

MODERN

*electronic
service dealer*

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

VOL. 1, NO. 9

JANUARY, 1962



**California State
Electronics
Association's**

Annual
**MEMBERSHIP
DIRECTORY**
Issue



**THE "FIRST IN QUALITY"
CLEARLY PRINTED ON ALL
RAYTHEON UNILINE TUBES
GUARDS AGAINST CALL-
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ALL YOUR CUSTOMERS OF
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The Henderson Company
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**Mid-State Wholesale
Electronic Supply Company**
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San Luis Obispo, Calif.

Tag's Radio & Television Supply
14530 Calvert Street
Van Nuys, California

Penninsula Electronic Supply
656 South First Street
San Jose, California

UNITED RADIO & TV SUPPLY
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San Jose, California

Radio Television Products Company
W. 6th Street at Orange
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Radio Television Products Company
3943 S. Market Street
Redding, California

**Sacramento Electronic Supply
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225 No. Van Ness Blvd., Hawthorne
PL 7-4186

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antenna work better by magnifying
signals with the new Winegard tran-
sistor Tenna-Boost.

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frequency response plus the very
low VSWR make Tenna-Boost ex-
cellent for color.

Winegard's *exclusive* input band-
pass filter eliminates interference
from citizen's band, Hams, garage
door openers, etc. Only TV and FM
signals are amplified.

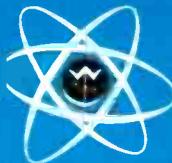
All metal parts are anodized, irri-
dized or stainless steel. Completely
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it... forget it.

There's a big difference in antenna
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write for technical bulletin.



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RI 8-1271

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Main Store: 1429 S. Sycamore
Santa Ana

Stores in: Oxnard, Long Beach, San Bernardino, Ontario, Oceanside

INLAND ELECTRONICS

1518 Ninth St., Modesto, Calif.
LA 4-7945

LETTERS TO THE EDITOR

November 20, 1961

C. W. Lanam
Lanam Radio & Television Co.
2466 Shattuck Avenue
Berkeley 4, California
Dear Claire:

Thanks for your letter regarding the advertising in the Modern Electronic Service Dealer magazine.

You are right, it is a good advertising media—we ran with Channel Master on the first four issues.

I'll suggest to G.E. and a few others to get with it on advertising in this magazine.

Sincerely,
Louise N. Miller
Miller's Radio & TV
Supply, Inc.

Thanks Mrs. Miller for those kind words about our publication and an additional tip-of-the-hat for your support of a new medium. We hope to continue to provide a top notch publication that will be a credit to our Association, our Industry here in the West and to our advertisers who make it possible.

November 29, 1961

Mr. Donald Martin
Modern Electronic Service Dealer
618 So. Western Avenue
Los Angeles 5, California
Dear Don:

Thank you for your present letter. I am very pleased that your excellent publication is enjoying such success. We are presently in the process of putting our 1962 program together, and you may be sure that consideration is being given to you.

Definite plans should be completed in the very near future, and I will be in touch with you at that time to better outline our program.

Sincerely,
Tung-Sol Electric Inc.
Robert E. Bilby

Thanks, Bob . . . for your interest in MESD. Hope you can work us in for '62. Big PETS issue in February.

January 2, 1962

Mr. Donald J. Martin
Modern Electronic Service Dealer
618 So. Western Avenue
Los Angeles 5, California
Dear Don:

I was extremely interested in your December editorial on our new pricing system, and I had intended to send it around for others to share the benefits of your thinking.

However, I hate to tell you, but I really don't feel that this page in your December issue would be a good representative sample of your magazine to

circulate.

In a relatively cursory reading, I found twelve typographical errors on this page—misspellings primarily—but also ungrammatical phrasing—and in short, a very lousy job.

You have obviously got to get yourself a proofreader, old friend, or you are going to suffer the accusation of maintaining a nonprofessional standard.

I am sorry to be so mean, but it was just abominable.

Cordially,
Don Hughes

Horrors is right . . . sometimes you take a chance to save time and lose the ball game. You're so right, but I assure you it won't happen again. Caught you reading our mag. again, huh?

Editor October 27, 1961
CSEA Chapter 13
3614 Mt. Alvarez
San Diego 11, California
Dear Sir:

In checking our mailing list, we find that we have been sending releases to you at 4145 Voltaire Street, San Diego.

We assume that these have been forwarded to you at the Mt. Alvarez address.

Sorry that there will no longer be a San Diego chapter bulletin, however, we will look forward to seeing Modern Electronic Service Dealer.

Regards,
Lennoy Ruffin
News Bureau
West Coast Office

Although we all hate to see the "Bulletin" discontinued you will be able to follow the San Diego News in a special page each month in MESD. In case you haven't seen it . . . your name now appears on our complimentary list.

December 9, 1961

California State Electronics
Assoc., Inc.
3300 Watt Ave.
Sacramento 21, California
Attn: Wm. J. Quinn
Dear Mr. Quinn:

In your November, 1961 issue of Modern Electronic Service Dealer, Volume 1, No. 7 there is an item listed on page 27 called the Radar Sentry.

We would appreciate if you would send us the name of the manufacturer and all other information you may have on this item.

Please forward this at your earliest convenience.

Very truly yours,
John Capo
Tele-Radio Supply, Inc.

HELP! HELP! We hope the Radar Sentry is looking. We cannot seem to locate the proper address. Hope you will fill this request although we shall not stop looking Mr. Capo. Thanks for your interest and "glad" you saw it in MESD.

December 11, 1961

Modern Electronic Service Dealer
618 So. Western Avenue
Los Angeles 5, California

Dear Sirs:

I would like to submit my subscription for your Modern Electronic Service Dealer.

Sincerely,
Albert L. Cashion
A.C. & D.C. Sales
& Service
15013 Tatum Road
Victorville, California

Sure thing . . . any qualified service dealer can receive MESD and I am happy to place your name on our mailing list.

November 8, 1961

Gentlemen:

It is our pleasure once again to extend a cordial invitation to you to attend the Second Bi-Annual Invitational Palm Springs Conference of Electronic Distributors and Manufacturers sponsored by the Distributor Trade Division of the Southern California Chapter—Electronic Representatives Association. The event, featuring a full complement of business sessions and social activities, will be held at the fabulous Riviera Hotel in Palm Springs, California, February 3-6, 1962.

If you have any questions pertaining to the conference, please contact Jack Carter, Conference Chairman, 336 S. La Brea Avenue, Los Angeles 36, California—WEbster 6-8201.

Regards,
Ellard E. Strassner
Distributor Trade Division
E.R.A.

Thanks for the invite . . . will be there and follow it up with PETS the following week.

December 20, 1961

Mr. Don Martin
Modern Electronic Service
618 So. Western Avenue
Los Angeles 5, California

Dear Don:

Enclosed is "News Release" concerning Philco's "Instant Dividend Merchandising Program."

Bob Whitmore is familiar with the details of this program and I am sure that he, as well as us, would like to see this printed.

Kind personal regards.

Very truly yours,
Philco Distributors, Inc.
Robert M. Myers
General Service Manager

Be happy to, Bob . . . but I didn't know exactly how to approach it. What we did do you will find on our editorial page. Hope you like our presentation of a "highly controversial" approach to marketing. We may even do a feature on the program after we see how it works.



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electronic
service dealer

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JANUARY, 1962

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ASSOCIATION'S FIRST ANNUAL
MEMBERSHIP DIRECTORY ISSUE**

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- 16 San Bernardino, North San Diego, San Diego, San Francisco, San Fernando Valley, San Gabriel
- 17 Santa Monica, San Joaquin, San Mateo, Santa Clara-Santa Cruz
- 18 Stanislaus County, South Bay, Others

NEWS OF THE INDUSTRY

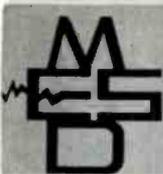
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DON MARTIN

INSTANT DIVIDENDS CAUSES INSTANT HEAT

Certainly one of the most revolutionary merchandising gimmicks ever introduced on the American Appliance Consumer scene was the one announced on December 11th by the Philco Corporation called "Instant Dividends".

According to Henry E. Bowes, Vice President of Philco and General Manager of its consumer products division, "The Instant Dividend plan enables the consumer to buy any of Philco's electronic or household appliances, including refrigerators, freezers, air conditioners, automatic washers or dryers, ranges, and television or high fidelity sets through a bonus buying plan keyed to food purchases."

Actually what happens is that a customer making purchases in a grocery super market can pick out any appliance she wants from a display and make the payments, up to \$15 per month, with her cash register tapes.

For example, if a customer selects a Philco appliance which, with normal carrying charges, would cost her \$200 under the plan, she makes a regular credit application through the local dealer. Upon approval of her credit, and with the signing of an agreement, the dealer delivers the appliance to her home and installs it ready for use and enjoyment by her family. Then each time she buys the family groceries—and other sundry items—at a participating super-market, she has the check-out clerk certify her cash register tapes with her identification card. At the end of each month, she presents the certified tapes to the super market. If these total \$182.00 for the month she is credited with a full \$10.00 monthly payment towards the purchase of her Philco appliance.

On the other hand, if her purchases do not hit the \$182.00 she simply pays in cash the difference between what she has earned in tapes and the actual payment figured at 5½%. If you assume, for example, that it is only \$132 in purchases she would be entitled to a credit of \$7.15 and she would have to pay the additional of \$2.85 to complete the \$10 payment figure.

The cost of the appliance is based on actual list price plus carrying charges that are in agreement with state laws.

The dealer is immediately paid in full for the sale of the appliance.

Needless to say this plan has been greeted with mixed emotions from throughout the United States. NARDA's Board of Directors, meeting on this problem a few weeks ago in New York, are formulating their own plan for all NARDA members to combat this "Instant Discount" as they called it. According to Jules Steinberg, executive vice president of NARDA, "we will form a plan that will offer the consumer a superior program for financing his TV purchase in order to combat this plan now being placed into operation."

"INSTANT DESTRUCTION" stated Carl E. Lantz, president, Admiral Sales Corporation in regards to the "Instant Dividend" program. "We strongly believe that this type of merchandising is wrong and after a complete study have decided that we would not participate in it."

No matter what anyone thinks the plan is well underway throughout the nation and it has a lot of momentum already built up. This is the first plan I have ever seen that does what a lot of dealers may believe is retailing . . . someone has finally gone ahead and made the sale for the dealer and sent him the dough. The world of retailing has certainly changed.

* dates

* programs

* dealer news

Two New Chapters Interested in CSEA

Two more groups of Service Dealers are now very interested in the possibility of becoming affiliated with CSEA.

The first of these groups, in Oxnard, California, may be chartered as early as January 10th at a special banquet with a second in Lodi, California.

Of course nothing has been completed on these two groups but we do appreciate their interest in CSEA and CSEA is certainly interested in their respective groups.

So. Calif. Dealer Runs TV 10,582 Hours As Promotion

El Segundo, Calif.—A Sylvania 23-inch console television set operated for 10,582 consecutive hours without requiring service during a sales promotion contest sponsored by the Lectra Home store here.

Wayne Collins, owner of Lectra Home, offered a Sylvania portable TV, stereo hi-fi phonograph, and radio to the consumers who came closest to estimating how long the set would run.

The Sylvania model 23C20 was placed in the store window on September 8, 1960. It operated a total of 15 months and 15 days, equivalent to six years normal playing time, before requiring service. Over 1,500 persons entered the contest.

O'Connell Named S. M. of Taco

Sherburne, New York—Mr. Daniel T. O'Connell has been named Sales Manager of the Consumer Products Division of Technical Appliance Corporation (Taco) according to an announcement made by Sidnev Harman, President of Jerrold Electronics Corporation. According to Mr. Harman, the appointment is in line with recent national expansion of the division's activities. In his new position, Mr. O'Connell will direct the marketing of Taco antennas for consumer use, through an extensive organization of distributors.

Electronic Sales Reaches \$10.15 Billion Increase Predicted For Next Year

Los Angeles—Factory sales by the electronics industry will reach \$10.15 billion this year, an all-time annual high, and are expected to rise to \$10.85 billion in 1962, L. Berkley Davis, president of the Electronic Industries Association, disclosed recently.

Mr. Davis, vice president of the Electronic Components Division of General Electric Co., made public the record forecasts in connection with EIA's 3-day winter conference, which was held at the Statler Hilton Hotel.

Electronic's rise to \$10.15 billion from 1960's \$9.75 billion was achieved through continued expansion of military and industrial markets, Mr. Davis said. Dollar sales of consumer products declined somewhat, he observed, partially because of trends toward purchases of smaller models in some areas, although consumers are shifting toward quality buying in the phonograph field.

"The uptrend of the national economy during the last half of this year is expected to continue, thereby providing healthful conditions for further expansion of our industry during 1962," Mr. Davis said. "It is reasonable to assume that a larger gain in total electronics output will be forthcoming next year, stimulated by the need for more advanced weapon systems, expanding space and missile programs, a continuing rise in plant modernization and automation, and increasing consumer spendable income."

In the industrial electronics field, Mr. Davis said, computing and data processing systems, testing equipment, microwave apparatus, and navigational aids are continuing to enlarge in sales as a result of more sophisticated ideas and techniques being applied to industrial and business processes.

"Increases generally in industrial and electronic sales are anticipated during 1962 and are expected to continue throughout the next decade," Mr. Davis said. "More capital investments in plant modernization, increasing defense production, and efforts by military equipment manufacturers to diversify into the commercial fields are factors strongly stimulating growth of this sector."

In discussing salient aspects of the military market with total 1961 factory sales estimated at \$5.3 billion, Mr. Davis called attention to the ever-accelerating rate of technological change. He noted that total expenditures for research and development and for new weapons have risen faster than the military budget as a whole and said the trend is expected to continue.

"Despite the increasing emphasis on missiles and satellite systems, military aircraft will continue to remain the largest procurement item in the defense product mix, at least until 1964," Mr. Davis said. "Thereafter, missiles and space systems will dominate the procurement category."

Total dollar sales of components during 1961 are expected to match or move slightly above the 1960 figure of \$3 billion. Mr. Davis stated. While receiving and TV picture tube sales are somewhat below last year, he noted that increases are being recorded for such components as capacitors, fixed resistors, relays, and transformers.

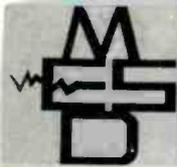
CSEA Pets Banquet Set For Disneyland Hotel

The Pacific Electronic Trade Show is set to open on February 9 for three days with the social highlight of the program to take place at the Disneyland Hotel Saturday, February 10th. The Banquet, sponsored by the California State Electronics Association, starts at 7:30 with a Prime Rib menu. The cost of the dinner has been set at \$5.25 with an additional registration fee of \$1.25 to bring the total CSEA portion of the PETS program banquet and expenses to \$6.50.

According to CSEA secretary Keith Kirstein, "tickets will be available through your local member of the State Board of Directors."

General Chairman, Ralph Johonnot has planned a real fine program for all members staying at the Disneyland Hotel, as well as those living locally, so make your reservations early.

Again this year CSEA will have a booth at the PETS show in order to answer any questions any member or potential member may have in regards to our Association.



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PRESIDENT'S MESSAGE



ROBERT WHITMORE

As we approach the dawn of a New Year let us not forget some lessons we've learned from the old.

It is gratifying to welcome the new members from the chapters recently formed into the fold. Both new groups, Ventura and Stanislaus, I'm sure will add greatly to our stature, and I feel confident they will benefit from the many advantages we can expect from our mutual association.

I wish to thank in particular, Ken Preston of Stockton for his work in the Stanislaus area in bringing the group into California State Electronic Association, and Ralph Johannott is to be congratulated for his efforts in Ventura. With this type individual working for the betterment of our association I'm certain we can expect nothing but progress. We must constantly keep in mind, as we grow in numbers, we grow in strength.

In the early part of 1962 our convention is being held at the Disneyland Hotel in Anaheim. Not only do I think you will enjoy the programs, but what an opportunity for Mother and the kids to come along and enjoy fabulous Disneyland just across the street from the hotel. I'm certain all who attend will be well paid for the time and expense involved. Come out and see how your association works.

Our convention date was moved up from the normal first of June time for two reasons. First, we wanted to cooperate with the PETS distributors, and secondly many speakers are available to us who may not be able to come in

June due to the proximity in dates of the Chicago May parts show. Your board felt these two things justified the shifting of dates.

Tickets are available now from all members of the board. Obtain yours early and be sure of a reservation. Zone officers and many chapter delegates also have tickets, or can tell you where they might be obtained. We invite our many distributor friends to join us at Disneyland for our banquet and any of the other meetings which are to be held.

More on licensing will be forthcoming in future issues of MESD. We have meetings scheduled now with Mr. Grant, author of AB265 last session of the legislature, to discuss plans and lay the groundwork for another try. I personally feel we have a big help in Mr. Grant and we can get this legislation through. We will have to do the legwork however, and offer him all the assistance we can. Having our office in Sacramento will be a big help as we can keep close contact with what is transpiring at the Capitol. We learned a lot in 1961 about the way things are done in Sacramento. Some mistakes were made—but I feel sure we've learned from them, and I'm certain the same mistakes won't be repeated. We can't for a moment relax our efforts toward legislation, in my opinion, if we ever expect to gain recognition as an industry. I feel it is a must to have some minimum standard which must be met, in order to render service on any equipment for which a fee is charged.

NOW AVAILABLE TO THE
MEMBERS OF THE
CALIFORNIA STATE ELECTRONICS ASSOC.

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and ASSOC.

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Suite 106, P.O. Box 4406
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IVanhoe 3-8557

JEFF BRANSCOM
and ASSOC.

1706 Broadway, 6th Floor
Oakland 12, California
GLencourt 2-0665

JFD

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(P.O. Box 1970)

SACRAMENTO

1800 22nd Street
(P.O. Box 1887)

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1012 Sixth Street

CHICO

824 Cherry Street

MERCED

234 West 17th Street

MODESTO

419 10th Street

PITTSBURG

581 West 10th Street

WALNUT CREEK

2089 N. Broadway
(P.O. Box 96)

FRESNO

355 M Street
(P.O. Box 1732)

WRESCO INC.

SAN FRANCISCO

1116 Folsom Street

SAN CARLOS

1348 El Camino Real

FRANK QUEMENT INC.

SAN JOSE

161 W. San Fernando Street
(P.O. Box 427)

RADIO TELEVISION SUPPLY CO.

LOS ANGELES

2025 South Figueroa Street

HARBOR CITY

25327 South Normandie

RADIO PRODUCTS SALES CO.

LOS ANGELES

1501 South Hill Street

ANDREWS ELECTRONICS

BURBANK

1500 West Burbank Blvd.

CSEA SAN DIEGO AREA NEWS

VOL. 1, NO. 3

JANUARY, 1962

Editor: HAROLD BALDWIN

THE YEAR '61

C. S. E. A. had a most profitable and satisfactory year in 1961 and I am sure 1962 will be even more outstanding.

It is most gratifying to know that through the efforts of dedicated members on the state and local level we have one of the finest electronic service associations in the country. We would like to express our appreciation to those who have donated so much of their time and have received no monetary compensation.

Let's review some of the accomplishments of 1961.—We have obtained excellent group insurance programs. Numerous hours have been spent on licensing bill A. B. 265. We know that more and more of our legislators have become aware of the need for the passage of this bill and we feel confident that in the not to distant future the bill will be passed.

One of the most successful presentations of C. S. E. A. to the public, was the booth in the San Diego County Fair at Del Mar.

Perhaps, at this time we should extend our appreciation to Channel 10 for their cooperation in helping us advertise our association to the public.

Needless to say, another of our accomplishments is the course on color T. V. which is now in progress.

C. S. E. A.'s year has not been all work and no play. Remember the annual picnic and the installation dinner? We met many new friends and associates at those pleasurable affairs and in the coming year, as our membership increases we hope to meet many more.

President of Chapter 13
Gene O'Brien

Zone G.

Director: Ed Fort

San Diego #13

3614 Mt. Alvarez Ave.

BRowning 8-1109

North County #18

CHEERS FOR CHARLIE

A round of cheers should be directed toward Mr. Charles Parker (better known as "Charlie"). After four months of classes on color in both the San Diego and North County areas, interest is just as high now as it was the day we held our first class. This is indeed a tribute to Mr. Parker's abilities as a teacher.

TRADE-IN BLUE BOOKS MADE AVAILABLE THROUGH CSEA OFFICE IN CAPITAL

The CSEA State office in Sacramento has made available the new Napco (NARDA) TV trade-in Blue Books at cost to any member.

The cost of this outstanding and important index is \$5 including shipping. All orders should be placed as soon as possible and the books will be shipped when they arrive from the publisher.

SIMPLIFIED BOOKKEEPING SYSTEM ANNOUNCED

The State office of CSEA now has a simplified bookkeeping system which includes ledger cards, billing invoices, journals and a hard-backed binder. It is a universal pegboard system and can be adopted to any association bookkeeping system. If your Association does not have an accurate system it might be a good idea to investigate this system. The cost is less than \$20 and can be obtained through the state office in Sacramento.

DON'T MAKE ANY PLANS FOR FEB. 9-10-11, 1962 — YET —

SAN DIEGO CHAPTER 13

Next Meeting: Color Course

8:00 p.m. Tuesday

January 30, 1962

K.O.G.O.

Hwy. 94 & 47th St.

NORTH COUNTY

CHAPTER 18

Color Course 7-10 p.m.

Every Thursday

Vista High School

Two New Chapters In '62

The State office has given authorization to the Zone G council to charter two new chapters in our area in 1962. Zone G encompasses all of the San Diego and Imperial counties. A chapter can be chartered with a minimum of six members. Charter fee is \$25.00 plus \$10.00 per member initiation fee. State dues are \$2.50 per member per month paid quarterly in advance. Anyone wishing additional information please contact either our Zone office (BR 8-1109) or Ed Fort (BE 2-8454).



This is a Business Average compiled of combined averages of a 1 Man Shop—2 Man Shop—3 Man Shop—6 Man Shop

CSEA Chapter News Roundup

ACTRA

The biggest social event of the year is slated for this month with the annual installation dinner-dance for the new officers and directors. This year it will be held on January 13th at the beautiful Claremont Hotel in Berkeley. The social hour begins at 6:30 p.m. with dinner at 7:30. Music will be furnished by Ray Hackett's five piece band. Our honored guest for the evening will be Assistant Attorney General of California, Mr. Charles A. James who is chief of the Consumer Fraud Division.

The new officers to be installed are: Lewis E. Hall, President; Allan D. Crawford, Vice President; Frank Lozano, 2nd Vice President; Fred W. Rock, Secretary and Wm. R. Bob Howard as Treasurer. Newly elected directors of Actra for the next 2 years were: Olin H. Baker, Ben R. Follrath, Leroy LePeilhet, Meredith Bruhn, Forrest Schwabe with hold-over directors John A. Edwards, Dickson P. Hill, Norman W. James, Milton M. Siegel and Steven L. Strong rounding out the 10.

Last month we had as our guest speaker Mr. Frank Hufford, Parts & Service Manager of the H. R. Basford Co., who described the new Zenith color set in detail with schematics shown through slides. Mr. Hufford brought with him a new set and went through it showing innovations in connections from other color sets and how, according to him, the new sets will need less adjustment and repair plus a more simplified system of locating and correcting a service problem.

—Phi Fisher, Exec. Sec.

BURBANK-GLENDALE

Holiday cheer was certainly in abundance at our December meeting as all members, their wives, and guests gathered at the beautiful Four Horsemen Restaurant in Burbank for our annual party.

With close to 200 in attendance we all enjoyed a wonderful dinner followed by one of the most entertaining acts we had ever seen, presented by Mr. Bob Karl and his friends. One of the big hits of the show was when he had four dummies, plus himself, all talking at once.

There were many wonderful door prizes donated by such fine electronic firms as: Philco-Los Angeles, Andrew Electronics, Capitol Electronics, etc. The only problem was that most of them were won by our visiting friends from the Los Angeles chapter.

—Ralph Johnson.

SACRAMENTO

Our last meeting was in regards to the group advertising program. Advertising Chairman Petzwal stated that some of the membership objected to the advertising of Sunday service by the members of the Association. As a result, they were not in favor of taking part in the advertising program. He proposed a split advertising program wherein he would prorate the charge of advertising to those who did not wish to participate on Sunday. It was noted that two of our members are already giving Sunday service. Berlog stated he is not in favor of advertising that will educate the public that our members will

give Sunday service. Other members also favored Berlog's comment. The majority of them felt that we should advertise group-wise but omit Sunday service. As a result of a survey taken by Chairman Petzwal of the group present, all were in favor of advertising without calling attention to Sunday service. Petzwal stated that he would go along with the results of the survey and omit Sunday from any group advertising. He stated that he had now had the commitment of members to participate in newspaper advertising with the Sacramento Bee, and that it would cost each member approximately \$32.00 per month. Incorporated in the advertising he will call attention to the answering service which has been established by the Association. Each member is to bear the expense of the answering service calls, which in general would amount to approximately 40¢ per call average. He also stated that he is working on an Agreement with the Bee for a one-year contract.

—Joe Rodrigues.

SAN GABRIEL

Our chapter of CSEA held election of officers at our last meeting. Phil Soto has been named as our new president with John Pytel as vice president. Bob Gaitner now becomes our new secretary and Dale Mack was named treasurer.

The word for the year is outstanding programs that will not only attract greater attendance of our own members but potential new members as well.

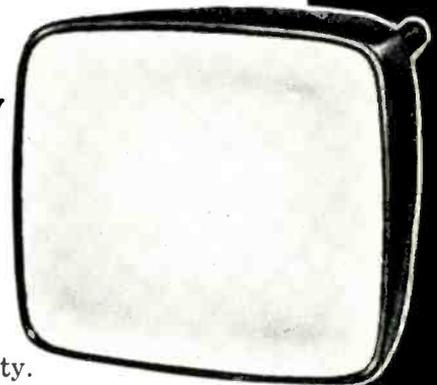
ALL NEW 100% SAFER*



BUY THE BRAND THAT IS
ALL-WAYS NEW! **ZENITH**

Zenith TV Picture Tubes are 100% NEW from face plate to socket, assuring you of the highest quality and performance for every replacement need. Remember, Zenith leads to long life and finest picture quality.

* AVAILABLE IN MOST POPULAR SIZES
SUES, YOUNG & BROWN, INCORPORATED



For your convenience, Zenith parts and tubes, in or out of warranty, are available from the following parts distributors.

HURLEY ELECTRONICS
1429 South Sycamore
Santa Ana, California

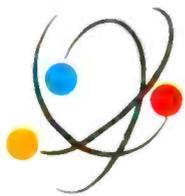
HURLEY ELECTRONICS
1501 Magnolia
Long Beach, California

HURLEY ELECTRONICS
501 East Date Street
Oxnard

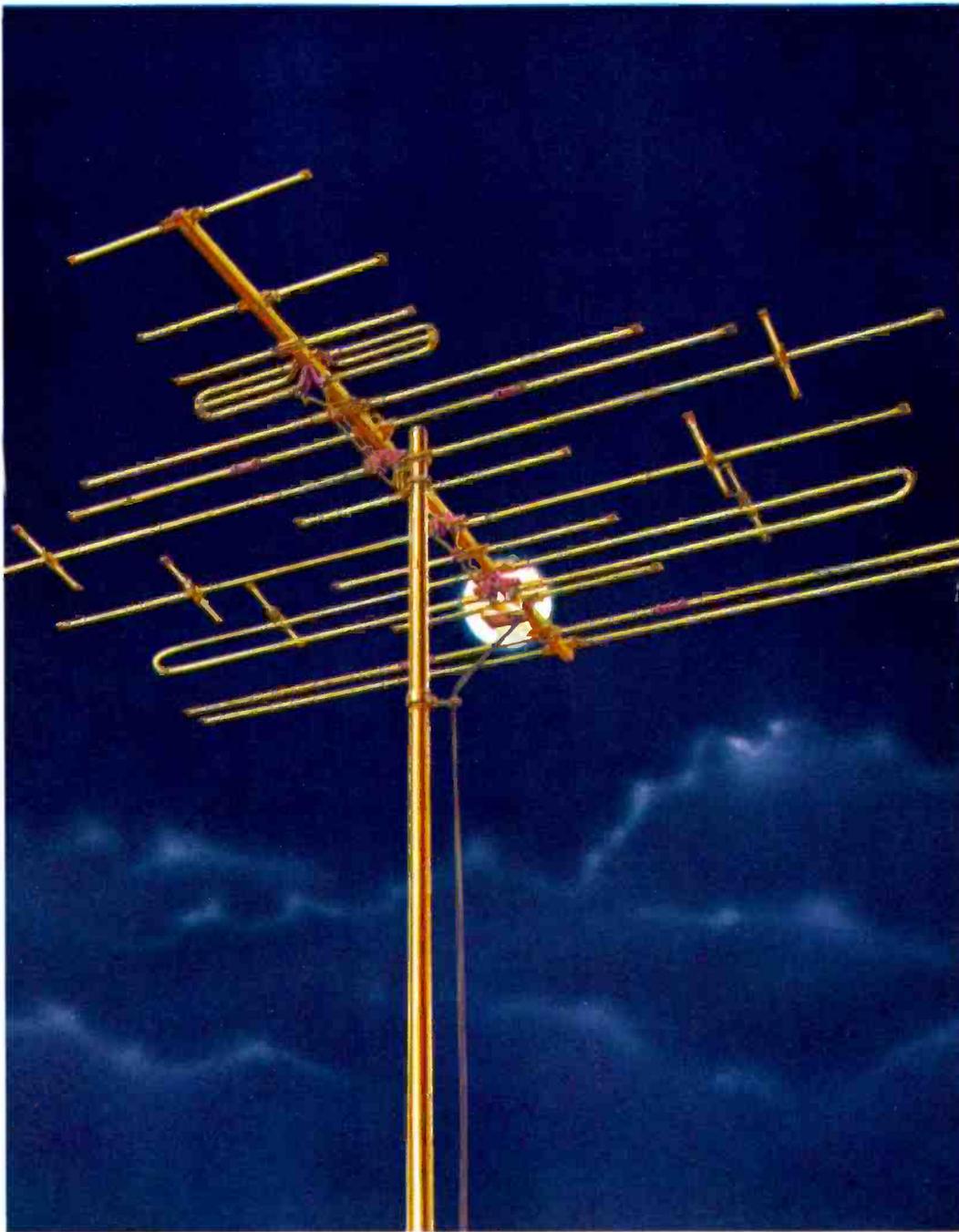
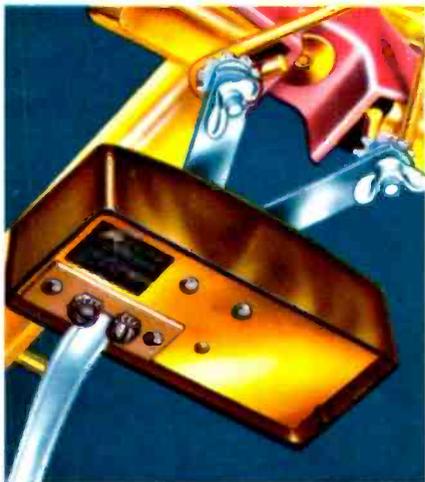
GROSSMAN & REYNOLDS
1900 West Valley Boulevard
Alhambra, California

ANDREWS ELECTRONICS
1500 West Burbank Boulevard
Burbank, California

ELECTRONIC SUPPLY CORP
2483 - 3rd Street
Riverside, California

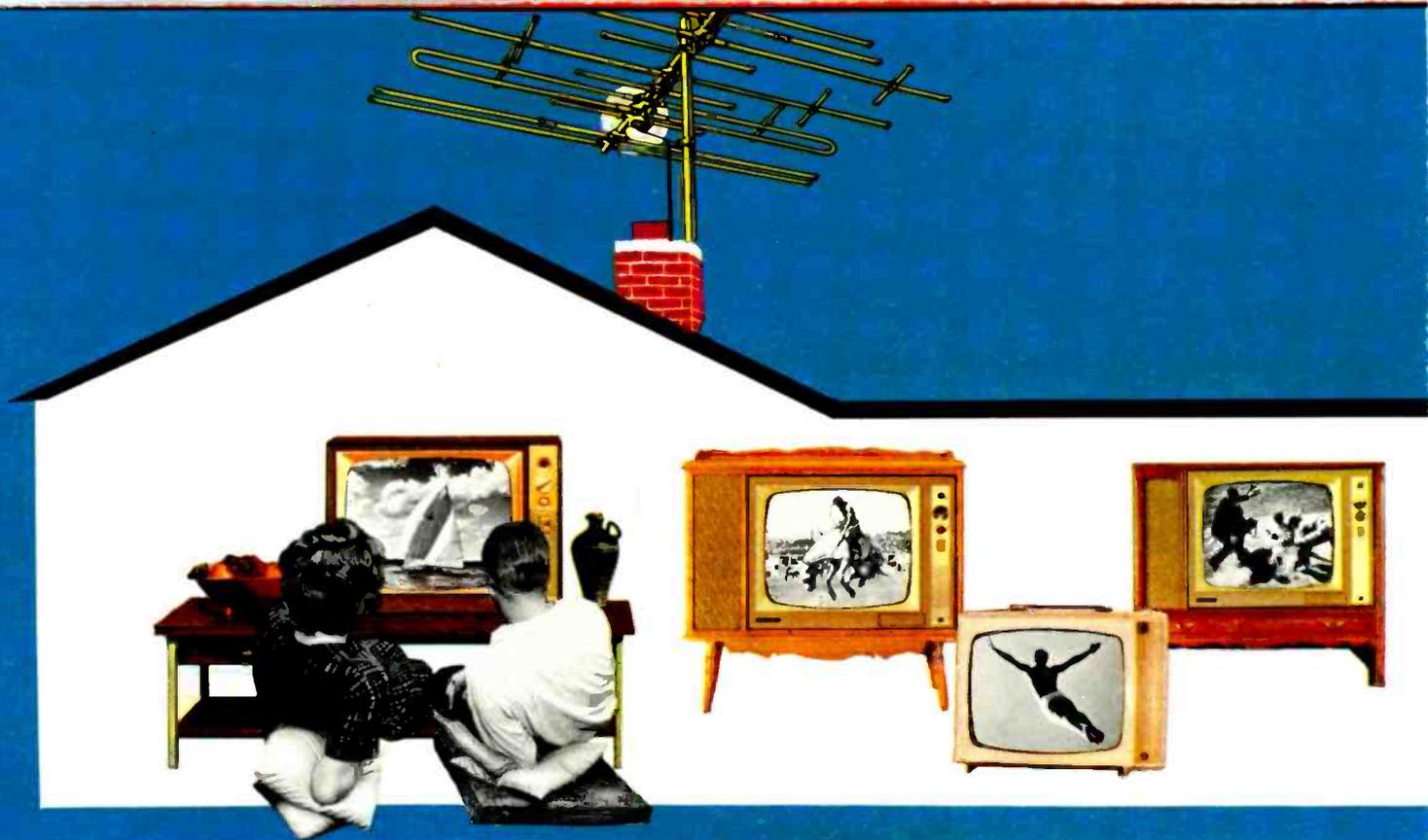


From the world's largest antenna research laboratories, comes a revolutionary advance in the antenna art—the TRANSIS-TENNA . . . a remarkable television antenna concept that combines the extraordinary power, efficiency and reliability of solid state electronics with today's most powerful antenna designs. The result is a new electronic *transistorized* master amplified antenna system for the home that opens a new era in fringe area reception and multi-set operation.



 **JFD** **transis-tenna** REGISTERED TRADE MARK
the transistorized electronic TV antenna
DISTRIBUTION SYSTEM

Gives you up to **800%** more picture power
For brilliant pictures on all channels—black & white or color



Use It As A High-Gain Multi-Set Home Amplifying System Powers 1, 2, 3 or 4 TV sets throughout the home, anywhere, anytime, with up to 9 db. to each TV. Provides 4 convenient outlets where a TV can be plugged in for 800% more antenna voltage than that of a single antenna.

Use It As A Powerful High-Gain Single-Set Amplifying System Combines highest gain and peak signal-to-noise ratio to capture more channels, melt away the miles, clear up snow and noise. Electronically amplifies signal for an amazing gain up to 18 db. on the low band...up to 10 db. on the high band...up to 14 db. on the FM band, over and above antenna gain.



There's a JFD Transis-tenna to match the requirements of every location—deliver *maximum* performance at *minimum* cost!



CHOOSE FROM 16

transis-tennas

REGISTERED TRADE MARK

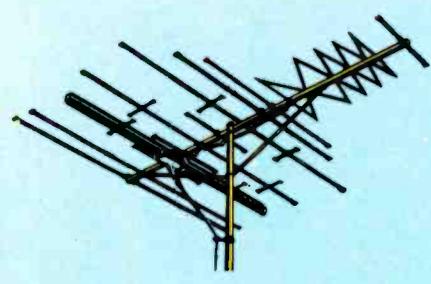
the transistorized electronic TV antenna

DISTRIBUTION SYSTEM

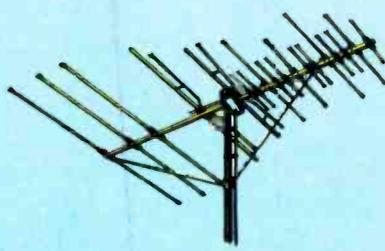
available in natural or gold anodized aluminum



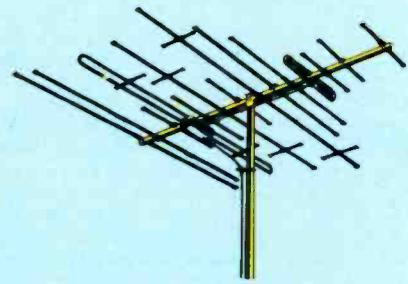
FAR FRINGE—for up to 150 miles



25 element Transis-tenna		
Battery Power		list
TNT1111	silver aluminum	\$74.95
ATT1111	gold anodized	79.95
AC Power		
TNT1111-AC	silver aluminum	\$76.95
ATT1111-AC	gold anodized	81.95

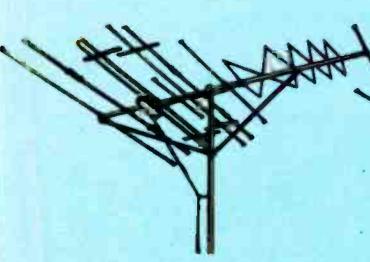


16 element Transis-tenna		
Battery Power		list
TNT405	silver aluminum	\$62.50
ATT405	gold anodized	69.95
AC Power		
TNT405-AC	silver aluminum	\$64.50
ATT405-AC	gold anodized	71.95

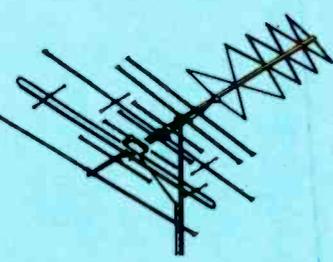


18 element Transis-tenna		
Battery Power		list
TNT520	silver aluminum	\$64.95
ATT520	gold anodized	69.95
AC Power		
TNT520-AC	silver aluminum	\$66.95
ATT520-AC	gold anodized	71.95

NEAR FRINGE—100-125 miles



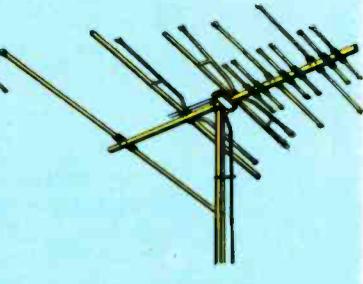
22 element Transis-tenna		
Battery Power		list
TNT911	silver aluminum	\$64.95
ATT911	gold anodized	69.95
AC Power		
TNT911-AC	silver aluminum	\$66.95
ATT911-AC	gold anodized	71.95



19 element Transis-tenna		
Battery Power		list
TNT711	silver aluminum	\$57.95
ATT711	gold anodized	62.50
AC Power		
TNT711-AC	silver aluminum	\$59.95
ATT711-AC	gold anodized	64.50

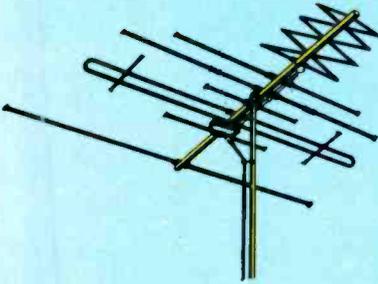


18 element Transis-tenna		
Battery Power		list
TNT510	silver aluminum	\$56.95
ATT510	gold anodized	59.95
AC Power		
TNT510-AC	silver aluminum	\$58.95
ATT510-AC	gold anodized	61.95

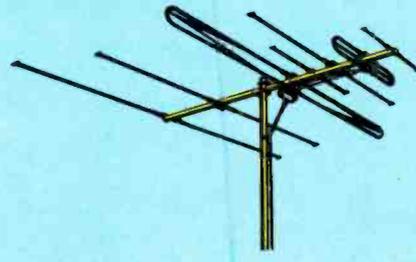


11 element Transis-tenna		
Battery Power		list
TNT400	silver aluminum	\$53.50
ATT400	gold anodized	57.95
AC Power		
TNT400-AC	silver aluminum	\$55.50
ATT400-AC	gold anodized	59.95

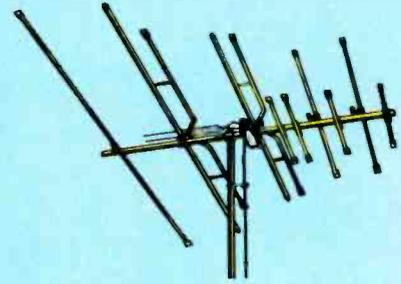
SUBURBAN—for up to 75 miles



15 element Transis-tenna		
Battery Power		list
TNT511	silver aluminum	\$51.95
ATT511	gold anodized	53.95
AC Power		
TNT511-AC	silver aluminum	\$53.95
ATT511-AC	gold anodized	55.95



9 element Transis-tenna		
Battery Power		list
TNT500	silver aluminum	\$48.95
ATT500	gold anodized	51.95
AC Power		
TNT500-AC	silver aluminum	\$50.95
ATT500-AC	gold anodized	53.95



9 element Transis-tenna		
Battery Power		list
TNT350	silver aluminum	\$51.50
ATT350	gold anodized	55.95
AC Power		
TNT350-AC	silver aluminum	\$53.50
ATT350-AC	gold anodized	57.95

BUILT-IN TRANSISTORIZED SIGNAL AMPLIFIER ACHIEVES HIGHEST GAIN AND HIGHEST SIGNAL-TO-NOISE RATIO

DELIVERS MINIMUM SYSTEM NOISE FIGURE—PREREQUISITE FOR MAXIMUM EFFECTIVE GAIN

Rapid electronic motion causes noise. For example, when the noise level approaches that of the signal in a radio circuit, we hear it as a "hiss" or "crackle" that drowns out the audio. In television, the noise becomes visible and we see it as "snow." Therefore, the less noise (expressed as System Noise Figure) introduced by a signal amplifier, and the higher its *effective* gain (the amount of voltage gain that visibly improves picture quality), the better the results on your TV screen.

System Noise Figure is expressed as follows:

$$F_t = F_a + \frac{F_r - 1}{G_a L}$$

Where:

F_a = Pre-amplifier Noise Figure in db.

F_r = Receiver Noise Figure

G_a = Pre-amplifier gain

L = Transmission line loss

(all noise figures are in db.)

From this equation it becomes evident that for a *minimum* System Noise Figure the following requirements must be met:

1. Minimum Noise Figure in the pre-amplifier
2. Maximum gain in the pre-amplifier

Obviously, nothing can be done about Noise Figure in the television receiver and transmission line loss. It is up to the pre-amplifier to have a low enough System Noise Figure to achieve high *effective* gain on all channels.

BROAD BAND, LOW NOISE TRANSISTORIZED AMPLIFIER PROVIDES HIGH SIGNAL-TO-NOISE RATIOS

The remarkably *low* System Noise Figure, of 6.5 db. on the high band and 3 db. on the low band, of the Transis-tenna amplifier is accomplished through its broad band, low-noise transistorized design. Combining the low System Noise Figure with the high gain of the *transistorized* amplifier results in optimum signal-to-noise ratios on every VHF channel.

16 ELECTRONIC transis-tenna

ANTENNA-AMPLIFIER-DISTRIBUTION SYSTEMS

assure you performance that meets your individual requirements

See the Transis-tennas illustrated on the next page. You will find the antenna that satisfies your requirements in one of these groups. By calling on your personal experience with these configurations in your area, you can get maximum results from Transis-tenna performance. Simply add the gain shown right to that of the antenna you prefer, to find the total Transis-tenna gain.

For example: If your antenna has been delivering 100 micro-volts to one set, you will get up to 794% more microvolts (6300% more power) with the *Transis-tenna* version of the same configuration.

NOT AN "ADD-ON" BOOSTER, BUT PART OF THE DRIVEN DIPOLE MATCHED WITH ANTENNA TAKE-OFF SECTION TO AMPLIFY SIGNAL BEFORE LOSSES OR NOISE OCCUR

Mounted directly on the Transis-tenna's antenna terminals—before any line losses take place and before additional noise is added by line pick-up—the transistorized Transis-tenna amplifier adds up to 18 db. gain to the gain of the antenna, as given in the chart below.

Joined to antenna terminals by 2 inch solid aluminum bus bars—not cable or transmission line that is prone to weather damage. Actually an integral part of the antenna system.

FOR EXAMPLE:

Let us measure the signal-to-noise ratios (at the TV receiver terminals) of an installation where the amplifier is mounted on the antenna terminals and another where the amplifier is mounted at the receiver.

SIGNAL-TO-NOISE RATIO BEST WHERE AMPLIFIER IS MOUNTED AT ANTENNA TERMINALS

Assume there is a 100 μv. signal received by an antenna with 10 μv. noise. If the antenna has a gain of 18 db., an amplifier mounted directly to its terminals will have an *output noise* of 62 μv. and an *output signal* of 620 μv. If there is 20 μv. noise in the transmission line, the total noise at the set would be 82 μv. and the-signal 620 μv. giving us the signal-to-noise ratio of:

$$\frac{(S)}{(N)} = \frac{620}{82} = 7.56 \text{ signal-to-noise ratio.}$$

SIGNAL-TO-NOISE RATIO POORER WHERE AMPLIFIER IS MOUNTED AT SET

In the same installation as above, if the amplifier were installed at the set, the 20 μv. noise in the transmission line would be added to the original antenna noise of 10 μv., *before* amplification. The result at the set terminals, *after* amplification, would be a total signal of 620 μv. (the same as above) and a total noise of 165 μv. giving us a considerably lower signal-to-noise ratio of:

$$\frac{(S)}{(N)} = \frac{670}{165} = 4.06 \text{ signal-to-noise ratio.}$$

BANDS	DB ABOVE ANTENNA GAIN	ANTENNA POWER MULTIPLIED BY	ANTENNA VOLTAGE MULTIPLIED BY
ON SINGLE SET.			
Low VHF	up to 18 db	63 times (6300%)	7.94 times (794%)
High VHF	up to 10 db	10 times (1000%)	3.16 times (316%)
FM	up to 14 db	25 times (2500%)	5.01 times (501%)
ON EACH OF TWO SETS			
Low VHF	up to 13 db	19.9 times (1990%)	4.46 times (446%)
High VHF	up to 5 db	3.14 times (314%)	1.77 times (177%)
FM	up to 9 db	8.0 times (800%)	2.82 times (282%)
ON EACH OF THREE SETS			
Low VHF	up to 12 db	15.8 times (1580%)	3.98 times (398%)
High VHF	up to 3 db	2 times (200%)	1.41 times (141%)
FM	up to 7½ db	5.62 times (562%)	2.37 times (237%)
ON EACH OF FOUR SETS			
Low VHF	up to 9 db	7.92 times (792%)	2.82 times (282%)
High VHF	up to 1 db	1.26 times (126%)	1.12 times (112%)
FM	up to 6 db	4.0 times (400%)	2.0 times (200%)

TAKE YOUR CHOICE OF AC POWERED SUPPLY OR BATTERY POWERED— ONLY JFD OFFERS YOU BOTH!

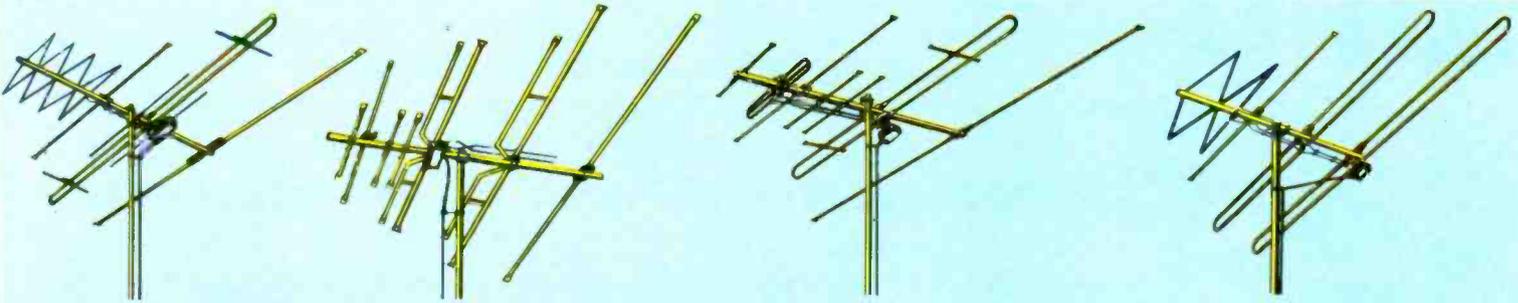
AC POWERED SUPPLY is highly suitable for installations where an AC outlet is centrally located for single or multiple set operation. Simply connect it and forget it. Compactly designed to install on back of set, on baseboard, wall— anywhere. Housed in handsome lacquered brass finished cabinet.



BATTERY POWERED SUPPLY gives you unlimited installation flexibility— permits mounting anywhere because you are not restricted to use of AC outlet. You can locate it where you get shortest run of twin leads to sets— maximum transfer of signal to all sets.

Low-drain battery power supply uses no house electricity . . . works economically off 4 low cost flashlight batteries— Uses no house current, low power drain 6 V. DC power supply operates off 4 flashlight batteries that last for half a year or more even under continuous use—the most economical and trouble-free power money can buy.

LOCAL—for up to 50 miles



10 element Transis-tenna			7 element Transis-tenna			7 element Transis-tenna			7 element Transis-tenna		
Battery Power		list	Battery Power		list	Battery Power		list	Battery Power		list
TNT311	silver aluminum	\$49.95	TNT250	silver aluminum	\$49.95	TNT490	silver aluminum	\$47.95	TNT211	silver aluminum	\$44.95
ATT311	gold anodized	51.95	ATT250	gold anodized	54.50	ATT490	gold anodized	49.95	ATT211	gold anodized	46.95
AC Power			AC Power			AC Power			AC Power		
TNT311-AC	silver aluminum	\$51.95	TNT250-AC	silver aluminum	\$51.95	TNT490-AC	silver aluminum	\$49.95	TNT211-AC	silver aluminum	\$46.95
ATT311-AC	gold anodized	53.95	ATT250-AC	gold anodized	56.50	ATT490-AC	gold anodized	51.95	ATT211-AC	gold anodized	48.95

PROMOTION SPECIAL—(Attics and Local)



4 element Attic Transis-tenna		
Battery Power		list
TNT201	silver aluminum	\$39.95
AC Power		
TNT201-AC	silver aluminum	41.95

AMPLIFIER MOUNTS ON ANY ANTENNA

The transistorized amplifier and power supply of the Transis-tenna are also available separately for conversion of existing antenna into multi-set amplifier distribution systems. The aluminum mounting bars of the antenna-mounted amplifier are universally adjustable to fit any antenna terminals. The amplifier offers no wind load—weighs only 3 ounces. Two 300 ohm jack type outlets are provided for multi-set operation.



No. TNT100—includes battery power supply No. TNT75, with transistorized amplifier No. TNT25 (less antenna) **\$34.95**, list
No. TNT103—includes AC power supply No. TNT85, with transistorized amplifier No. TNT25 (less antenna) **\$36.95**, list

ANTENNA CENTER, U.S.A.

The newest and most modern research and development laboratory for the design of all types of antennas has been put into operation at Brooklyn, New York by JFD Electronics Corporation.

Here a qualified staff of scientists, engineers and technicians conduct exploration and testing of the television, FM, commercial and military antenna designs of tomorrow.

The Transis-tenna is a dramatic example of the outstanding capabilities of this new Antenna Center.



NATIONALLY ADVERTISED TO PRESELL YOUR MARKETS!

Watch for Transis-tenna advertising in leading consumer magazines. See your distributor for newspaper ad mats, radio and TV commercials, streamers, direct mail literature, decals, banners.

Sold By

JFD

THE BRAND THAT PUTS YOU IN COMMAND OF THE MARKET

JFD ELECTRONICS CORPORATION

6101 Sixteenth Avenue, Brooklyn 4, N. Y.

JFD Electronics-Southern, Inc., Oxford, North Carolina

JFD International, 15 Moore Street, New York, N. Y.

JFD Canada, Ltd., 51 McCormack Street, Toronto, Ontario, Canada



transis-tenna

REGISTERED TRADE MARK

the transistorized electronic TV antenna DISTRIBUTION SYSTEM

BUILT-IN TRANSISTORIZED SIGNAL AMPLIFICATION ACHIEVES THE HIGHEST GAINS AND SIGNAL-TO-NOISE RATIOS EVER ATTAINED IN TV ANTENNA DESIGN
YOU CAN TARGET THESE MARKETS FOR NEW ANTENNA PROFITS—WITH JFD TRANSIS-TENNAS

SUBURBAN TV OWNERS—One Transis-tenna installation makes possible multi-set operation for any suburbanite. No extra antennas, couplers, or distribution systems are ever required. The first Transis-tenna cost is the *last* cost.

RURAL TV OWNERS—Enables fringe TV viewers to buy that second or third set without additional expense—and pull in clean, clear pictures as distant as 150 miles. The Transis-tenna provides fringe and near-fringe TV viewers with peak antenna sensitivity and efficiency that minimizes snow, ghosts and interference. Reduces need for high towers.

LOCAL TV OWNERS—The Transis-tenna guarantees finest ghost-free pictures in sight—color and black and white . . . offers the enjoyment of one or as many as 4 TV or FM sets anywhere in the house, one or all at a time. It's the "made-to-order" antenna for replacement or new installation.

COMMUNITY TV SUBSCRIBERS—The Transis-tenna gives community TV viewers city-quality reception . . . gets rid of the fixed expense of monthly or yearly rental charges . . . offers rent-free amplified antenna system that can power up to 4 different sets in 4 different parts of the home. With up to **282%** more signal voltage on all sets.

THE MAINTENANCE-FREE POWER AND RELIABILITY OF THE TRANSISTOR—THE WONDER OF THE ELECTRONIC AGE—IS BUILT INTO THE HEART OF EACH JFD TRANSIS-TENNA

A true electronic antenna through and through. Not a "me-too" antenna with a "tacked-on" amplifier. The Transis-tenna's high-gain, extended-range TV antenna and transistorized amplifier are matched to perform as an integrated high-powered electronic antenna system.

No call-backs. Long-lived, low-noise, trouble-free transistor operation. No tubes to burn out or replace. No heat or temperature problems. Unaffected by rain, cold, snow or sleet.

Compact transistorized broad-band high-gain amplifier is mounted directly on antenna terminals where best signal-to-noise ratio exists. Amplifies signal *before* any noise, snow, or other unwanted signals are picked up by the downlead to set.

300 ohm balanced output and input matches any set and antenna. Uses standard 300 ohm twinlead. Eliminates complications of connectors and matching transformers that are required with coaxial cable.

No-strip terminals make solid electrical connection with turn of a screw.

Vented power supply cabinet prolongs battery life. Mounts anywhere. Can be opened instantly and conveniently by owner.

Delivers more signal, cleaner signal to as many as 4 TV sets, than any other antenna can send to *one* TV set.

Designed to pull in pictures from distant or hard-to-get stations up to 800% better than ever before. Gives reception beautifully sharp and bright in vivid color or black and white.

Eliminates roof installation. Compact design provides more gain in less space . . . a "natural" for out-of-sight attic installations.

Has the extra power that permits lower installation height—better home appearance.

Sensitive enough to take advantage of any remote installation site up to ½ mile from transmitter—without any additional amplifiers.

Light in weight. Ideal for rotor installations.

No other couplers or amplifiers required for 4-set operation.

Will drive up to 12 TV sets—with the use of an additional coupler. Write for bulletin TNT800 for additional information.

CALIFORNIA STATE ELECTRONICS ASSOCIATION

FIRST ANNUAL MEMBERSHIP DIRECTORY

INTRODUCTION

1. WHAT IS CSEA AND WHY DOES IT EXIST?

CSEA is a statewide organization which is dedicated to improving the general welfare of its members, to create high standards of professional service and business ethics, and to promote good fellowship and understanding in our profession. It is the only organization of its kind which is statewide.

2. WHO ARE MEMBERS?

The membership of CSEA is composed of those firms engaged in the servicing or sales and servicing of electronic devices, plus non-voting Associate Members.

3. DOES CSEA CONTROL LOCAL ASSOCIATIONS?

No. Each Association has local autonomy, whose prime function as far as the state is concerned, is to approve or disapprove of firms seeking membership in the State Association from their designated area. Where no local Association exists, the CSEA Board of Directors approve membership.

4. ORGANIZATION.

The Board of Directors is made up of 11 members from 7 zones in California. They carry on all business and affairs of the corporation. They are elected by, but not necessarily from, the Board of Delegates in their respective zones. The Board of Delegates is made up of one member from each Local Association. Each Delegate is entitled to as many votes as there are members in good standing in his Association.

5. COMMUNICATIONS WITH MEMBERS.

CSEA has a publication, the Modern Electronic Service Dealer, a monthly magazine of over some 8,000 circulation. Each week all members of the Board of Directors, Board of Delegates and VIP's receive information from the State Office. Mailings to individual members are sent when deemed necessary.

6. ANNUAL MEETING OF MEMBERS.

The annual meeting of our members is held the first Sunday in June of each year.

7. NATIONAL AFFILIATION.

CSEA is not a member of any national organization of any kind, but is continually studying the need and benefits of belonging to a national organization.

8. IS CSEA INCORPORATED?

Yes. Under the laws of the State of California as a non-profit organization.

9. ADVANTAGES.

The following are a few of the advantages of being a member of CSEA:

- a. Four classes of group insurance available at a saving of up to 50 per cent: Hospitalization, Life, Compensation and Disability.
- b. Supplies (decals, bags, etc.) available at cost to assist the member in his shop.
- c. A constant vigilance and fight against captive service.
- d. Legislative activities in the interests of the member.
- e. State magazine to disseminate news.
- f. An organized effort to upgrade the industry.

10. DUES STRUCTURE.

Registration fee of \$25.00, and state dues of \$30.00 per year, payable in advance, plus any area or local dues required.

11. TRANSFER OF MEMBERSHIP.

Memberships are not transferrable or can they be assigned or alienated.

12. RESPONSIBILITY OF MEMBERS.

Each member must abide by CSEA's Code of Ethics. Each member is to keep dues paid. Each member is to notify the State Office of any change of name or address.

13. FORMATION OF LOCAL ASSOCIATIONS.

Any county, city or local association comprising of six (6) or more shops, with the approval of the Board of Directors of CSEA, designates itself as a county, city or local chapter, as the case may be.

14. PRINCIPAL OFFICE.

The principal office of CSEA is located at: 3300 Watt Avenue, Sacramento 21, California, Telephone: 482-0706.



CODE OF STANDARDS

IN THE PUBLIC INTEREST WE PLEDGE OURSELVES

1. To maintain a properly licensed business in an area zoned for business and to be open during generally accepted business hours.
2. To maintain adequate records of services performed, materials used and charges made for materials and service rendered. Such records will be kept in legal accordance. The customer will be given an itemized copy of the bill showing parts replaced and work performed for each repair.
3. To maintain adequate test equipment in keeping with good service standards.
4. To give a minimum of thirty days and a maximum of ninety days warranty on parts and work performed.
5. To honor valid manufacturers' parts warranties on major parts and subject to replacement by local distributors. Costs incurred to be charged for.
6. To limit the replacement of parts to those required to restore the equipment to normal operation. Should additional work be indicated the customers' authorization will be obtained before proceeding.
7. To keep charges fair and reasonable with good business practices and in accordance with the local servicing price schedule.
8. To fully protect the customer's property while on his premises and further to insure his property while in our possession.
9. To abide by the following service, sales and advertising principles:
 - A. Service charges will be based on a maximum $\frac{1}{2}$ hour actually in the home. Service charges, basic, will be realistic and sufficient to pay operating costs etc. for time and facilities available.
 - B. A "Service Call" means a call to the home by a qualified technician. Every effort will be made to restore equipment to proper operation on the home call. Technicians will be properly equipped with adequate materials, portable test equipment and tools to make all repairs that can be properly and safely made in the home. The equipment will not be removed without the customer's knowledge and consent.
 - C. In the case of Service Contracts, the customer will be given clear and explicit details of what the contract covers and what it does not cover, including duration.
 - D. Estimates on work to be performed will be furnished when requested. Estimates cannot be given until after a shop analysis at regular shop time rates. An additional charge for pick-up and delivery will be made.
 - E. Replacement of parts will be made with parts of equal or superior quality and performance capabilities. All safety precautions will be maintained as in original equipment. In all cases, parts removed from the owner's set will be delivered to the owner of the set. This does not apply to parts covered by warranty nor picture tubes.
10. Method of payment—All work will be paid for in cash upon completion of job unless credit arrangements have been made prior to the call or return of equipment.
11. Specialized Services—Proof of factory authorization, where claimed by advertising, must be shown upon request.
12. Service Advertising
 - A. The name, address, and telephone numbers of the business where repair and service facilities are located and repair work actually performed shall be clearly stated.
 - B. Advertisers claiming "Day and Night" service or a "24 Hour Service" must operate their place of business on that basis.
 - C. Television and radio service and/or repair promotion on institutional advertising shall not include any mention of price for work or service to be performed.
 - D. Advertisements will not carry suggestions or offers of discounts or price reductions for parts, labor or extended warranties.
13. To abide by the principles and business ethics of the Better Business Bureau and the Selling and Advertising Code for appliances, television, radios and record players as published by the Better Business Bureau.

MEMBERSHIP DIRECTORY

ALAMEDA COUNTY

- Associated Electronics Inc.**
3306 Lakeshore
Oakland 10, Calif.
- Ben's TV & Appliance**
1804 Webster Street
Alameda, Calif.
- Central Electronics**
3238 Adeline Street
Berkeley, California
- Frank Escobar, Technician**
6132 Foothill Blvd.
Oakland, California
- Frank's TV and Appliance**
720 Main Street
Pleasanton, California
- Granada Radio & TV**
8835 East 14th Street
Oakland, California
- Lanam Radio & TV**
2466 Shattuck
Berkeley, California
- Louie's Radio & TV**
6132 Foothill Blvd.
Oakland, California
- Eldy E. Parrish, Technician**
6132 Foothill Blvd.
Oakland, California
- Strong's Metropolitan Radio & TV**
61 Agnes Street
Oakland, California
- Styles TV & Radio**
2068 Antioch Street
Oakland, California
- Robert T. Underwood, Tech.**
6132 Foothill Blvd.
Oakland 5, California

BAKERSFIELD

- Booth's Radio & Appliance Co.**
2020 H Street
Bakersfield, California
- Continental TV Service**
3129 Chester Lane
Bakersfield, California
- Empire TV**
1922 No. Chester Avenue
Bakersfield, California
- Fairview TV Service**
1319 Brundage Lane
Bakersfield, California
- Herb's Radio Service**
1807 No. Chester
Bakersfield, California
- Soucci TV**
2931 Peerless
Bakersfield, California
- South Chester TV**
2006 South Chester Avenue
Bakersfield, California
- Specialized Sound**
2304 Belle Terrace
Bakersfield, California
- Sunset TV Repair**
1314 El Tejon
Oildale, California
- Urner's**
212 - 21st Street
Bakersfield, California
- Westchester TV Service**
2527 "F" Street
Bakersfield, California
- Wheller TV**
206 Bernard
Bakersfield, California

Witman's
P.O. Box 251
Bakersfield, California

FRESNO

- Allied TV Service**
3549 E. Tulare
Fresno, California
- Armona TV**
13515 Hanford-Armona Rd.
Hanford, California
- A-1 Radio TV Service**
4785 W. Hammond
Fresno, California
- Advance TV**
1581 Palm
Fresno, California
- A U Service Center**
4707 N. Blackstone
Fresno 26, California
- Al's Radio & TV**
1421 Merced
Fresno 6, California
- Appliance TV Service Center**
2217 E. Andrews
Fresno 3, California
- BET-R Radio & TV Service**
536 Belmont Avenue
Fresno 1, California
- Bob's Electronic Service**
184 South "L" Street
Dinuba, California
- Cardinal Electronics Service**
1029 E. Belmont
Fresno 1, California
- Ray B. Denham TV Co.**
1360 Blackstone Avenue
Fresno, California
- Electronic Engineers**
4510 E. Belmont
Fresno, California
- Harry's TV Service**
1539 No. Palm
Fresno 4, California
- Al Holman TV**
20951 S. Malsbary
Riverdale, California
- Lee's Electronic Supply**
1111 E. Belmont
Fresno, California
- Mendota TV**
P.O. Box 456
Mendota, California
- Radio-Tel Company**
1539 Tulare Street
Fresno 5, California
- Stan's TV & Radio Repair**
606 Pollasky Avenue
Clovis, California
- Steinhauer's TV Service**
729 "O" Street
Fresno, California
- Stephenson & Bradford Music Co.**
624 W. Olive
Fresno, California
- Tarpey Radio & TV**
5450 E. Ashlan
Fresno 27, California
- Tri-Central TV**
4487 E. Tulare
Fresno, California
- Vernon's TV**
4939 No. Madera
Kerman, California

CONTRA COSTA

- Associated Electronics Inc.**
3306 Lakeshore
Oakland 10, Calif.
- Ben's TV & Appliance**
1804 Webster Street
Alameda, Calif.
- Powers TV Service**
3619 Cutting Blvd.
Richmond, California

GLENDALE-BURBANK

- A & E TV Service**
21014 Ventura Blvd.
Woodland Hills, California
- Al's Television**
15411 Lassen St.
San Fernando, California
- Avril's Electric Shop**
2310 Honolulu Avenue
Montrose, California
- Bizzell's**
838 W. Glenoaks Blvd.
Glendale, California
- Bell's Radio & TV, Inc.**
509 N. Brand
Glendale 3, California
- Buzz & Bob TV**
255 W. Olive Avenue
Burbank, California
- Charles H. Caywood, Tech.**
838 W. Glenoaks Blvd.
Glendale, California
- Don's TV**
147 So. Brand Blvd.
Glendale, California
- Du-Rite TV Sales & Service**
901 S. Victory Blvd.
Burbank, California
- Robert H. Gillum, Tech.**
448 No. Glenoaks Blvd.
Burbank, California
- Glendale Radio & TV Specilists**
716½ North Glendale Avenue
Glendale 6, California
- Walter Heuman, Tech.**
1500 W. Burbank Blvd.
Burbank, California
- Hira Hara Radio Service**
1961 Hillhurst Avenue
Los Angeles 27, California
- Ken Kieale, Tech.**
652 California Street
Glendale, California
- Lee's Day & Night TV Service**
1149 North Pacific Avenue
Glendale 2, California
- Lee R. Neal TV Service**
144 So. San Fernando Road
Burbank, California
- Morris Meyer, Tech.**
823 No. Lincoln
Burbank, California
- M. C. Mezger, Tech.**
1817 W. Verdugo
Burbank, California
- Mountain Radio & TV**
3445 Ocean View Blvd.
Glendale 8, California
- Neighborhood TV**
19752 Sherman Way
Canoga Park, California

Moscair's TV
20855 Roscoe Blvd.
Canoga Park, California

Morris Meyer, Tech.
823 North Lincoln
Burbank, California

Pershing Radio & TV
448 No. Glen Oaks
Burbank, California

Previs TV & Radio Service
2738 Montrose Avenue
Montrose, California

Radio Lab
806 So. Central Avenue
Glendale, California

Jimmie Scarborough's TV Service
1146 No. Central Avenue
Glendale 2, California

Sheppard Television
7100 Foothill Blvd.
Tujunga, California

Shott's Radio & TV Service
2006 North Glenoaks Blvd.
Burbank, California

Emery Sites, Tech.
269 West Alvarado
Burbank, California

Ralph S. Singleton TV
3375 Glendale Blvd.
Los Angeles 39, California

TV Outlet
15025 Ventura Boulevard
Sherman Oaks, California

Tri-Color TV
1815 W. Verdugo Avenue
Burbank, California

West Glendale Radio & TV
1619½ Victory Blvd.
Glendale, California

Win's TV Service
2482 Colorado Blvd.
Los Angeles 41, California

Henry Withrow, Tech.
448 No. Glenoaks Blvd.
Burbank, California

Yowell's TV
2868 Foothill Blvd.
La Crescenta, California

Hermon Kientle, Tech.
652 W. California
Glendale, California

Emery F. Sites, Tech.
269 W. Alameda Avenue
Burbank, California

LOS ANGELES

Broadway Radio & TV
5616 S. Broadway
Los Angeles 37, California

Cal-Air TV
3210 W. Vernon
Los Angeles 8, California

Day & Night TV Service Co.
7511 Sunset Blvd.
Los Angeles 46, California

Frank's TV
5026 S. Vermont
Los Angeles, California

Gold Seal TV
7510 S. Hoover
Los Angeles 44, California

Jet TV
1230 W. 6th Street
Los Angeles 17, California

Morris TV
636 N. Larchmont Blvd.
Los Angeles 4, California

Phil's Radio & TV
4115 W. Olympic Blvd.
Los Angeles 19, California

Red's TV Service
521 W. Valley Blvd.
El Monte, California

TV & Electronics Serv. Guild
3555 W. Temple Street
Los Angeles, California

Tel-Radio Service, Inc.
5811 Sunset Blvd.
Los Angeles 18, California

Wilshire Electronics
5106 Wilshire Blvd.
Los Angeles 36, California

LOS CERRITOS

Beckley & Rausch TV Service
8151 Firestone
Downey, California

Bergman's Television & Radio
4207 Montair
Long Beach, California

Huff's Radio & Appliance
13320 San Antonio Drive
Norwalk, California

Bill Ollinger, Tech.
17816 Bellflower Blvd.
Bellflower, California

Pete's Radio & TV
17915 Pioneer
Artesia, California

Rundquist Radio & TV
16526 Bellflower Blvd.
Bellflower, California

Whitmore & Company
17816 Bellflower Blvd.
Bellflower, California

MARIN

Cecil Brown TV Service
P.O. Box 294
Mill Valley, California

Brown's Home Furniture
38 Miller Avenue
Mill Valley, California

Dexter's
25 Ward Street
Larkspur, California

Hoy's TV Service
912 A Street
San Rafael, California

Klein TV
3rd and Francisco Blvd.
San Rafael, California

Rusty's TV
4 F Street
San Rafael, California

Westland TV
1535 Fourth Street
San Rafael, California

MOTHER LODGE

Bolton's Radio & TV Service
Rt. 1, Box 778
Sonora, California

Howard's TV
169 So. Shepherd
Sonora, California

Jacksonville TV & Appliance
Chinese Camp, California

Pendleton's TV & Appliance
163 So. Washington
Sonora, California

Smith's Radio Electronics
P.O. Box L
Tuolumne, California

Welle Radio & TV
Rt. 2, Box 422
Sonora, California

NORTH BAY

Butts Electronics
1403 Georgia Street
Vallejo, California

Electronic Service Company
427 Broadway
Vallejo, California

Fairfield Electric
950 Texas Street
Fairfield, California

Smylie's TV
136 Tuolumne
Vallejo, California

Emil Stahlecker TV
2136 Springs Road
Vallejo, California

Television Center
1601 Lincoln Avenue
Napa, California

PASADENA

Altadena TV Co.
427 E. Woodbury Road
Altadena, California

Barry TV Service
73 E. Duarte Road
Arcadia, California

Beaver TV
2066 N. Fair Oaks
Pasadena, California

Benev Electronics
215 E. Garvey
Monterey Park, California

Custom TV & Radio Service
121 No. San Gabriel Blvd.
San Gabriel, California

Dick's TV Service
5827 Temple City Blvd.
Temple City, California

Gibson TV
1237 N. Lake
Pasadena, California

Good TV Service
1014 Fair Oaks Avenue
South Pasadena, California

Hi Fi Service
2153 N. Fair Oaks
Altadena, California

Jack's TV
813 Cypress Avenue
Los Angeles, California

Kealey's Radio & TV
1657 E. Colorado Street
Pasadena 4, California

Ken's TV Clinic
812 Las Junis
San Gabriel, California

Kortkamp's Radio & TV Service
1652 Lincoln Avenue
Pasadena 3, California

Lake Mariposa TV
873 E. Mariposa Street
Altadena, California

Lake Radio & TV
900 E. Foothill
Altadena, California

Miguz Music
429 South Tyler
El Monte, California

Parker TV Service
161 W. Holly Street
Pasadena 3, California

Sam's TV
5002 Monte Vista
Los Angeles, California

Shepperaft Electronics
7047 No. Figueroa Street
Los Angeles, California

Stan's TV
3814 Mountain View
Pasadena, California

Stokes Radio & TV
1015 Fair Oaks
So. Pasadena, California

T & H TV-Hi Fi
722 So. Garfield
Alhambra, California

Television Central
4305 Eagle Rock Blvd.
Los Angeles 41, California

Television Antenna & Service Engineers
1353 No. Lake Avenue
Pasadena, California

Ford Wilson TV
1915 E. Washington
Pasadena, California

Wing Co.
1041 E. Colorado
Pasadena 1, California

Dave Wyman TV
3282 Del Vina Street
Pasadena, California

ORANGE COUNTY

- Gordon's TV Service**
110 No. Harbor
Fullerton, California
- Gracie's Records**
304 W. 3rd Street
Santa Ana, California
- Menzzie Tele-Sound**
14242 So. Harbor Blvd.
Santa Ana, California
- Morgan Mobile TV Service**
1238 E. Wilshire
Fullerton, California
- Winslow TV & Hi Fi**
7485 Lapalona Avenue
Buena Park, California

OXNARD - VENTURA

- Acme Radio & TV**
236 W. 4th
Oxnard, California
- Andy's TV Shop**
114 7th Place
Port Hueneme, California
- Authorized TV & Appliance**
2014 Saviers Road
Oxnard, California
- Billinger TV & Electric**
- Capp's TV Service**
2460 E. Main
Ventura, California
438 S. B Street
Oxnard, California
- Courtney TV**
127 N. A Street
Oxnard, California
- Custom TV**
834 W. Wooley Road
Oxnard, California
- Frank's Radio & TV**
918 W. Wooley Road
Oxnard, California
- Jay Hight Radio & TV**
957 Main Street
Santa Paula, California
- Johnson's TV**
339 S. A Street
Oxnard, California
- Johnny's Radio & TV**
1963 E. Main
Ventura, California
- Jack Strobel TV**
1320 E. Main Street
Ventura, California
- Ken Simonson Hi-Fi & TV**
64 So. Oak
Ventura, California
- Klement TV**
319 Harvard
Santa Paula, California
- Maxwells TV & Appliance**
72 Palm Drive
Camarillo, California
- Plaza Radio & TV**
321 W. 4th Street
Oxnard, California
- Radio, TV Hospital**
2290 Ventura Blvd.
Camarillo, California
- Taft Electric**
2223 E. Main Street
Ventura, California
- Village Appliance & TV**
1824 Saviers Road
Oxnard, California
- TV Service Co.**
2304 E. Main
Ventura, California

POMONA VALLEY

- Arrow Radio & TV**
291 E. Arrow Hwy.
Upland, California
- Case's Radio & TV Service**
933 W. Mission
Ontario, California

- Ed's Television**
8010 Archibald Avenue
Cucamonga, California
- Ferris Radio & Electric**
...443 West Center Street
Pomona, California
- Mack's TV & Appliance Co.**
522 West Holt
Ontario, California
- Television Engineers**
223 North First Avenue
Upland, California

RIVERSIDE

- Bob's TV Service**
8020 Laurel
Fontana, California
- Community TV & Radio Service**
5701 Beach Street
Riverside, California
- Dick's TV Service**
226 W. Florida
Hemet, California
- Electronic Service Center**
130 S. Riverside Avenue
Rialto, California
- George's TV Service**
255 Bloomington Avenue
Rialto, California
- Ken's TV Radio Service**
3937 Broadmoor Street
Arlington, California
- Mefford's TV & Radio Service**
P.O. Box 828
Fontana, California
- Shoaf's TV & Home Appliance**
9442 Magnolia Avenue
Arlington, California
- Wade's Radio & TV**
22587 Barton Road
Colton, California
- Weaver Radio & TV**
15274 Whittrom
Fontana, California

SACRAMENTO

- Associated TV Service**
2331 J Street
Sacramento, California
- Breuner's**
6th and K Streets
Sacramento, California
- Colonial Electronics**
4610 Stockton Blvd.
Sacramento, California
- Dana TV**
4770 Franklin Blvd.
Sacramento, California
- Ed's Reliable TV**
5059 Auburn Blvd.
Sacramento 21, California
- Harry Day Company**
1221 — 19th Street
Sacramento, California
- Handy Andy**
5535 H Street
Sacramento, California
- Hank's Radio & TV**
1424 J Street
Sacramento 14, California
- Henle's Speedy TV Service**
1904 — 28th Street
Sacramento, 16, California
- Industrial Electronic Service**
3351 Holly Drive
Sacramento 25, California
- Joseph's Radio TV Sales Service**
4128 Franklin Blvd.
Sacramento 20, California
- Lynn's TV & Appliance**
153 Broadway
Placerville, California
- Manley's Radio & Tel. Service**
3633 Stockton Blvd.
Sacramento, California
- Myer's Radio & TV**
2332 Castro Way
Sacramento, California

- Sacramento Electronic Instrument Lab.**
2437 — 40th Avenue
Sacramento 22, California
- Noreal Electronics, Inc.**
1115 H Street
Sacramento, California
- Munez TV**
1040 Marysville Blvd.
Del Paso Heights, California
- Petzwal's Radio & TV Service**
1627 — 19th Street
Sacramento 14, California
- Ross and Hill**
2491 Fruitridge Road
Sacramento, California
- Schuetzle's Radio & TV**
3228 Riverside Blvd.
Sacramento 18, California
- Sealy's TV**
633 James Street
Broderick, California
- Fred Tharp's Radio & TV**
2620 Marconi Avenue
Sacramento, California
- Tower TV**
2518 Land Park Drive
Sacramento, California
- Twin City Radio & TV**
2720 Northglenn
Sacramento, California
- Unity TV Service**
6494 Broadway
Sacramento, California
- Valley TV**
5010 Freeport Blvd.
Sacramento, California
- West Sacramento TV**
1337 Markley Avenue
West Sacramento 14, California
- Woodlake Village TV**
2030 Del Paso Blvd.
North Sacramento, California
- L. M. Neal, Speaker**
1310 S Street
Sacramento 14, California

SALINAS VALLEY

- Dave's TV**
525 East Alisal
Salinas, California
- Diridoni TV & Radio**
541 Lighthouse
Pacific Grove, California
- Johnson Radio & Electric**
630 South Main Street
Salinas, California
- Ken's Radio & TV**
255 John Street
Salinas, California
- Packwood's**
830 So. Main Street
Salinas, California
- Santa Lucia TV Service**
203 John Street
Salinas, California
- Valley TV Center**
830 Park Row
Salinas, California
- Village TV**
430 Broadway
King City, California
- Jack Yee's Radio & TV**
240 East Market
Salinas, California

SAN ANTONIO

- Authorized TV**
5824 Maywood Avenue
Huntington Park, California
- Electronic Shop**
9554 California Avenue
South Gate, California
- Goodwin TV**
13712 Garfield
Hollydale, California
- Harry's Mobile TV Service**
1518 S. Long Beach Blvd.
Compton, California

Home Radio Service
3601 Abbott Rd.
Lynwood, California

Martin's Radio Center
8415 State Street
South Gate, California

Miles Appliances
8122 Seville Avenue
South Gate, California

Nick's Radio & TV Service
5011 Abbott Road
Lynwood, California

North's Radio & TV
12017 Long Beach Blvd.
Lynwood, California

South Gate Radio & TV
3915 Tweedy Blvd.
South Gate, California

Superior Radio & TV Service
2828 E. Florence Avenue
Huntington Park, California

Tower Radio Service
7710 Pacific Avenue
Huntington Park, California

Vic's Radio
4729 E. Gage
Bell, California

SAN BERNARDINO

A & B Television
676 West Baseline
San Bernardino, California

Acme TV & Service
553 W. Baseline
San Bernardino, California

B-L & M Electric Co.
812 D Street
San Bernardino, California

City Radio & TV
632 West Third Street
San Bernardino, California

Deardorff's
227 East Baseline
San Bernardino, California

Reynolds Radio & TV
456 West Baseline
San Bernardino, California

Sierra Radio & TV
2167 Sierra Way
San Bernardino, California

Wade Electronics
497 H Street
San Bernardino, California

NORTH SAN DIEGO

B & J Radio & TV Service
2690 State Street
Carlsbad, California

Clint's TV
150 W. Grand Avenue
Escondido, California

Cornell's TV & Electronics
315 E. Juniper
Fallbrook, California

Douglas Radio & TV Co.
114 So. Juniper
Escondido, California

Electronic Products Supply Co.
1023 South Cleveland
Oceanside, California

Emergency TV Service
1609 So. Hil
Oceanside, California

Fidelity Radio & Television
135 So. Highway 101
Solano Beach, California

J. Hiernnymus TV
516 Olive Avenue
Vista, California

Kunkel's Kustom Antennas
132 West Grand Avenue
Escondido, California

Merrill TV & Radio Service
1930 So. Santa Fe
Vista, California

Richardson's Radio & TV
P.O. Box 811
Valley Center, California

Ted's TV
1817-C So. Hill Street
Oceanside, California

Tom's TV
333 West Second Street
Escondido, California

Bob Tomko's Vista Video
421 So. Santa Fe
Vista, California

SAN DIEGO

Academy TV
4145 Voltaire
San Diego, California

Amer. Tel-E-Ray Lab's
1859 Bacon Street
San Diego 7, California

Bert's Television Service
2039 National Avenue
San Diego 13, California

Burk's TV Service
8736 Wintergarden Blvd.
Century TV
3331 El Cajon Blvd.
San Diego, California

Chula Vista Radio & TV
695 Third Avenue
Chula Vista, California

Clairemont TV
3049 Clairemont Drive
San Diego, California

Clines TV & Appliance
1815 Highland
National City, California

El Cajon Television Center
1267 No. Second Street
El Cajon, California

Electro-City TV
3740 University Avenue
San Diego 5, California

Hewitt Radio & TV
4157 — 43rd Street
San Diego, California

Highland TV Service Co.
2207 Highland Avenue
National City, California

House of Music
290 Third Avenue
Chula Vista, California

India Street Radio Co.
1565 India Street
San Diego, California

Jack's TV
P.O. Box 967
Ramona, California

Lewton's Radio & TV Service
4251 University
San Diego 5, California

Linda Vista TV
6973 Linda Vista Road
San Diego, California

Lowell TV
2637 San Diego Avenue
San Diego 10, California

Mahoney's TV Service
806 Palm Avenue
Imperial Beach, California

Marimac TV
1600 Second Avenue
San Diego, California

Meekin's TV
2102 Ocean View Blvd.
San Diego, California

Mobilshop
1546 — 30th Street
San Diego, California

Modern TV Service
3410 — 30th Street
San Diego, California

Mountain TV
9222 Gramercy Drive
San Diego 11, California

North TV Service
735 E Street
Chula Vista, California

Scotty TV Stores
3050 University Avenue
San Diego 4, California

Skyline TV & Radio
1503 Skyline Drive
Lemon Grove, California

TV Associates
1615 West Lewis
San Diego 3, California

Telefix TV
338 East Eighth Street
National City, California

TV Service Center
510 South Fifth Street
El Centro, California

Valley TV & Appliance Service
640 E Street
Brawley, California

Video Service for El Cajon
801 E. Main Street
El Cajon, California

Western Communications
3830 Fourth Street
San Diego, California

White's TV
9130 Lakeview Road
Lakeside, California

Wick's Radio & TV
3215 Adams Avenue
San Diego, California

Zenda Radio & Electric Co.
3233 Midway Drive
San Diego, California
Lakeside, California

SAN FERNANDO VALLEY

All-Brite Radio & TV
15023 Ventura Blvd.
Sherman Oaks, California

Art's Radio & TV Service
18333 Ventura Blvd.
Tarzana, California

Harry Auth TV
14450 Titus Street
Panorama City, California

Circle Ohm Electronics
15245 Victory Blvd.
Van Nuys, California

Arnold J. Mayer TV Service
14041 Victory Blvd.
Van Nuys, California

Reseda Television Service Co.
7001 Reseda Blvd.
Reseda, California

Sepulveda TV service
8732 Sepulveda Blvd.
Sepulveda, California

SAN FRANCISCO

Crocker-Johnson Co.
820 Valencia Street
San Francisco 10, California

Day & Night TV Sales & Service
1322 Haight Street
San Francisco, California

Guarantee Vision
5300 Geary Blvd.
San Francisco 21, California

John Q. A. Holloway
170 Beggave Avenue
San Francisco 17, California

Stanley's Radio TV Service
3043 — 16th Street
San Francisco 3, California

United TV Service Co.
2838 — 24th Street
San Francisco 10, California

Westlake's Town & Country TV
36 Park Plaza
Daly City, California

SAN GABRIEL

AC-TV Service
15018 Ramona Blvd.
Baldwin Park, California

Arrow TV
1463 N. Hollenbeck
Covina, California

Art's TV Service
129 W. Sixth Street
Azusa, California

J. B. Astengo TV & Appliances
4318 No. Peck Rd.
El Monte, California

Clifford Thornton, Tech.
5700 Monterey Road
Los Angeles 42, California

Dan's Radio & TV
129 S. Eighth Avenue
La Puente, California

Robert Gaither, Tech.
c/o Sears-Roebuck
7650 E. Olympic Blvd.
Los Angeles, California

Jack's Radio & Sound
1112 Benito Avenue
Alhambra, California

Lionel's TV
140½ So. Glendora Avenue
West Covina, California

Lucky TV
669½ N. Glendora
La Puente, California

Dale Mach TV
546 So. Glenwood
Glendora, California

Bill Mandel, Tech.
223 No. Citrus
Covina, California

McCoy's Radio & TV
1216 W. Francisquito Avenue
West Covina, California

Peanut's Radio & TV Service
112 E. Italia Street
Covina, California

Phil's TV
13666 E. Valey Blvd.
La Puente, California

Richard Taylor TV
620 Glenway
El Monte, California

Vern's Radio & TV Service
14301 E. Ramona Blvd.
Baldwin Park, California

SANTA MONICA

Cheviot Hills TV
10939 Venice Blvd.
Los Angeles 34, California

Clef TV
1642 Ocean Park Blvd.
Santa Monica, California

Curoso's TV
3301 Pico Blvd.
Santa Monica, California

Daynite TV
870 Warren Avenue
Venice, California

Ham the TV Man
12103 Venice
Mar Vista 66, California

Kern TV Service
1921 Westwood Blvd.
Los Angeles 25, California

Mel-O-Tone
816 Lincoln Blvd.
Venice, California

Mel's Radio & TV
1225 Washington Blvd.
Venice, California

Mike Sherman TV
12026 Wilshire Blvd.
Los Angeles 25, California

Whiz Kids
1630 Venice Blvd.
Venice, California

Woody's TV
1860 Lincoln Blvd.
Santa Monica, California

SAN JOAQUIN

Ace Electronics
1929 Country Club Road
Stockton 4, California

A-1 Television & Radio
4137 North El Dorado Street
Stockton 4, California

Bright Spot Electric Co.
309 E. Weber Avenue
Stockton, California

Cary's TV Service
2537 W. Monterey
Stockton 4, California

Charter Way Radio Center
420 E. Charter Way
Stockton, California

Chuck's TV Service
3119 W. Mendocino
Stockton 4, California

Conn Radio & TV Service
2748 E. Fremont Street
Stockton, California

Cressley's Radio & TV
1912 No. Wilson Way
Stockton, California

Cunningham's Radio & TV Service
2090 Country Club Blvd.
Stockton, California

East & West TV & Radio
346 So. Eldorado
Stockton, California

Ed's Radio & TV Service
306 E. Kettleman Lane
Lodi, California

Ed's TV & Radio
211 W. Yosemite
Manteca, California

Eggleston & Young
1902 E. Harding
Stockton, California

Ken's TV & Appliance
7831 Thornton Road
Stockton, California

Kline's Radio & TV
2004 E. Main Street
Stockton, California

Low's Radio & TV Service
230 E. Eldorado Street
Stockton, California

Nite Radio
319 E. Charter Way
Stockton, California

Poser & Coe
208 S. School Street
Lodi, California

Shower's TV
1555 No. F Street
Stockton 5, California

Stockton TV Service
3233 Christina
Stockton 4, California

Swan's TV Antennas
646 No. Union
Stockton, California

Universal Radio & TV Co.
2350 E. Main Street
Stockton, California

Valley Transformer Service
3146 E. Fremont
Stockton, California

SAN MATEO

E & H Television
1450 Broadway
Burlingame, California

Miner's Radio & TV Service
865 Santa Cruz Avenue
Menlo Park, California

SANTA CLARA-SANTA CRUZ

Advance Radio & TV
405 E. Santa Clara
San Jose, California

Airway Electronics
2470 Almaden Road
San Jose, California

Alliance Electronics
169 South Third Street
San Jose, California

AP's TV Service
1202 Lincoln Avenue
San Jose, California

American Radio & TV
477 So. Bascom
San Jose, California

Ash Radio & TV Service
97 E. San Salvador
San Jose 12, California

Atkin's TV
53 S. Winchester
Campbell, California

Burdick's TV
902 Soquel Avenue
Santa Cruz, California

Daniel's Radio & TV
2636 Union Avenue
San Jose, California

General Appliance Co.
1785 Alum Rock Avenue
San Jose, California

Gordon's TV
309 First Street
Los Altos, California

Hamm's TV
4612 Soquel Drive
Soquel, California

Haury's
212 So. Monterey
Morgan Hil, California

Harvey & Johnson
3939 El Camino Real
Palo Alto, California

House of Video
1715 W. San Carlos Street
San Jose, California

Inter-City TV Sales & Service
457 El Camino
Menlo Park, California

Jose's TV
1539 E. Santa Clara
San Jose, California

La Pine Television
1192 E. Santa Clara Street
San Jose, California

MacDonald's Radio
35 No. Santa Cruz Avenue
Los Gatos, California

McCool Radio & TV
5 No. Santa Cruz Avenue
Los Gatos, California

Modern Radio & TV
1030 San Jose-Los Gatos Road
San Jose, California

Morgan Electric Co.
1092 Lincoln Avenue
San Jose, California

Jack Morrisroe
2333 Birch
Palo Alto, California

National Radio & TV
14779 San Jose-Los Gatos Road
Los Gatos, California

On-The-Spot Radio & TV
367 Almaden
San Jose, California

Palo Alto Radio & TV Service
440 Kipling Street
Palo Alto, California

Radio TV Clinic
517 E. Santa Clara
San Jose, California

Ray's TV Service
50 N. Bascom Avenue
San Jose, California

Santa Cruz Radio & TV
123 Water Street
Santa Cruz, California

Service Radio & TV
608 No. Fourth Street
San Jose 12, California

Sund TV & Radio Co.
128 E. Main Street
Los Gatos, California

Suto Radio Co.
296 W. Santa Clara Street
San Jose 13, California

TV Radio Parts Co.
1071 Franklin Street
Santa Clara, California

Two-Tone Electronics
335 E. Maude Avenue
Sunnyvale, California

STANISLAUS COUNTY

- Andy's Radio Service
139 N. First Street
Oakdale, California
- Bay Cities TV Service Co.
1919 El Camino Real
Mt. View, California
- Findarle's TV & Appliance
3333 Atchison
Riverbank, California
- Hoover's TV
1114 Scenic Drive
Modesto, California
- Mar Val Appliances
1081 Lander Street
Turlock, California
- Miller & Neil
900 Third Street
Modesto, California
- Niccoll's TV
Rt. 3, Box 1300
Oakdale, California
- M. K. Nelson
125 So. Center Street
Turlock, California
- Maddux TV Service
1304 Yosemite Blvd.
Modesto, California
- University Electric Co.
1176 Franklin Street
Santa Clara, California
- Valley Electronics
1403 W. San Carlos
San Jose, California
- Zeman's TV
419 May Avenue
Santa Cruz, California

SOUTH BAY

- Bill's TV & Radio Service
2406 Mathews Ave.
Redondo Beach, California
- Eno TV Service
14318 So. Western
Gardena, California
- Harry's Service Co.
15405 So. Western Avenue
Gardena, California
- Lloyd Brown's TV & Radio
P.O. Box 154
Hermosa Beach, California
- Don Reed
9107 Hoxey Avenue
Los Angeles 45, California
- Truman James, Tech.
280 So. Pacific Avenue
Redondo Beach, California

OTHER

- Audie Stiles TV Service
P.O. Box 974
Tulare, California
- Colusa Electronics
245 Fifth Street
Colusa, California
- Dunlap Electronics
27 So. Grant Street
Stockton, California
- Felix Hunt
c/o Mack's
522 W. Holt
Ontario, California
- Phileo-Los Angeles
6393 E. Washington Blvd.
Los Angeles 22, California
- Phipps TV Service
130 W. Sixth
Hanford, California
- Radio TV Workshop
574 San Mateo Avenue
San Bruno, California
- Walnut Creek TV & Appliance
2014 North Main Street
Walnut Creek, California

Tear Out ... and return this application for invitations to the

2nd Annual

**Pacific
Electronic
Trade
Show**

THE WESTERN PARTS DISTRIBUTORS SHOW

**SHRINE EXPOSITION HALL
FEBRUARY 9 • 10 • 11, 1962
LOS ANGELES**

The West's Own Electronic Parts and Components Show! See hundreds of new products, parts, components, systems, services and ideas from major manufacturers throughout the Nation. Be well-informed—keep up with this fast-moving industry.

PLAN NOW TO ATTEND!

Return to: PACIFIC ELECTRONIC TRADE SHOW OFFICE
2216 South Hill Street • Los Angeles 7, California

Please send me _____ invitations without charge. I have checked my classification as:

- Distributor Commercial-User
- Dealer-Service Government-User
- Industrial-User Amateur-Experimenter

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

Please use typewriter or print.

California State Electronic Association's

INSURANCE FACTS

CSEA does not sell, nor profit from the sale, of any of its insurance plans. Only those members in good standing in the California State Electronics Association can participate in these insurance plans. All members and employees of members, as well as their families, are eligible. All policies offer the advantage of savings due to mass buying power, and are designed specifically for CSEA members, and are controlled by the CSEA Board of Directors.

GROUP HEALTH & WELFARE

Woodmen Accident & Life Company, Lincoln, Nebraska, offers this low-cost medical protection plan through CSEA, which pays for hospitalization and medical costs in the event of accident or illness.

1. **Major Benefits:** \$1,000 Life Insurance and \$1,000 Accidental and Dismemberment. Maximum amount of benefits for major medical expense, \$10,000 for each member, employee, or dependent, the first \$50 to be paid by the insured, over \$50, 80% paid by company. The first \$500 for hospital expenses paid in full, and 80% of anything over \$500. Semi-private hospital room paid 100 per cent, and \$19 a day for private room. Scheduled maternity expense, (after employee and spouse have been insured for 9 months).
2. **Effective Dates:** Members and employees are eligible one month from the date the member joins and insurance is effective this date if application has been made before this date, or on the date of application if made within 31 days after becoming eligible. After 31 days you must give evidence of insurability. NOTE: New Association members do not have to wait 30 days if 50% of the members subscribe.
3. **Who to Contact:** State Association Office, 3300 Watt Avenue, Sacramento 21.

GROUP LIFE INSURANCE

Woodmen Accident & Life Company, Lincoln, Nebraska offers through CSEA this supplementary group life insurance plan at the best possible rates available, due to our mass buying power as a group. We suggest you compare. Those eligible to apply are members and their employees who are currently insured in CSEA Group Health & Welfare plan.

1. **Major Benefits:** The death benefit, the amount for which the member is insured, will be paid to his beneficiary in the event of his death at any time or place, and from any cause. If a member insured becomes permanently and totally disabled prior to age 60, his insurance may be kept in force without payment during the continuance of such disability provided he furnishes Woodmen Accident & Life Company annually with proof of his continued disability. The policy permits continuance of insurance to members or employees who are temporarily laid off, granted leaves of absence or retired. The schedule of insurance is based on age and amount wanted for insurance.
2. **Effective Dates:** Upon acceptance of application.
3. **Who to Contact:** State Association Office, 3300 Watt Avenue, Sacramento 21.

GROUP DISABILITY INCOME

Washington National Insurance Company, Evanston, Illinois, offers through CSEA an insurance plan whereby in the event of disability or illness your selected monthly income is paid by the company. This plan is available to members and their employees only.

1. **Major Benefits:** Total disability benefits begin on first day of such disability. Specific injuries 25% to 325% of monthly accident benefit, depending upon the nature of your injury. Total disability is not required. Payment of medical or surgical treatment for non-disabling injuries not to exceed ¼ of selected monthly income. Selected monthly income for total disability caused by sickness which prevent you from performing every duty of your occupation beginning with 8th day of such disability for 2 years during any one period of disability.
2. **Effective Dates:** Effective upon acceptance of application.
3. **Who to Contact:** A trained representative of Washington National Insurance Company will call on you personally to explain our plan. If not, contact State Association Office, 3300 Watt Avenue, Sacramento 21.

GROUP WORKMEN'S COMPENSATION INSURANCE

Zenith National Insurance Company, 3421 W. Second Street, Los Angeles 4, offers through CSEA a compensation insurance available to you at the lowest cost with participating dividends. Failure to secure the payment of Compensation as provided by law is a misdemeanor, and may also be punishable by a fine of not less than \$300 and imprisonment of not less than 10 days.

1. **Major Benefits:** Provides members with a real bargain in this field. The deposit premium is low. Dividends paid 18 to 24 months after each fiscal year, even if you are no longer insured. The services of Safety Engineers are available without charge to assist members in maintaining safety records that are outstanding.
2. **Effective Dates:** Effective upon acceptance of application and to expire December 31, the annual renewal date of the Master Policy.
3. **Who to Contact:** Your local insurance agent can order the policy from the Los Angeles Office of Zenith National Insurance Company, 3421 W. Second Street, Los Angeles 4.



30-second story on the WISE BUY in picture tubes



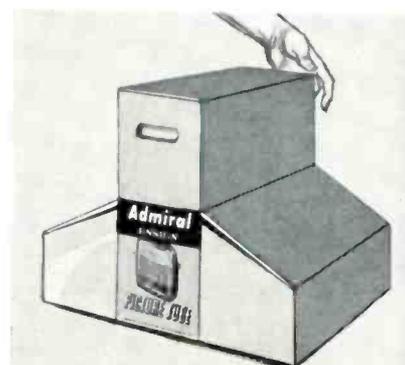
Make \$2⁸⁵ to \$16⁰⁰ more profit on a 21" Admiral Ensign

Now Admiral's vast purchasing power and national distribution give you the one picture tube line with everything: Finest quality workmanship and material... famous brand-name acceptance... attractive list prices... plus the biggest profit margin in the industry.

You can actually pocket from \$2.85 to \$16.00 more profit on a 21"

Admiral Ensign than on other brands. (Comparably higher margin on all other tube sizes.) Get the facts! Compare Ensign quality, performance, prices and profits. Discover for yourself why dollar-wise servicemen are switching to the Admiral Ensign. Call your nearby Admiral Distributor today! Start earning more right now!

NOTICE: All materials and parts used in the manufacturing of Admiral Ensign tubes are new, except for the envelope, which prior to re-use, was carefully inspected to meet the standards of the original new envelope.



NEW Admiral Tube Carton
Remarkable new package is lighter, stronger... has built-in carrying grips... takes 40% less space! Another Ensign "Extra."

ADMIRAL[®] ENSIGN Picture Tubes



Radio Products Makes Changes In Management Team

In a move expected for some time, since the resignation of Tom Lynch, top management changes at Radio Products has been announced by Company President Charles Sexton.

Moving up from general manager of the distributing firm, Doug Dumas has been named senior vice president of the company with Robert Gunn, formerly general manager of the industrial division to vice president in charge of that division.

Other changes included the naming of Ben Richardson as secretary-treasurer of the firm, in place of Charles V. Kirk who resigned, and Richard E. Sexton as general manager of Radio Products Sales. Former P. R. Mallory Co., sales executive, James Craig has been named as head of purchasing.

Radio Products Sales is the distributor in Southern California for Grundig-Majestic products, which are merchandised in the United States by a subsidiary of Wilcox-Gay.

ESD Purchases Electric Corp.

Electric Supplies Distributing Company has purchased the assets of Electric Corporation of California which brings to 12 the number of wholesale electric stores in California owned by this firm.

Electric Corporation of California was headquartered in Los Angeles with branches at Pomona and Lancaster.

CSEA CONVENTION

FEBRUARY
9 - 10 - 11

DISNEYLAND
HOTEL

DURING PETS SHOW

ELECTRONICS INDUSTRY SALUTES HAROLD H. RAINIER

Approximately 200 members of the electronics industry met at the Summit Hotel recently for the Harold H. Rainier Testimonial Dinner. Mr. Rainier, Distributor Sales Manager for Sylvania Electric Products Inc. since 1946, retired on January 1, 1962, after 35 years in the industry.

Among those present to salute Mr. Rainier were: Albert D. Steinberg, Albert D. Steinberg Co.; J. A. Milling, President, Sams Division, Howard W. Sams and Company, Inc.; George C. Connor, Senior Vice President, Marketing, Sylvania Electric Products Inc.; E. Bruce McEvoy, Mr. Rainier's successor; Mauro E. Schifino, President, National Electronic Distributors Association; Gail S. Carter, Executive Vice President, National Electronic Distributors Association; Kenneth C. Prince, General Manager, Electronic Industry Show Corporation; David Susser, Executive Vice President, Producers of Associated Components for Electronics, Inc.; Helen Quam Bean, Vice President, Quam-Nichols Co., and J. Howard Reed, Electronic Distributors Research Institute.

Henny Youngman, stage and television comedian, provided a light touch.

Mr. Rainier began his career in electronics in 1927 with RCA and, in 1940, joined Sylvania as Assistant Distributor Sales Manager. In 1946, he was appointed Distributor Sales Manager, his present position. He is a member of various trade organizations and a recipient of many industry honors.

STOCKTONIAN WINS FIRST PLACE IN NATIONAL BUSINESS ESSAY CONTEST

Congratulations to electronic distributor salesman Stephen R. Douglas of "Dunlap Electronics" are pouring in this week because an essay he authored titled "How To Sell Against Price-Cutters" won first place in a national contest sponsored by a trade journal—"National Electronic Distributors Journal" published in Chicago. In a letter to company president, Carter "Pat" Dunlap, Steve Douglas learned

- (1) of his blue ribbon status
- (2) the article is published in the trade journal's November Issue, and
- (3) he is the happy recipient of \$150.00 check.

"The 'N.E.D.A. Journal' is the most respected journal in the distributors industry," states Pat Dunlap, "and to have Steve Douglas win the number one prize in a contest that involved the whole U.S.A. is a significant accomplishment."



Pictured here during the gala affair are (left right) Mr. & Mrs. Harold Rainier and Mr. & Mrs. Joseph A. De Mambro.

TRIAD FORMS NEW DIVISION

Triad Transformer Corp., a division of Litton Industries, has announced the formation of the Triad Distributor Division. The new division will speed deliveries and facilitate expanded marketing activity in the electronic distribution market.

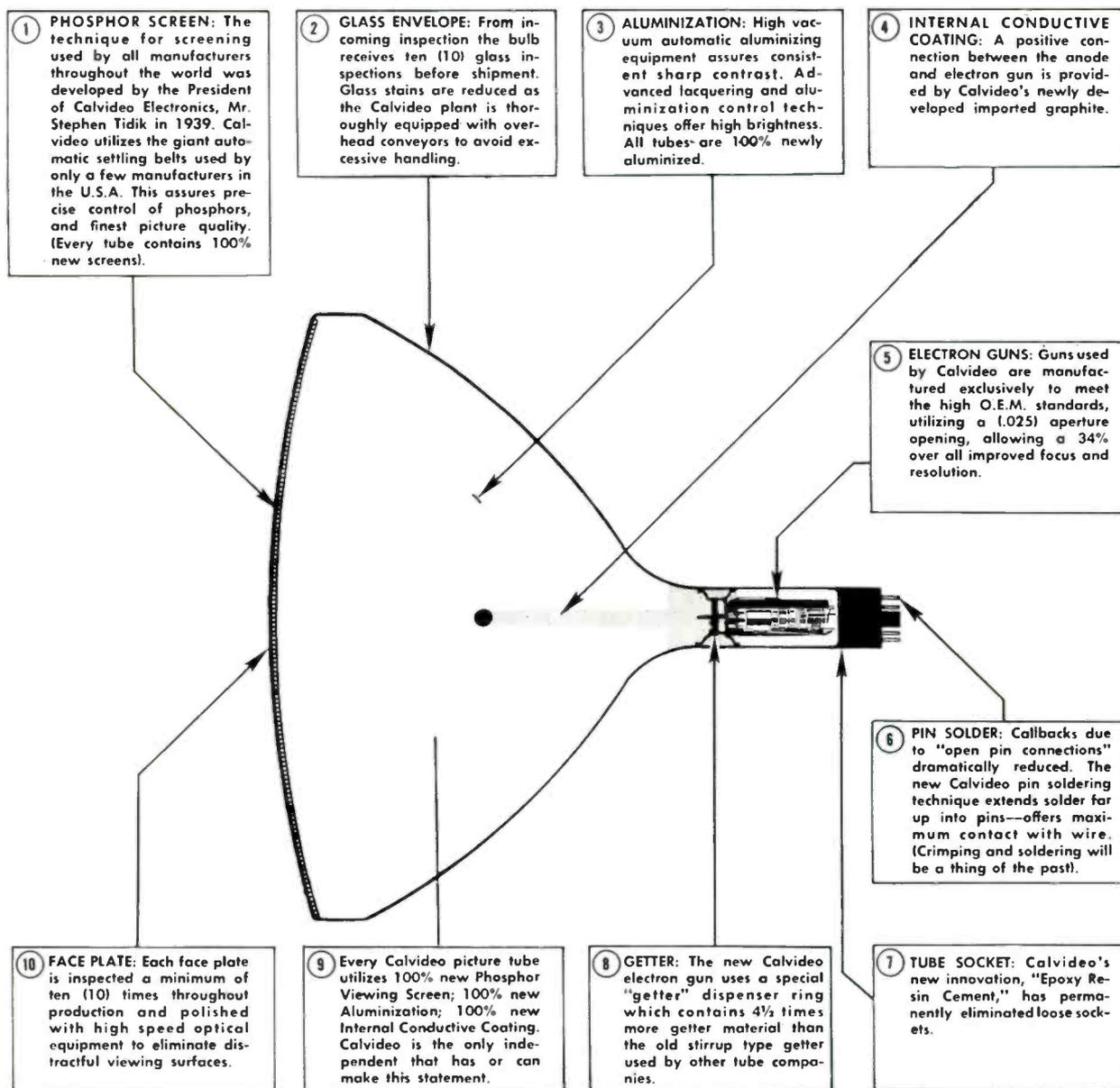
Sales of transformers to electronic distributors were handled previously by a sales department at the company's factory in Venice.

Harry J. Gray, Litton vice President and president of Triad, said the Triad Distributor Division will be operated as an independent organization. The new division will not be engaged in product manufacture and will be the sole marketing operation for Triad's broad line of precision transformers sold through industrial and replacement distributors.

Contract and O. E. M. sales activities will continue to be centered in Triad Transformer Corp. and there will be no change in the manufacturer's representative organization. Firms that have been representing Triad Transformer Corp. in the distribution areas will henceforth represent the Triad Distributor Division.

H. Richard Olsen has been named general manager of the new division. He has been associated with Litton for five years.

TEN GOOD REASONS WHY CALVIDEO IS NO. 1 IN SALES*



AS A BONUS FEATURE ALL CALVIDEO TUBES COME PACKAGED IN THE NEW EASY TO HANDLE "TUBE TOTER" CARTON.

* the largest independent picture tube manufacturer, supplying the replacement field

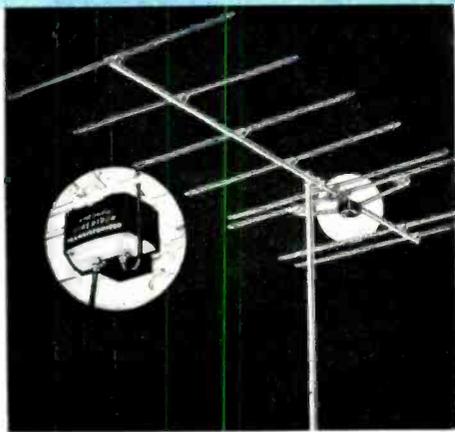


Electronics Inc.



MODERN electronic service dealer

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



FROM WINEGARD . . .

comes the introduction of two new amplified FM antennas. Bob Fleming, sales manager for Winegard, stated, "The increasing interest in FM and FM stereo has created the need for more powerful FM antennas. Our new Stereo-Tron Yagi is so sensitive that we guarantee it will pick up 85% of all FM stations in a 200 mile radius from any location over normal terrain."

The PF-8 Stereo-Tron Yagi is gold anodized and has a minimum gain of 26 DB over a folded dipole. It has a flat frequency response of $-1/4$ DB from 88 to 108 mc. It features a built-in TV-FM coupler and has eight elements with "Tapered T" driven element directly coupled with the transistor amplifier. The Winegard Stereo-Tron is available two ways—Model PF-8 for 300 ohm twin lead or Model PF-8C for 75 ohm coax. According to Fleming, "The Stereo-Tron is by far the world's most powerful FM antenna."

The Winegard Electronic Turnstile is also gold anodized and is non-directional with 16 DB gain in all directions over a folded dipole. This model has Winegard offset mount and transistor amplifier with built-in TV-FM coupler. The Electronic Turnstile, Model PF-4 has 300 ohm output only.

Both models can be used with one power supply and down lead when used with a Winegard Powertron TV antenna.

FROM HELLER . . .

A new low-cost line of severe-service industrial staples, said by the manufacturer to be "the biggest staple advance in 5 years".

Made of steel base for strength, heavily electroplated with copper for lifetime protection, the new staples are registered under the name "Heller-Ply". Heller Roberts declares them to be completely and permanently rust-proof, corrosion-proof and salt-water-proof; that they will not stain or "run" on the materials they hold.

The announcement goes on to state

"these new staples withstand severest conditions which heretofore have required staples made of stainless steel, Monel or other expensive metals. Heller-Ply staples sell for less than half as much; only slightly more than standard types.

"For telephone, electronic and electrical equipment manufacture, installation and repair they combine rust-corrosion-salt-water immunity with low cost for such uses as fastening drop wires, floor-joist runs, baseboard runs . . . any outdoor or indoor point where low-voltage wiring must be fastened."

The new staples are made in a wide variety of crowns, points and sizes and can be used with Heller tackers and staplers of any type or vintage.



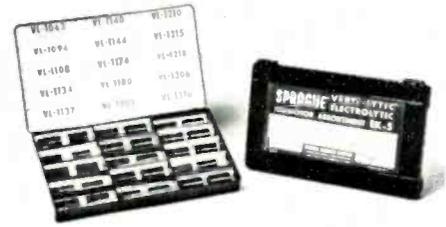
FROM CLEAR BEAM . . .

Six new, improved TV indoor antennas in the Piggy Bank series has been announced.

In this series of indoor antennas, a simply installed attachment to the back of a TV set eliminates the unsightly top-of-set antennas and pulls in all UHF, VHF and FM signals. Included in the series is the "Power-Pak" Piggy Back, in which perfect tuning on every channel is assured in the sensitive Tune-A-Matic selector, with equally good reception on black and white or color TV from any direction without moving the set.

Six different antennas are available in the series, including four-and-five-section telescopic elements, with a choice of blonde or mahogany finish. A hardy, almost unbreakable acetate plastic houses the "Power-Pak" electronic circuit.

Antennas are individually packed and shipped in attractive display cartons which will spark sales.



FROM SPRAGUE . . .

A specially-selected assortment of verti-Lytic(R) Capacitors for technicians who work on transistorized equipment has been announced by the Sprague Products Company, North Adams, Mass. Known as the EK-5 Verti-Lytic Assortment, this new item consists of 0 miniature single-ended electrolytic capacitors (two each of the 15 most-frequently-used ratings) in an attractive blue case which sparkles with embedded silvery particles. Individually identified compartments keep each capacitor in place, permitting easy selection and removal.

Space-saving Verti-Lytics, with their molded phenolic cases and moisture-resistant resin end seals, have low leakage current and long shelf life. They are ideal for vertical mounting on printed wiring boards in crowded transistorized radios.

The handy plastic case, which will find many uses in the home or service shop, is FREE to the service dealer—he pays for the capacitors only. The EK-5 Assortment has a dealer net price of only \$1.92 and is available through all Sprague Distributors.



FROM EVER-GUARD . . .

A simple, low cost automatic burglar alarm for all types of passenger cars, panel trucks, step-in trucks, station wagons and other vehicles, has been introduced by Ever-Guard Alarm Systems, New York City. The "On-Guard" is a

NEW PRODUCTS

Continued

small, compact alarm that can be installed by almost anyone without any difficulty.

In operation, the "On-Guard" alarm provides positive protection against burglary of spare tires, tools, batteries, and all the other contents of the vehicle. The moment anyone opens the doors, hood, or trunk of the protected vehicle, a sharp penetrating horn blasts. This horn cannot be silenced by closing the point of entry but only by resetting the control switch. Since the operator of the vehicle is the only one who can reset the control switch, the horn serves to call attention to the vehicle and to alert the operator and thus scare the thief away.

The "On-Guard" alarm consists of a basic unit for hood and trunk. For 2-door and 4-door cars, a separate kit containing the proper number of door switches and electrical locks is available for use with the basic unit. For commercial vehicles such as panel trucks and step-ins, the kits come complete with all the necessary switches and locks. All "ON-Guard" alarms contain sufficient wire and installation hardware to make the job exceptionally easy.

The complete "On-Guard" alarm system for panel trucks lists for only \$22.95 and for step-ins only \$21.95. The basic unit for passenger cars lists for \$16.95. The door kits for passenger cars sell for \$5.95 for 2-door cars and \$7.95 for 4-door cars.



FROM CHANNEL MASTER . . .

a new FM/AM tube-type radio, featuring a big six-inch speaker in a solid walnut cabinet. The rich wood does more than add to the appearance of the radio—its resonance enhances the superior tone as well. The new Channel Master set, Model 6535, gives the equivalent of nine-tube performance with six multi-purpose tubes and a selenium rectifier.

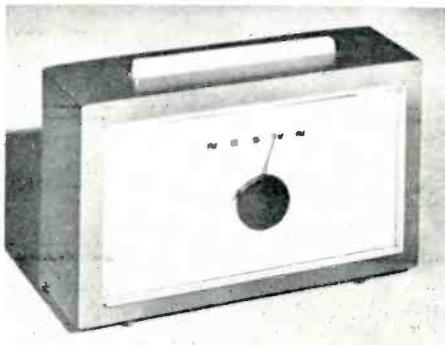
The Channel Master radio comes with an outlet for stereo multiplex adaptor to provide for the full enjoyment of FM

broadcasting, regular or stereo. A special line cord FM antenna is built into the set. Provision is made for an external FM antenna where reception conditions make it necessary. FM tuning is non-drift, and there are separate tone controls.



FROM ELECT.

EMC MODEL SA SOCKET ADAPTOR enables user to check 12 pin Compactron, Nuvisor, Novar and 10 pin tubes with any type tube tester including mutual conductance type. Tests are made by plugging in SA Adaptor into 9 prong socket of present tube tester. It enables the old tube checker to make the same tests on the new type tubes as it does on the older types. Price \$9.45 Wired, \$4.95 Kit.



FROM ALLIANCE . . .

Pin-point control of TV antennas and a touch of roof-top fashion, highlight the new "Golden Spectre" antenna rotator unit, manufactured by Alliance Manufacturing Company, Alliance, Ohio.

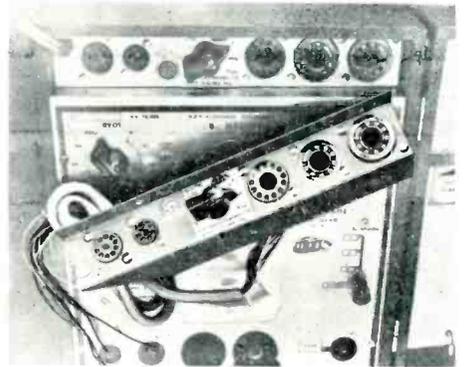
Designed to give TV viewers sharp black and white, color and UHF reception, the unit is now available in a gold-metal to brighten roof tops and harmonize with many modern antennas. The rotator can also be used with FM radio to reduce interference in crowded FM broadcast areas.

The Alliance tenna-rotor eliminates

"ghosting" in ultra high frequency areas, and keeps the antenna pointed directly at the desired TV station for strong reception of more sensitive color programs.

The Golden Spectre rotator incorporates all the time-tested features of the famous Alliance Tenna Rotor line, including positive mechanical stops, stainless steel bearing inserts for longer life and corrosion resistant components.

Viewers have a choice of two tenna rotor control units, either the Model U-98 which automatically turns the antenna towards the station desired or the Model T-12 which is manually operated by a slight touch of the control-bar. Either control unit provides pin-point TV reception and brings in more distant stations.



FROM SECO . . .

A new low cost adaptor with six sockets for all of the newest tubes is announced by Seco Electronics, Inc., of Minneapolis, Minnesota. The new Model 1278 adaptor permits testing of 9 pin novars, the new 10 pin tube, 12 pin compactrons and nu-visitors and battery types as well as all previously popular TV and radio tubes.

This adaptor is especially designed for the Model 78 tube tester; easy to install; fits neatly into the AC cord compartment; accurate setup information furnished for the new type tubes. The price is \$10.95 dealer net.

For further information, write Seco Electronics, Inc., 5015 Penn Ave. South, Minneapolis 19, Minnesota.

FROM STANCOR . . .

a new Stancor vertical deflection output transformer is now available.

This new vertical output, Stancor Part No. VO-114 has a 6:1 turns ratio with a primary impedance of 5000 ohms at 30 dc ma. The dc resistance is 250 ohms in the primary, 6 ohms in the secondary.

The unit has wide application and is designed for use as a direct replacement in Airline, Coronado, Emerson, Sonora, Sylvania, Trav-ler, and Truetone sets. It replaces a total of 17 of these manufacturers' part numbers.



The Question:

**HOW DO THINGS LOOK FOR THE SERVICE DEALER
FOR 1962**

Ron Kealey
Kealey's Radio & TV
Pasadena, Calif.

1962 will be equally as good as 1961. The "Do-it-yourself" trend will continue to increase with more and more customers checking and buying their tubes and parts. However this should be offset by the extra services needed for Color TV, and stereo-hi-fi record players, to quite an extent. For 1962 it might be a good idea for one-man shops to investigate the possibility of combining with each other in a central location, which would cut down rising service costs and give better service to the customer. This is food for thought.

Ralph Johonott
Tri-Color TV
Burbank, Calif.

1962 once again presents more problems to confront the servicing dealer. More and more wholesale outlets selling to the public and larger chains of discount operation selling television sets where service becomes captive through warranty stations, is cutting the revenue of the independent. A much more cooperative spirit must be realized through the independent service dealer to work together as a group to survive the many problems that continue to appear. Throughout the State the problem of cleaning up our industry, remains as a major task. In the early months of 1962 it is urged that all cases of fraud and shady tactics which are disclosed, be pointed out to the local Better Business Bureaus, Law Enforcement Agencies and local C.S.E.A. Chapters.

A State-wide campaign has been very successful in many areas, cleaning up some of the filthy practices of some of our blood brothers who have not the "guts" to charge a reasonable rate for their skills, but rather hide the necessary income in fake invoices, overcharging and deceit.

May we all work together as a team in the New Year. C.S.E.A. needs the strength of all our industry for 1962. Join your association and let's lick the problem together.

Howard Singer
Day & Night
TV Service Co.
Los Angeles, Calif.

If 1961 is any criterion, we expect 1962 to exceed our past years volume by at least 30%. 1961, as in most businesses this past year, got off to a very slow start and by the time June rolled around we were wondering just what would happen. Well, we found out! It was just like someone came along and repaired all the traffic signals, because they all said "GO" and *that* we did and despite the bad beginning we managed to exceed the 1960 business by 15%. This is in all categories of service, sales and rentals. However, there is one thing that is very important, business won't come to the one who sits and waits for it. Public relations, more so than advertising, is the axiom with us. Treat your customers like annuities, the dividends are wonderful. This year we received more Xmas cards from customers than ever before. For 1962, we expect great things and we'll be ready for it with Quality Service, Quality Merchandise, an efficient store and a smile for every customer.

Abe Bowers and
Jack Massecar
TV Service Guild
Los Angeles, Calif.

The business picture for 1962 in the Service industry will reflect the general business trends in the Nation. The small companies will be under ever increasing pressure, not from competition of their own kind but from the competition of the manufacturers and suppliers. An ever-expanding number of manufacturers are increasing the warranties on their products beyond the accepted 90 days. Many of the warranties now include labor, which will either be done by the manufacturer or will be sent to independent service dealers at rates which will not meet the costs of operation. It behooves every service dealer to make himself aware of the policies of all manufacturers and to govern his own business practices accordingly. Why sell the product of a manufacturer who is in competition with you? The battle is not lost! The independent service dealer can survive if he wakes up NOW. Let the manufacturers know how you feel about extended warranties and captive service. Make them feel your displeasure by selling only the products of those who deserve our support.

PICO Electronic PARTS

PICTURE TUBE SAVINGS

**WHOLESALE ONLY!
DIRECT MANUFACTURER TO
THE DEALER ON
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ALL SIZES — ONE YEAR GUARANTEE**



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NE 9-6248

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PA 1-2907

Tube Sales Drop Still Remain High

October factory sales of both television picture and receiving tubes dropped back from the year's peak totals recorded in September but remained at high levels compared to most other months of 1961, according to the Electronic Industries Association's latest figures.

A total of 912,281 picture tubes worth \$18,000,957 were sold in October, compared with 916,105 valued at \$18,981,210 sold the month before. October receiving tube sales totaled 32,480,000 units at a total value of \$26,155,000. In September the totals were 37,611,000 units and \$30,472,000.



CLASSIFIED ADS

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BUSINESS OPPORTUNITIES

ELECTRONICS SALES & Service Business desiring to sell for net inventory. We have other interests. Good location, excellent recreational and educational surrounds. Ideal for ski, fishing or hunting enthusiasts. Blue skies, clear air! Immediate answer requested. ESCO, Box 588, Mt. Shasta, Calif.

POSITIONS OFFERED

SALES MANAGER

Electronic parts distributor experienced in high volume receiving tube and component sales. Must know Southern California service dealer market and quantity purchasers. Will choose and direct own sales force, responsible to V.P. marketing. Prefer man currently selling to dealers for high-volume distributor, or presently acting as Sales Manager able to bring along his own crew and accounts. Excellent compensation.

Box 15Q 331, 4041 Marlton Ave., Los Angeles 8, California

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WE MANUFACTURE 25,000 Loudspeakers daily. We sell only a few accts. in West. Need rep. who knows jobber business plus can call on the five O.E.M. accts. Our Co. first in field for value at price. Box 15Q 296, 4041 Marlton Ave., Los Angeles 8, Cal.

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HELP WANTED

SALESMEN

Sell to major space age companies. T.V. repair salesmen with proven sales ability have become successful VALOR salesmen, selling advanced electronic products. Excellent future and opportunities. Age about 30. Call Walter Burns at CR 4-6771 Valor Instruments Inc., Los Angeles.

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REBUILT OR EXCHANGED
ALL MAKES — ALL MODELS
\$9.95

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HOW TO WRITE YOUR AD:
Figure approximately 6 words to the line.

RATES: \$.95 Per Line. Minimum five lines.

DISCOUNTS: Less 10% 2nd & 3rd times; less 15% thereafter.

BLIND BOX NO'S: Add 50c.

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1429 S. Sycamore, Santa Ana
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STORES IN: SANTA ANA, OXNARD, LONG BEACH,
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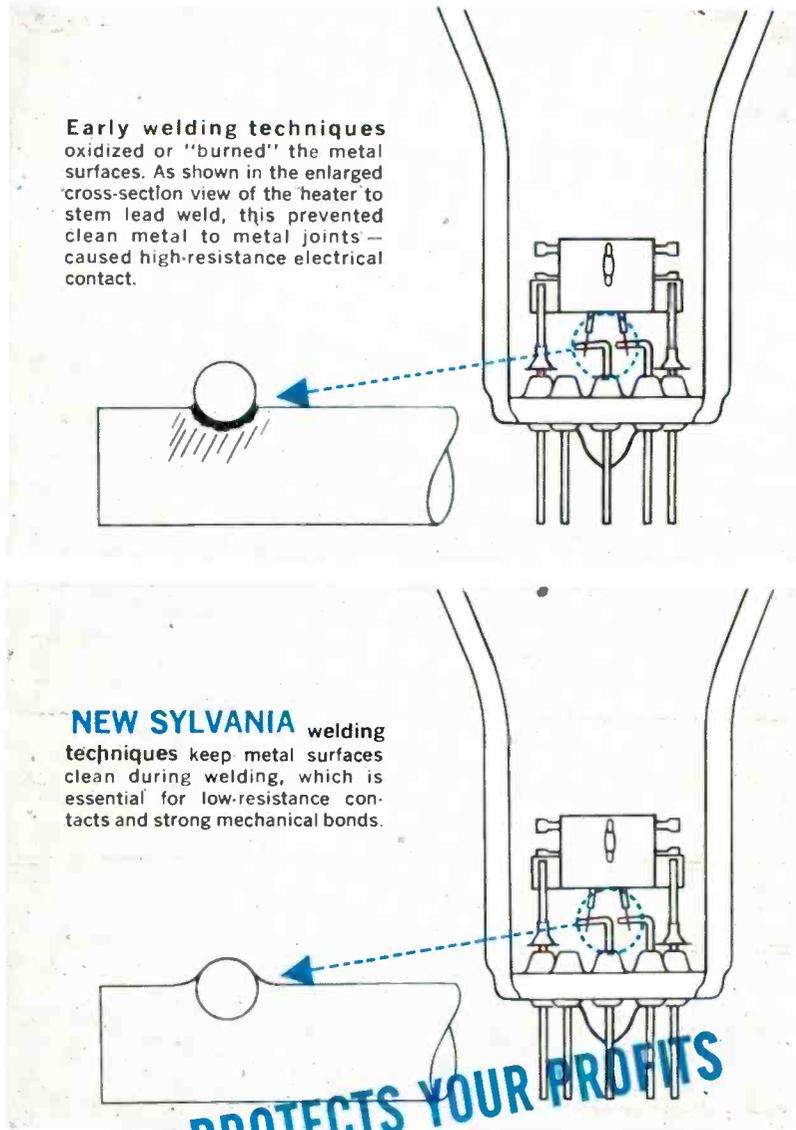
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Sylvania . . . the leader in picture tube improvements . . . now gives you another built-in plus — "Controlled Atmospheric Welding"! Engineering investigations revealed that in the welding of picture tube gun parts something more than automatic controls, skilled operators and careful inspection was needed. The uncontrolled factor was the degree of oxidation occurring at the time of welding. The answer — control the atmosphere surrounding the weld at the instant it is made!

Now . . . through "Controlled Atmospheric Welding" Sylvania Silver Screen 85 TV picture tubes give you maximum assurance against callbacks. Common field problems of intermittent, poor, or open connections due to oxidized welds have been eliminated. Every year hundreds of thousands of TV picture tubes are replaced with Silver Screen 85. No wonder. It's more profitable in the long run.

Electronic Tubes Division, Sylvania Electric Products Inc., 1740 Broadway, New York 19, New York.



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