 Gough Street, MA 1-3400
Fresno: 2930 Butler Avenue, 268-8411
No. Sacramento: 330 Commerce Circle, 922-5885

RCA VICTOR DISTRIBUTING CORP.

Los Angeles: 6051 Telegraph Road, 781-6501, RA 3-6661, 521-6960
San Diego: 820 West "F" Street, 234-6316

11TH ANNUAL CONVENTION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

**Jack Tar Hotel-San Francisco, Calif.
June 3rd, 4th and 5th, 1966**

FRIDAY, JUNE 3RD

4:00-6:00 p.m.	Registration	Jack Tar Hotel Lobby
6:00-7:30 p.m.	Early Bird Cocktail Party	Host, Darrel Petswal, President's Suite (check for room number)
8:00 p.m.	Dinner (optional and on your own)	

SATURDAY, JUNE 4TH

8:00 a.m.	Registration	Hotel Lobby (all day)
8:00 a.m.	Board of Directors Meeting	
12:00 noon	CSEA Luncheon Guest Speaker:	
2:00 p.m.	Board of Delegates Meeting	
4:00 p.m.	Special Speaker:	
7:00 p.m.	CSEA Dinner	

SUNDAY, JUNE 5TH

8:30 a.m.	Joint Meeting of Board of Directors and Board of Delegates to elect new State officers for 1966-67	San Francisco Civic Auditorium
10:30 a.m.	Attend special "Dealer Day" at NEW show	
10:30 a.m.	Special "Ladies Day" tour of San Francisco or they may attend NEW show with husbands	
5:30 p.m.	INDUSTRY COCKTAIL PARTY & DINNER	

(Registration for the three day event is \$12.50 per person and this includes special dinners, show registration and President's All-Industry dinner.)

CSEA CONVENTION TO HAVE LARGEST TURNOUT IN HISTORY

The 11th Annual Convention of the California State Electronics Association will be attended by more delegates than ever before in history, according to all advance registration activities.

One of the big reasons for this predicted turnout is that the Convention committee has once more turned towards the highly populated cities in an effort to attract more members to the convention. For many years, the annual event was held in Fresno with the results indicating that, although it was a middle meeting place for the state wide association, it didn't bring in the large turnouts that are usually available in high membership concentration areas such as San Francisco or Los Angeles.

Another big factor in this year's selection site was, of course, the National Electronic Week activities and product exhibits. This year, for the first time, the highly regarded "May Parts Show" moved west and the show board has opened the doors to dealer attendance. A big "dealer day" is planned for Sunday June 5th with distributors from all over the State offering special trip promotions to make it possible for dealers to attend the show and it has also opened the door for more CSEA member participation in the convention program.

The third big factor in this year's high attendance will be a program that will concentrate on the industry's biggest problem—technicians. According to Jim Wakefield, Executive Secretary of CSEA, "we are going to go all out to provide a program that will answer some of the big personnel questions facing the service dealer today. We plan to have representatives of the Job Corp, the Manpower Development Training and a full report on our own apprenticeship training program. The big news will be the how, when and where of bringing more technicians into the home entertainment service industry.

Of course, there will be the annual election of new officers for 1966-67 and there are many new faces on the board of directors from which these state leaders are named. New from San Francisco, to the board only, is Oakley Dexter and Larry Schmitt and from the Los Angeles area is Virgil Gaither. Although the state officers are elected from the board, the delegates to the convention all vote the strength of their chapter for each candidate. There is one vote for each paid up member so that the election actually represents the combined opinion of every member no matter where he is in the state.

Although plans are not final, there is a possibility that the ladies will be attending the home of Oakley Dexter on Sunday afternoon to enjoy the pool and a buffet luncheon while the men take in the Parts Show.

Highlight of the three day convention will come on Sunday evening following the annual President's cocktail party. This will be the installation dinner and a top speaker of national importance will be named later to address the delegates.

Other activities will include a complete report on the new Television Audience Poll (TAP) that is now underway in Los Angeles, more on Operation Spotlight and many other committee reports.

MAY, 1966

...now available in a WIRE-IT-YOURSELF KIT!

The new Model 1400 is the only capacitor to do the whole job. It will quickly find whatever defects exist in a capacitor, no matter how elusive. It will also check electrolytics, by-pass, coupling, blocking and filter capacitors, all without disconnecting them from the circuit.

SPECIFICATIONS	Tests In-Circuit	Tests Out-of-Circuit
SHORTS TEST —Detects shorted capacitors of all types in-circuit with shunt resistance as low as 6 ohms.	✓	✓
OPENS TEST —Detects open capacitors for all values in-circuit down to 7 mmfd., with shunt resistance as low as 15 ohms.	✓	✓
VALUE TEST —Indicates value of electrolytics in-circuit from 2 mfd. to 450 mfd.	✓	✓
HI-LEAK TEST —Detects those hard-to-find leaky capacitors out-of-circuit: Sensitive to 150 megohms...Tests made at 300V D.C.	✓	✓



Model 1400K Net
...Kit \$24.95

Model 1400 Net
Wired \$34.95

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

315 Roslyn Road, Mineola, N.Y. 11501
Canada: William Cohen Corp., 8900 Park Ave., Montreal
Export: Morhan Exporting, 458 Broadway, N.Y.C. 10013

MERCURY ELECTRONICS CORP.



Model 1400 IN-CIRCUIT CAPACITOR TESTER...

eliminates the time consuming method of unsoldering and resoldering when checking capacitors

EXCLUSIVE — HI-LEAK TEST

Detects those hard-to-find leaky capacitors (out-of-circuit)... leakage sensitivity to 150 megohms.

EXCLUSIVE — Special low test voltage of 2.9 volts provided to prevent damage to the new low voltage electrolytics used in transistorized equipment.

TRADE / TALK

RCA VICTOR ANNOUNCES CONSUMER AD PROGRAM

Walt Pasner, RCA Victor Distributing Corp. in Los Angeles, has just announced a new antenna ad program designed to hit the consumer during May.

The program includes quarter page ads in the Los Angeles TV Times on Sunday, May 1st and May 8th with special dealer listing ads scheduled for Friday, May 20th.

This program also ties in with the national program in Life magazine that hit on April 22nd and will be repeated on May 20th. The idea is to introduce the consumer to the different antennas available for better TV reception.

RAY OISHEI NAMED G.M. OF D.F. PRODUCTS CORP.

Ray Oishei has just been named as the new General Manager of D. F. Products Corp., manufacturer of Television Picture Tubes for the replacement market. The appointment was made on April 1st by Anthony Trafford, Executive Vice President of the firm.

TUBES TO BE ORGANIZED IN SOUTHERN CALIFORNIA

A shortage of qualified television technicians has resulted in the formation of a new organization made up of all segments of the electronic service industry and will be called TUBES (Toward Universally Better Electronic Services).

The organization is being formed through the efforts of Larry Conroy, General Manager of Universal Television Corp., the largest service organization west of New York and Hugh Wilkins, Vice-President of the California State Electronics Association.

TUBES will seek the support of the Television Broadcasters, Advertising Agencies, Manufacturers of Electronic Equipment, FM stations and all independent Service Shops. TUBES, Conroy and Wilkins say, will strive to improve the public image of the television serviceman. To recruit young men into the field, these men must feel it is one they would be proud to be a part of. TUBES will also seek to give the public a realistic picture of complexities and costs in color tv maintenance, and assure a steady flow of qualified young men into this vital service industry. CSEA, the charter member of TUBES, has developed a radically new service to offer the public, the broadcasters and the advertising agencies. This service will be the

beginning of TUBES activities to raise the standard of the television service industry.

Last month the first segment of this program went into action with the sampling of some 10,000 service dealer customers as to their viewing habits. This survey information will be released and

should offer the first realistic consumer poll of program viewing ever compiled. TAP (Television Audience Poll) will act as the key to providing the funds to bring the service industry to the top of public opinion and all TAP representatives will be welcomed and preferred as qualified service technicians.



...IT'S THE FINEST

Ask
30,000 servicemen
what they think
about their
Model 648
DYNAMIC
TUBE TESTER



Model 648-1
DYNAMIC TUBE TESTER **\$179⁹⁵**
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Over 30,000 Model 648 Tube Tester owners are Jackson's greatest boosters. They speak with authority, because they have used the Model 648 right in the field and found it provides more accurate checking of all tube types. *It's a fact!* Thousands of Model 648s are providing more years of service than any other tube testers in its price class as it is completely versatile for all new and old tube types. Jackson engineers have designed the tube socket layout to simplify changing, thereby practically eliminating obsolescence. Model 648 owners particularly appreciate the exclusive color keyed panel and push-button sequence switching which makes set-up time less than warm-up time... the angled view zig-zag exclusive color-coded roll chart conveniently located on upper part of panel. Why not put the Model 648-1 to work now? You too will become its greatest booster.

Check all the Model 648-1 features at your Jackson distributor, or write for catalog

JACKSON ELECTRICAL INSTRUMENT COMPANY
 35 Windsor Avenue, Mineola, N.Y. 11501

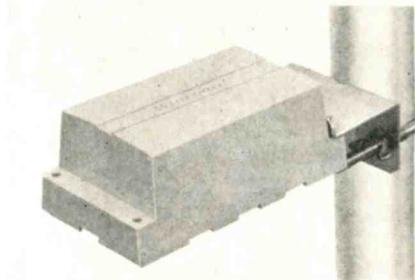
In Canada: William Cohen Corp. Export: Morhan Exporting Corporation
 458 Broadway, New York 13, N.Y.

IF IT'S A JACKSON...IT'S THE FINEST

Jackson Electrical Instrument Co. invites you to visit their exhibit at the NEW show—June 3, 4, 5—Civic Auditorium, San Francisco, Booth 2424.

PRODUCT NEWS

Conducted by **A. Diane Powell**, Associate Editor



WINEGARD ADDS TWO ANTENNA COUPLERS TO LINE

To facilitate coupling of separate VHF, UHF and FM antennas in mixed signal areas, Winegard Company, Burlington, Iowa, has introduced two new couplers for rotorless installations.

Model CA-314 will couple three separate antennas (VHF, UHF and FM) on the same mast, providing a single down-lead into the home or building. The VHF circuitry is AC passive to allow use of a preamplifier on the VHF antenna if desired.

The CA-314 can also be used inside as a splitter to separate VHF, UHF and FM signals into individual transmission lines. This means, of course, that it can be used with an all-band (VHF, UHF, FM) antenna. The coupler is designed for extreme low loss, allowing use in weak signal areas without adversely affecting performance.

For areas where separate antennas are used for the high and low VHF bands, Winegard offers the Model CA-312. It couples a low band (Ch. 2-6 and FM) antenna, a high band (Ch. 7-13) antenna and a UHF antenna in order to run a single down-lead. To split signals back into separate lines, the Winegard CA-283 or CS-283 splitter is recommended.

Both models are packaged individually with Winegard's exclusive 5-way mounting bracket. Model CA-314, \$4.95 list. Model CA-312, \$4.50 list.

COLOR REPLACEMENT GUIDE OFFERED BY G.E.

The most complete color television component replacement guide in the industry is now being offered by the General Electric Company.

The 66-page reference-size ($3\frac{3}{4} \times 8\frac{1}{2}$ inches) booklet, ETR-4286, covers 35 manufacturers of TV sets and lists by individual chassis, G-E replacement capacitors, diodes, transistors, rectifiers,



'EVEREADY' BATTERY MERCHANTISERS FOR 1966

New selling "Eveready" battery displays suitable for every location in a store are announced by the Consumer Products Division of Union Carbide Corporation in connection with a hard-hitting 1966 merchandising campaign.

The displays range from a Cordless Power Center Assortment to a Midget Showcase, offering a wide variety of flashlight, radio and alkaline batteries satisfying virtually all cordless power needs. Attractively designed to command customer attention and spur impulse sales, the displays may be fitted into almost any space.

NEW CATALOG OF MAGNETIC TAPE HEADS

A new 2-color, 10-page catalog has just been issued by Michigan Magnetics, Inc., Vermontville, Michigan, leading manufacturer of magnetic tape heads. It is a complete line catalog of the mass-produced tape recording heads manufactured by Michigan Magnetics. The heads are grouped in the catalog by type: erase heads; record/playback heads; and combination heads that record, play back and erase.

The catalog is arranged in convenient tabular reference form so that it is easy to find the magnetic heads that match specifications both physically and electrically.

crystals, receiving tubes and picture tubes for each original part.

24 basic heads are illustrated with their physical configurations and electrical characteristics.

NEW TRANSISTOR ALMANAC AVAILABLE FROM G.E.

An 18-page "Entertainment Semiconductor Almanac" is now available from General Electric Company for use in servicing radio, TV and audio sets.

Divided into three sections, the booklet provides information on many components, replacements and Experimenter Hobbyist items.

Copies of the Entertainment Semiconductor Almanac — publication ETR-4311 — are now available at most General Electric electronic component distributors.

GC ELECTRONICS ANNOUNCES NEW 300 PAGE CATALOG

Rockford, Illinois — S. B. Valiulis, President of GC Electronics Co., has just announced the release of a new 300-page catalog which spans GC's five divisions. The new catalog, incorporating Walsco Electronics, GC-Electrocraft, GC-Telco and Audiotex manufacturing with the GC Electronics company lists numerous new items for both T.V. service dealers and industrial applications.

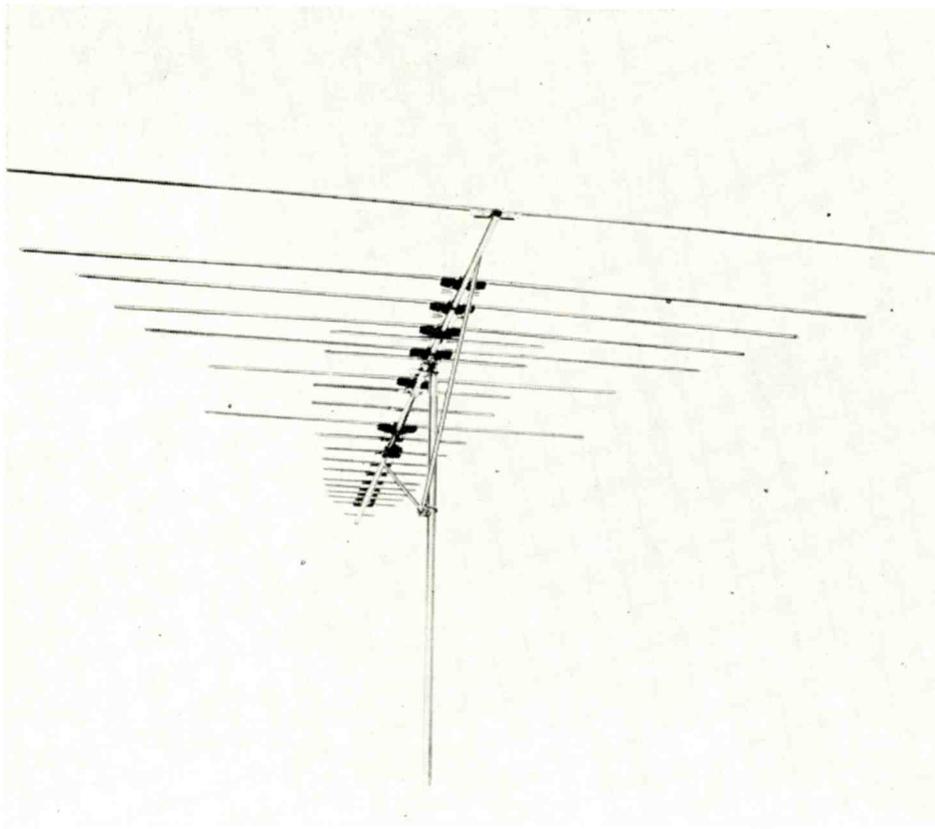
The new catalog (No. FR-67) is available through local electronic parts distributors or directly from GC Electronics Company.

NEW COLOR CRT TEST SOCKET ADAPTER SAVES TIME IN TROUBLE SHOOTING

A new test socket adapter, designed to simplify the servicing of color CRT's with miniature diheptal bases, is announced by Pomona Electronics Co., Inc., Pomona, Calif.

When installed between CR tube and its socket, adapter permits a technician to take voltage, resistance, video, and other measurements at the tube base—instead of tracing circuitry to test points underneath the chassis. Extended test tabs provide convenient contact points for either alligator clips or test prods.

Unit features provision for accepting tube bases equipped with spark gaps. Designated Model 2380. Net price \$4.95. Manufacturer: Pomona Electronics Co., Inc., 1500 East Ninth St., Pomona, California 91769.



HERE'S SATISFACTION

As an Electronic Service Dealer, you will know real customer satisfaction after you have installed the new RCA COLOR ANTENNA.

You will know, because you have sold a Space Age engineered antenna system that delivers better reception

with minimum noise and interference. That satisfied feeling also comes from knowing that you have made your full profit.

If you are interested in being satisfied and are looking for better profits, contact:

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NEW PRODUCTS

(Continued)



NEW 9-PIECE DESOLDERING KIT IS ANNOUNCED BY ENTERPRISE

A new 9-piece kit in a handy steel storage box is announced by Enterprise Development Corporation.

Known as Model 300-K, it contains a Model 300 pencil style desoldering iron, six tips of different sizes from .038 to .090, metal stand for the iron, and tip cleaning tool. Included is a new .063 industrial type tip with premium alloy. A similar kit featuring an iron with 3-wire cord and bearing Federal stock number 3439-907-5806 is available to the military services.

The iron is used to remove defective soldered components, and to resolder replacements. It melts solder around a connection, then sucks it up completely by vacuum through the hollow tip. Terminals and mounting holes are left clean and ready for resoldering. There is no damage to board, connection or component.

Box for the kit features a rugged blue hammertone finish and measures 10" x 3 1/2" x 1 3/4".

JERROLD INTRODUCES 82 CHANNEL COLORAXIAL CABLE

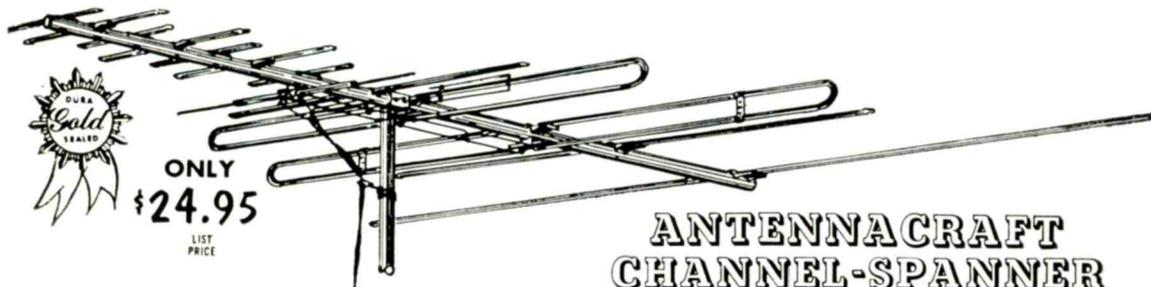
A new cable designed specifically to improve home TV reception on all-channel color sets has been introduced by Jerrold Electronics Corporation.

Called 82 Channel Coloraxial Cable, the new transmission line is expected to supersede both twinlead and ordinary coaxial cable in color installations. According to Tom Shae, Jerrold Distributor Sales Manager, the outstanding feature of 82 Channel Coloraxial Cable is exceptionally low loss. "This is especially important in UHF installations," explained Mr. Shea. "Because cable losses increase significantly at higher frequencies."

"Low loss is important in good color reception also," he added, "since color is much harder to receive than black and white."

INSTALL **A**NTENNACRAFT

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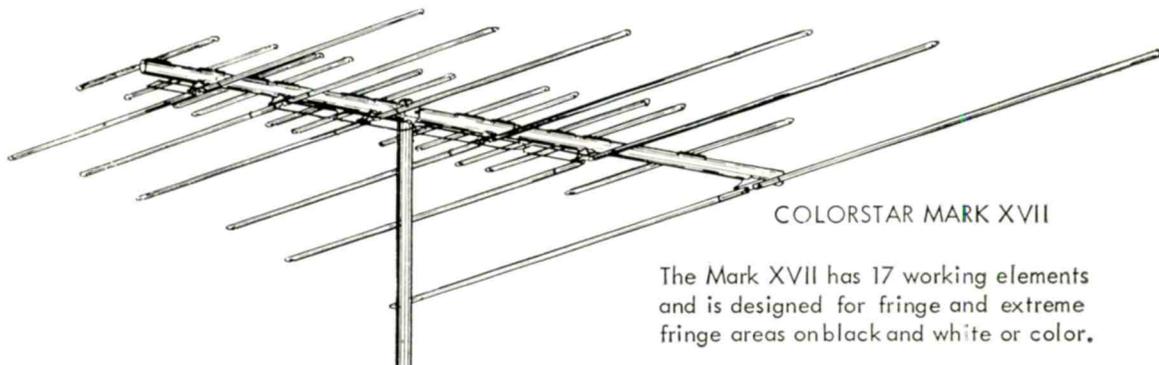


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**ANTENNACRAFT
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Rush out to the fringe areas with the unmatched performance of Antennacraft Channel-Spanner Model 604. Best in its price class. Designed for Color or Black and White TV plus FM Stereo reception.

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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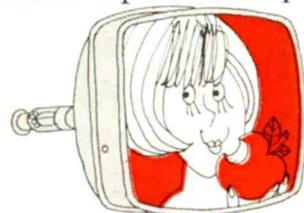
Join our profit-sharing plan for color TV repair.

Here's how the plan works. First, Sylvania advertises you in TV Guide as the right TV serviceman for color repair—Mister Right. We make you a big name in a booming business.

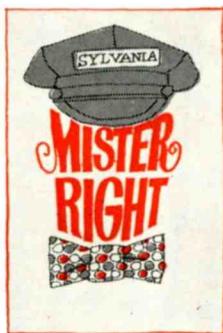
We have all kinds of tie-in display pieces.

We supply you with our *color bright 85*TM picture tube and color receiving tubes that you can push or ignore, since you're independent.

And the payoff: you get the profits from all the new color TV repair business we send you. We get more profit because we make more replacement parts. No one else offers



you a profit-sharing plan like this because no other major tube manufacturer deals exclusively with the Independent Service Dealer.

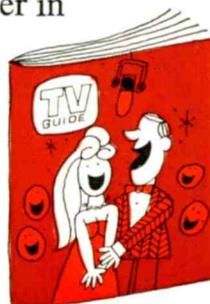


In the Mister Right part of the plan, your Independent Sylvania Distributor puts your name, town and phone number in up to four TV Guide ads this year. You're listed right next to our big, full-color ads that talk about you.

He also gives you up to nine Mister Right display pieces. Free banners, displays to spark up your windows, decals and cards. And, an illuminated Color TV Service sign for a slight charge.

So join our profit-sharing plan. There'll be a lot to share. See your Independent Sylvania Distributor.

Sylvania Electronic Tube Division, Electronic Components Group, Seneca Falls, New York 13148.



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