

service dealer

the official publication of the california state electronics association

One Solitary Life

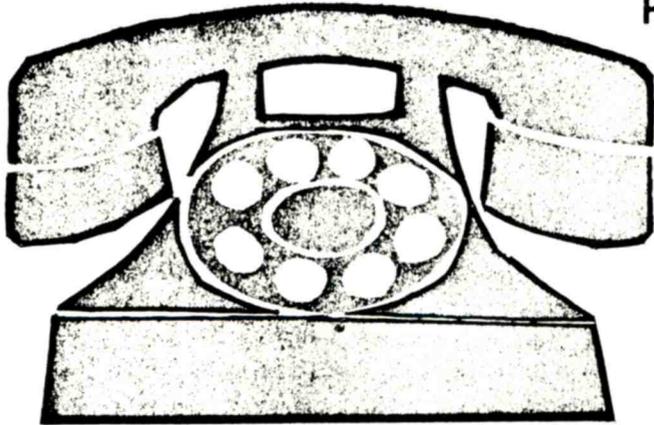
On Christmas Day we commemorate the birth of a baby in an obscure village, the child of a peasant woman. He grew up in another village. He worked in a carpenter shop until he was thirty, and then for three years he was an itinerant preacher. He never wrote a book. He never held an office. He never owned a home. He never had a family. He never went to college. He never put his foot inside a big city. He never traveled 200 miles from the place where he was born. He never did one of the things that usually accompany greatness. He had no credential but himself.

While he was still a young man, the tide of public opinion turned against him. His friends ran away. He was turned over to his enemies. He went through the mockery of a trial. He was nailed to a cross between two thieves. While he was dying, his executioners gambled for the only piece of property he had on earth, and that was his coat. When he was dead, he was laid in a borrowed grave through the pity of a friend.

Nineteen centuries wide have come and gone, and today he is the central figure of the human race and the leader of the column of progress. I am far within the mark when I say that all armies that ever marched, and all navies that ever sailed, and all parliaments that ever sat, and all kings that ever reigned, put together, have not affected the life of man upon this earth as has that One Solitary Life.

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YOUR ELECTRONIC NEEDS
**AS NEAR AS
YOUR PHONE**



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LONG BEACH/DOWNEY - 639-6950

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RCA VICTOR DISTRIBUTING CORP.

6051 TELEGRAPH ROAD, LOS ANGELES, CALIFORNIA 90022

Your One-Stop Electronic Parts Supply House

electronic service dealer

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FEATURES

- 9 SURVEY INDICATES 67.3% IN FAVOR OF BERDR
- 12 SWEEP EQUIP. SHOW & ALIGNMENT DEMO SLATED BY NEW TECHNICAL CLUB
- 14 HOUR AND SALARY SURVEY RESULTS

DEPARTMENTS

- 4 LETTERS
- 5 EDITORIAL
 - Subscription TV Delayed
 - EIA Plans Service Training
 - Initial Survey Report Items
- 6 PRESIDENT'S MESSAGE
- 7 CSEA NEWS WIRE
- 12 TRADE TALK

November 25, 1967

LETTERS

Dear Don:

Just a note to let you know I'm back in the Electronics Parts Business. As of June 1st I became manager, parts and accessories for Black and Ryan. We are the Arizona distributor for RCA and Whirlpool plus other lines.

Please change my address to 1518 E. Colter, Apt. 119, Phoenix, Arizona 85014. And give my regards to all the boys in the Los Angeles area.

Bob Gage

Ed: Happy to pass your well wishes on here in California and our own in return. Happy to have you back in the industry.

NOTE: We recently received a copy of a letter addressed to the BERDR that we felt extremely important. It is certainly self explanatory and needs no further comment from us. However, we would be interested in receiving reader comments for future publication.

Henry M. Shine, Jr.
Director
Department of Professional and Vocational Standards
Bureau of Electronic Representative Dealers
Sacramento, California

Dear Sir:

It has been called to our attention by one of our customers that a tv service shop in Porterville, California, is telling people that only their shop will be allowed to service the televisions being lines, Porterville, California. This shop is the only authorized station selling subscriptions to Sierra Cable Company hook-ups, this is announced on their radio commercials and other advertising media.

We believe this is "captive service" and not in accordance with the provisions and regulations of Chapter 20 of "Business and Professional Code of the State of California" and also against F.C.C. policy regarding cable service.

May we have written confirmation from your office if such a policy is allowed exclusively to one shop in a city.

Very truly yours,

Dear Sir:

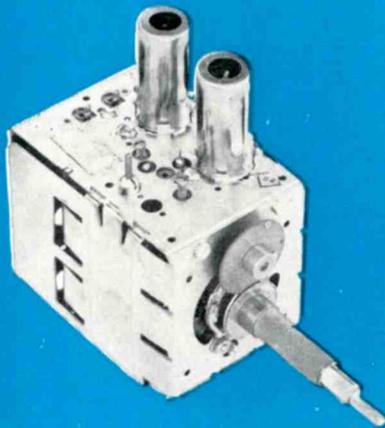
We are rapidly approaching the time when home service calls will be \$25.00 to \$30.00 on color sets. Other calls will increase in proportion to the increase in the color home service fee. There increases will allow the service dealer to get better technicians, to keep them, and to pay them a decent rate of pay as enjoyed by electricians, plumbers, etc.

It will also allow the servicing dealers to only work five days a week, and his profit will reflect that his decision to increase prices was the only thing to do. Fewer ulcers, and better conditions can be enjoyed by all.

Sincerely
G. B. Rogers,
ABC TV & Electronics

ELECTRONIC SERVICE DEALER

TUNER REPAIRS



\$9.75

FOR COMPLETE OVERHAUL

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

24-HOUR SERVICE with FULL YEAR WARRANTY

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

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

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

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

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

 **SARKES TARZIAN, INC.**
TUNER SERVICE DIVISION

See your distributor,
or use this address

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

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AM-FM RADIOS... AUDIO TAPE... BROADCAST EQUIPMENT

electronic service dealer EDITORIAL



DON MARTIN

Subscription TV Put Off Another Year

Last month the House Commerce Committee recommended to the Federal Communications Commission that Subscription Television be delayed another year.

The Commission, which has been taking testimony for several months, issued the recommendation along with the statement that they believed that the Communications Act does authorize the approval of new services but felt that a better determination should be made by the Congress. As it stands, the FCC will continue to have the authority over CATV unless the Congress decides, by amendment to the current legislation, that they wish another agency to administer the act.

It seems to us that pay TV is just a matter of time and that all the opposition can hope for is to delay it as long as possible. As long as the TV Sales and Service Industry is protected against CATV I would be in favor of letting Pay-TV have its chance at survival in this competitive economy.

EIA Plans Service Training

Last month we spoke before the EIA Consumer Service Division of the Electronic Industries Association in Los Angeles and prior to speaking a report was made that the EIA Finance committee had authorized \$80,000 for technical service training programs in the United States. At the same time, the committee chairman reported that they would submit an application to the Federal Government for additional funds for this work. Needless to say, we wondered about this program since it seemed to move in the same direction as the NEA apprenticeship and training program. Could this be a plan that would replace NEA's? Would it be in addition to NEA's? Was there any plan to combine the two efforts?

From all of the recent reports it looks as if the EIA will take over the national program of training television technicians. It seems they have the money, the influence and the desire to do the job. The big advantage of EIA over any dealer industry program is simple. EIA members are paid executives of major manufacturing firms. Their sole purpose is to participate in EIA and to fill a definite gap with trained technicians. The independent dealers are not in the same category since they must earn a living as well as work on such things as a national apprenticeship and training program. Volunteer help is the best kind but there comes a day when these people cannot afford the time to present a good well rounded program of training. The participation of the Federal Government in the NEA program was limited in funds but with EIA putting up \$100,000 of its own, I look for the Government to come up with several times that authorized for the NEA program.

The EIA initial program is outlined as follows:

"to fill all phases of electronic service technician development including career guidance, teacher and student training, curricular up-grading, job placement and public relations."

Richard Tinnell, director of education and training for the division stated that "brochures, displays and seminars, plus a newsletter for electronic teachers are some of the devices to be used by EIA to update information on the electronic industry and to encourage more students to become service technicians."

Our only cause for concern is the category of "job placement". Could it be that EIA is undertaking the responsibility of providing trained technicians for EIA members? A brochure to build the dealer image is also planned under this program. These booklets are to be provided to the dealer for distribution to his customers. All we can add here is that many of the major manufacturers have provided similar types of brochures only to see a lack of distribution.

Whatever happens, it seems to me that the members of EIA might find it well worth while to include an industry representative on their committee such as NEA/OJT coordinator Gerry Barkoukus.

Initial Survey Report Items

"Service Calls"

The response to our survey has been overwhelming and it will take some time to do a complete job of reporting the results. However, some of the most important results we have already tabulated and may be of use to you.

Service Call rates in Metropolitan Los Angeles averaged \$8.40 for black and white and \$10.80 for color. In Northern California the results were \$10.00 for black and white and \$11.20 for color. In Central California the results were \$8.50 for black and white and \$10.50 for color. In the San Diego area the charge for black and white service calls was \$8.00 and \$9.90 for color. These figures are averages and the overall State average is \$8.70 for black and white and \$10.60 for color.

Some interesting side lines was that 63% of all of those reporting indicated they charged \$8.00 or more for a black and white call and 66% indicated they charged over \$10.00 for a color call. 31% stated that they charge \$10.00 or more for a black and white call and 39% indicated they charged over \$12.00 for a color call. With very few exceptions the dealers are spending a minimum of 30 minutes on a house call.

BERDR Result

In the survey we asked, "I am for or against the Continuation of the BERDR? The result of this questioning was 73.6% For the BERDR, 8.9% Against the BERDR and 17.5% undecided. The vast majority of the undecided indicated that they would prefer a true license law.



PRESIDENT'S MESSAGE

by HUGH WILKINS

Last month I discussed some of the problems involved in hiring tv service technicians. These included questions of competency, honesty, personal habits and appearance, willingness to perform, the fitting of a given pay rate to a given degree of competency and the economic importance of using men on the kind of work they are being paid to perform, where possible, rather than wasting them on work in a lower pay classification. Although these are matters which the wise employer will give careful attention to, the basic question of where to get competent technicians still goes unanswered.

It was just about two years ago that representatives of most factory service firms in the Los Angeles area and a number of large and medium-sized independents came to the conclusion that the radio and tv servicing industry in that part of California, alone, was short approximately 2,000 technicians to fill their needs. Among suggested reasons for this shortage of tv service technicians were:

1. The poor image of the tv servicing industry in the public mind. This tends to keep potentially good young recruits from coming into our field.
2. Inadequate pay and fringe benefits when compared with those of "space age" industries competing for men with much the same aptitudes. This was closely related to failure of our people to come to grips with the necessity for setting charges for service high enough to enable payment of realistic rates and thereby meet the competition for manpower.

Although pay rates seem to have improved generally with some good results, there still remains a critical shortage of competent technicians today. The poor public image of our industry seems still to frustrate efforts to recruit trainees.

You will recall that in the Spring of last year, CSEA mounted a sustained and energetic effort in Southern California to do something about this problem. An advertising and public relations firm was retained, a program for publicizing the good side of our industry for a change was worked out, and

a method of financing a large part of the cost thereof by means of industry-conducted "Television Audience Polls" was offered. In fact, a one-week test poll was conducted by CSEA shops which brought out the very unique value of such a system to advertisers desiring to reach a local-area market only. Our system showed audience response to local, non-network stations as well as the networks, whereas the biweekly Nielsen TV Ratings cover only ABC, CBS and NBC. For example, we found that a program of polka music on a local station drew rather heavily from the network stations during the same time slots. This kind of information, which the Nielsen report would not show, is worth money to advertising firms which represent clients selling only in the local market.

CSEA members financed all of the printing, mailing, shipping and gathering costs of TAP, plus the fee of the public relations firm, and CSEA members did all the work. However, further development of TAP would require a minimum "bare bones" budget of \$15,000 (\$25,000 was a more realistic figure used at the time). Since all money raised over and above expenses was to go into the public relations job of promoting an attractive image for the tv servicing industry for the benefit of its recruiting program, we who were directing the effort felt that these additional costs should be shared by all who were to benefit thereby. This would obviously include manufacturers, merchandisers and the servicing industry, itself, including factory service. Local factory service people, plagued by the manpower shortage and knowing the importance of such a public relations effort, were enthusiastic. Accordingly, we sent appeals for help to eight tv manufacturing firms, explaining the problem and the plan for meeting it which had been worked out in consultation with local factory service heads and others. (Letters had already gone out to many service shops in the area.)

We received some very courteous replies. Some were very complimentary of our efforts. Most dwelt upon the merits of their own factory training programs. Some promised near-future

contacts by local people. None discussed the central issue of our proposal: *How to counteract the bad public attitude toward our industry which was keeping prospective young recruits from entering the home electronic servicing industry as a career.*

All of us are well aware of the technician training programs sponsored by the various manufacturers for their products. Most of these are designed to upgrade existing technicians and most of us have gratefully taken advantage of them from time to time. But what about the *new* recruits so essential to this rapidly growing industry if it is to meet the needs of the average householder who buys these complex electronic devices for home entertainment? The "crash" training program of one factory service firm which teaches only elementary symptoms and their cure with the aim of putting new men out on home service calls within eight weeks is certainly no answer. It is already eliciting angry response from color television set owners who have received this "hit-and-run" type of service. Is that going to raise our public image as an industry? I think not. Rather, I feel certain, it will drive us deeper into the mire of public ill will.

Valuable time has passed. Still ringing in my ears are such words as, "we have carefully studied your letter of . . ." "we regret that our budget does not provide . . ." "your organization is to be congratulated but . . ." "we feel that we are doing all that we can . . ." "our local people will contact you . . ."

Frankly, the problem is about the same as it was two years ago: *critical.*

NEW BERDR CHIEF

On November 16th, Virgil Gaither and I had the pleasure of meeting and getting acquainted with Mr. Sigurd Hansen, newly appointed Chief of the Bureau of Electronic Repair Dealers. Virgil and I agree that Mr. Hansen is a very likeable, outgoing person who will be neither fanatical on the one extreme, nor easily swayed on the other in carrying out his obligation to enforce the BERDR law. We are inclined to the opinion that, under his leadership, we will continue to see a fair, effective and consistent day in and day out enforcement of the law. This will be good for the great majority of honestly operated radio-tv service shops as well as for the consumer.

SEASON'S GREETINGS

On behalf of California State Electronics Association I extend to all our readers our sincere wishes for a Merry Christmas and a Happy and Prosperous New Year.



CSEA NEWS WIRE

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

JOHONNOT & PETZWAL ATTEND BERDR HEARING

Ralph Johonnot and Darrel Petzwall represented CSEA and the service industry last month at the special hearing regarding the BERDR in Sacramento. The Senate Hearing Board, headed by Alan Short of Stockton reviewed the recommendation of the Little Hoover Commission to abolish the BERDR and took a great deal of testimony under consideration. Johonnot, in addition to a written report previously submitted, stated that over 20 States had asked for information on the BERDR for possible use in their own States. He also reviewed the new legislation that was submitted to Congress last month, that patterned after the BERDR, and also submitted newspaper articles, relating to the BERDR in New York City that may be used as a guide in their proposed legislation. Petzwal submitted facts and figures relating to the BERDR's success in protecting the consumer and stated that the small record of registration revocations can be credited to the consumer arbitration performed by the Bureau and the threat of revocation for major violations. He also related the case of one of the greatest fraud offenders who tried to re-enter the industry, and was caught by the Bureau. This hearing is set for January with a maximum fine of \$1,000 and possible imprisonment.

ESD ESD ESD

TSDA PLANS YELLOW PAGE CO-OP AGAIN THIS YEAR

The San Mateo Chapter of CSEA is again planning a co-op ad of its members for the yellow pages of the phone book in that area. The 1/4th page ad ran last year and new copy is planned for the new book. Members were also advised by special memo to make sure their own ads carry the TSDA and CSEA emblems. The chapter also reported that a successful certification examination was held last month with over 20 men taking the test for technical certification by NEA. Sig Hansen, new Chief of the BERDR was their guest speaker at last month's meeting in Burlingame.

ESD ESD ESD

SAN DIEGO COLOR COURSE GOING WELL

All reports indicate that the eight week CSEA sponsored color refresher course is going extremely well with over 150 dealers and technicians taking part in the program. This same course is being put together for the other sections of the State by the State office and it is hoped that it will get underway right after the first of the year. The program is being expanded to 12 weeks with nine major manufacturers presenting their chassis, that are two years or older, to the class. The idea behind the refresher course is to discuss and solve problems dealers are finding in older chassis rather than being sold on the new units they wont see for a couple of years.

ESD ESD ESD

SEVEN NO. CALIF. DEALERS PASS NEA CERTIFICATION TEST

Seven more Northern California technicians have been notified of passing the NEA Certification Examination. The seven are: Jim Egan of San Mateo, Lee Hoy of San Rafael, Bernie Finger of Los Gatos, Terrance Smith of Millbrae, Wilbur Huber of Redwood City, Chet Chapin of Millbrae and Lloyd Williams of Redwood City.

ESD ESD ESD

EARL CROCKER NEW SAN FRANCISCO DELEGATE

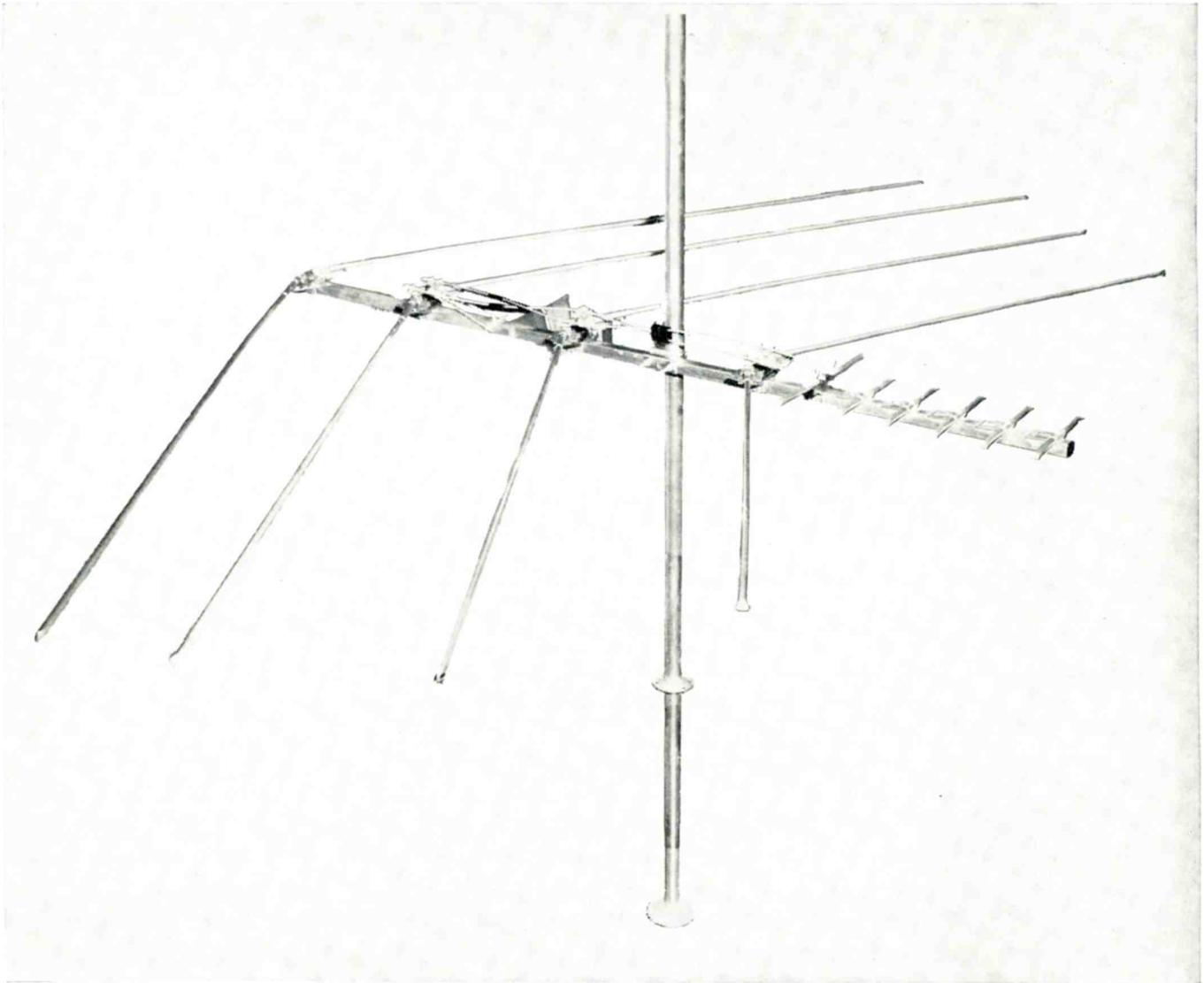
Mike Fusare reported at the last Zone "B" meeting that Earl Crocker of Crocker-Johnson TV in San Francisco is the new chapter delegate to CSEA.

ESD ESD ESD

NEW UHF STATION TO CO-OP WITH CSEA IN BAY AREA

KBHK-TV in San Francisco is the call letters for the Bay area's first UHF station. The station, owned by Kaiser, is scheduled to go on the air in January with a fixed programming plan for every night of the week and every week of the month. A special representative of the Station was the guest speaker at the last Zone "B" meeting and offered free UHF antenna rings as a give away to dealer customers. The formal kick-off of KBHK-TV will be a station sponsored party this month for all Bay area dealers. Programming is scheduled from 10:30 a.m. to 11:30 p.m. on Saturday and Sunday and from 1:00 p.m. to 11:15 p.m. on week days.

ESD ESD ESD



Newly Designed UHF/VHF/FM FINCO Antenna For Philco-Ford in Southern California and Priced At \$9.95

"The Antenna That Captures The Rainbow"

- | | |
|---|---|
| 1 Continuous one piece drive line and exclusive air insulated crossover spacer. | 5 Virtually non-breakable side to side take off terminal. |
| 2 Exclusive triple thick sleeved elements. | 6 Metal reinforced insulator, insert cup, and heavy duty rivet. |
| 3 Drive line pedestals assure positive drive line spacing. | 7 Back-up bracket and square boom. |
| 4 Double contact to drive line. | 8 Lock tite no-tilt saddle bracket. |

EXCLUSIVE FROM PHILCO-FORD PARTS STORES



.....THE SERVICEMAN'S FRIEND FOR 39 YEARS

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

PHILCO PARTS STORE
6150 Mission Gorge Rd.
San Diego, 283-7361

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

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

SURVEY INDICATES 67.3% IN FAVOR OF BERDR

Last month we asked our readers to drop us a card indicating whether they were for or against the continuation of the Bureau of Electronic Repair Registration. The results of this survey indicated that 67.3% of those taking part in the survey were in favor of the BERDR. Needless to say, this was a big surprise to me since I am a firm believer that negative people are the only ones that take time to present their views. This is more and more evident every day as we witness the current events, protest marches, sit-ins, etc.

Although the results of the survey indicated a favorable reaction to the work of the BERDR the negative writers had a field day. The "For" group simply sent along a card with possibly a few remarks but a couple of the "Against" people wrote essays and one even offered to have his letter printed as an advertisement.

However, let's take a look at these remarks on both sides and you be the judge of the reaction.

First of all let's examine the "For" notes. From Tracey California . . . For: Vallejo . . . I mailed a copy of your editorial to the Governor with my comments. From Sacramento . . . We are for the BERDR but should let the public know of this Bureau and its purpose. Compton . . . For . . . and thanks for a hell of a good job. From Fresno . . . For retaining BERDR. From Venice . . . We must keep BERDR by all and any means. From Long Beach . . . Keep up your fine efforts to make us a business instead of a racket . . . we must keep the BERDR.

These are only a few of those that came in with short messages. On the other hand, some dealers took additional time to jot some of the following comments:

We are for the BERDR but would like to suggest that a license law be passed with all individuals engaged in this business required to pass special examinations and to have basic equipment to do a good job of service. By such a regulation the general picture of the industry will improve and from that improvement—the rewards will automatically follow.

Another letter stated: "having been a big booster of the BERDR, I feel that we in the industry certainly get \$3 per month in benefits. To abolish this agency would be a step backwards. I would rather see it stronger and include certification of technicians even if it costs us more. I would also like to see a five day week. If enough shops in an area would establish a 5 day week, we would certainly go along with it in Fullerton.

All in all, the survey indicated a complete State wide picture with cards and letters coming in from every area in the State.

By the same token, our survey sample pretty well established a State wide sprinkle of those against the BERDR.

From Sacramento . . . "Against". From Marysville . . . I have over 15 years in the service business and don't believe the BERDR is worth its cost. To test your views . . . why not make the law on a voluntary basis and not compulsory? From San Jacinto . . . Against. From San Diego . . . Please put me down as a very definite No. You can not legislate honesty up to the President of the United States. The law was put through with about 1% of the technicians of San Diego representing us here and pressuring the State Legislature to enact this lax law . . . From Red Bluff, No . . . why not get politics out of our business? From Redding . . . Against the BERDR in present form. Would suggest that we revamp BERDR with knowledgeable technical men in charge and require examinations as for ability. All the BERDR has done is to cause another tax that we must pass on to our customers in the form of higher prices. From Paradise . . . Anyone who is a victim of a fraud has recourse at law for redress and did so before the BERDR was created . . . so why just add another expense or tax on tax weary TV service men?

The following two letters best typify the thinking of the negative anti-government (regardless of administration) individuals in this country today. No matter what the cause I am afraid we will find this type of thinking. I honestly believe that they believe in

what they are saying and have closed their eyes and ears to another view point.

The first letter comes from John Gross of Yucaipa who has fought with the BERDR since its inception. A person who has carried this fight to the courts and was recently placed in contempt for refusing to allow a State inspector to examine his books. The charge was later suspended as long as he agreed to uphold and respect the law of California. Our latest information is that he has complied.

Dear Don:

We applaud the Little Hoover Commission, and its recommendation to eliminate the BERDR.

The attempt of the Bureaucrats to replace law with Administrative Black-mail cannot end too soon.

The false and misleading advertising and practices of a few dealers is deplorable—but not nearly as bad as the false and misleading claims of BERDR. They told the public they would save them money—Since the advent of the bureau the cost of TV repairs has doubled!

You say dealers pay for BERDR. NUTS I say. Over \$1,250,000 has been collected by this bureau. You know as well as I do that this amount—PLUS the added cost of compliance with the bureau's idiotic edicts has added millions of dollars to the cost of repairs TO THE PUBLIC.

You had better believe the opposition to BERDR comes from within the industry. This law was slipped under the rug before most dealers were even aware of its existence. Few will forget having to pay \$70 the first year, due to the planned duplicity of the law. Most of us realize that there is no reason the bureau could not up the tab to several hundred dollars.

You say BERDR is an exception in the Bureaucratic cesspool. If so—Can you name even ONE official of the bureau who knows anything about the industry, or has ever been gainfully employed in it? Can you name any member of the advisory board who is NOT a member of the Calif. State Electronics Assn. which represents less than 5% of the industry?

You favor a licensing law. Fine, so do I. BUT NOT as an extension of BERDR.

If licensed T.V. technicians must control the acceptable standards, and control the apparatus of such licensing, under the guidance of the State. It cannot be the other way around, as it is now.

Add my name to the list of dealers who honestly oppose Government waste, and oppressive legislation.

Respectfully
John V. Gross
Yucaipa, Calif.

In answer to Mr. Gross' questions . . . the Assistant Chief of the BERDR Mr. Jack Hayes is an excellent technician and the lab and technical inspectors are of equal caliber. The inspectors that walk in your door to check for registration numbers, etc. are not technical men but are general Division inspectors that check registration and license numbers for all professions under this division.

As for the Advisory Board . . . Three of the members represent the general public and the other two the industry. Both of these industry representatives are members of CSEA. Bob Whitmore is a past State President and Andy Anderson owns one of the largest sales and service operations in the State.

The labor unions are the biggest ob-

stacle to a real license law in California. They have always been the chief reason why license bills have failed to get out of committee and there is no reason to believe that it wouldn't happen again. On top of that, if it should pass . . . every single license board in Sacramento today is made up of a majority of union people. This would be the key to passing the legislation . . . make sure the union gets involved and runs the show.

And . . . you can also add my name to those who oppose government waste and oppressive legislation.

"Editor"

The second letter comes from William Thorpe of Sunland. I have never met Mr. Thorpe and do not know anything about him or his operation. However, his letter follows:

Board of Directors and
Don Martin, Editor
Electronics Service Dealer
P.O. Box 836
Hawthorne, California 90250

Gentlemen:

Poor Don Martin; he has evidently got himself into a real snit. So much so, that he doesn't make very good sense in his "Editorial" (E.S.D. Oct.).

For a few instances:

1. In paragraph two he claims the \$35.00 is not a business license, when,

of course, everybody knows that is exactly what it is. Otherwise, as stated in paragraph eight, how could the taxation authorities "abolish the Bureau through budget cuts"

2. Don claims in paragraph two that "California is a Model in offering top service at a fair price" yet tells in the next breath how many "crooks" BERDR is prosecuting.

3. "False and misleading advertising is gone"! Really now, Don, don't you get the newspapers in the Ivory Tower?

4. "Fast-buck artist is gone." Hah! There are more moonlighters and tube jockeys in business than ever before. The only difference is that they are now "State Licensed" thus making competent and respectable. Cost them \$35.00—period.

5. "Honest dealer couldn't compete"—Baloney. I'm honest and competent and have made a fairly good living (not as much as you are making of course, Don) for the last twenty years in this same location. I've seen many of these slobs you refer to as "crooks" come and go and I submit that they never damaged the Service Dealer's image a fraction as much as you bureaucrats and your political allies have done with your Madison Avenue type campaign in the press and TV.

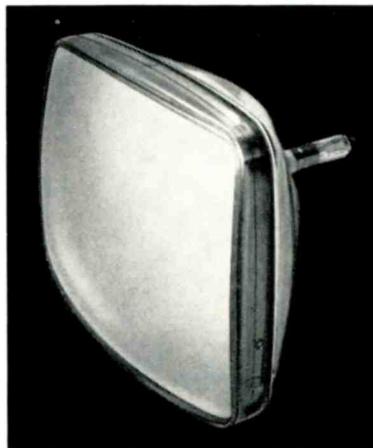
Why not sell the best

ZENITH TUBES built to the quality standards of Zenith original parts

"Royal Crest" Circuit Tubes

More than 875 tubes—a full line with the same quality as original Zenith equipment. Get Zenith tubes for greater dependability and finer performance.

Order all genuine Zenith replacement parts and accessories from your Zenith distributor.



TV Picture Tubes

For color TV, B&W TV or special purposes. A complete Zenith line of more than 200 tubes built for greater reliability, longer life.

Zenith B&W replacement picture tubes are made only from new parts and materials except for the glass envelope in some tubes which, prior to reuse, is inspected and tested to the same high standard as a new envelope. Some color picture tubes contain used material which, prior to reuse, is carefully inspected to meet Zenith's high quality standards.

ZENITH®

The quality goes in before the name goes on

6. You worry momentarily a couple of times about the Consumer whose protection was supposed to have been the primary reason for the government to become involved in our private business. But you want to know something? There have been three "inspectors" in to see me in the past two years and what do you think they were interested in? Well, they were *not* interested in whether I knew anything about electronics—or how much and what kind of test equipment I had, if any, or whether I knew how to use it. They didn't care about my reputation—didn't ask for any customers names so they could check back on some of my work and/or prices. Nope! These parasites were interested in two things *only*, did I have a license and was I keeping books "in compliance" with regulation XYZ Pp. 123! As for the consumer—who's he?

Finally, since I cannot command as much space as you, let me briefly point out the following. The BERDR was brought into being by less than two thousand of you misfits and the "source within our Industry" (Pp. 7) who do not believe in it and want to see it abolished are the other six thousand Service Dealers in California. (Your own figures in a past issue of E.S.D.)

If you only would talk common sense and come up with a practical and realistic program you might generate more confidence and support. For instance—Grandfather's Clauses negate the whole idea of a high standard, top grade concept of Service. And when anybody, even with criminal record, and no electronic knowledge at all can become a full fledged TV expert by bellying up to a window and plunking down \$35.00, what sense does that make? And how about standards of test equipment and knowledge and personal and financial responsibility? Where are they required in the present concept of BERDR?

Your only suggested remedy for the present ridiculous and impossible situation is typical of the bureaucrat mind—more of the same.

I reject that approach emphatically and say to you with all my heart, if you can't do any better than so far—then get out, let it die and let us get on with the business of fixing TVs!

Sincerely,
William R. Thorpe

P.S. One further suggestion that might prove to be more constructive than all the others combined—

Make this "State Licensing" *voluntary*—complete with rigid tests and standards and inspections. Make the label "State Licensed" mean something

when a consumer considers a potential repair to his electronic equipment.

WRT/js

In answer to these comments I will try to take them one at a time.

1. Under the Hoover plan all Bureaus in the Division of Business and Professional Standards funds would go directly into a general fund and then be budgeted out to the different Bureaus. What this would mean is that a very few people would have the responsibility of determining what was important and what is not. Call it a tax if you like or a business license but to me it is \$3 a month for an agency involved in helping the honest Service Dealer to compete in the market place where the crooks once prospered.

2. A complete run down on the Bureau's activities in prosecuting major offenders in the November issue of ESD should answer this statement.

3. False and mis-leading advertising may not be completely gone but why not go to the library and pick up a 1960 newspaper or better yet . . . a copy of an old yellow page section of the phone book.

4. There are only 6,000 registered dealers today compared to 12,000 a few years ago.

5. My hat is off to you if you can compete with the \$1 house call operators of old.

6. The consumer was the primary reason why the law was passed. The bill that created the BERDR passed both houses without much opposition to it. Do you think the legislature was doing the industry the big favor? It was created to protect the consumer and, in turn, the dealer from unfair competition. Once again, the inspectors are part of the entire division and should not be mistaken for the Bureau's full time Investigators.

The rest of his letter does not warrant comment with the exception of a possibility of a voluntary state license. This idea has come up on several occasions and the NEA Certified Technician program is a step in that direction. However, a voluntary State Certification based on rigid tests both written and on the bench has merit. The only problem I can see is that the latest figures indicate that 10% or less of the men servicing television today can align a color set. If alignment, for example, was a part of this exam I am afraid we wouldn't have too many service dealers in California. The percentage of people passing the NEA test is only around 50% so there is definitely a lack of technical knowledge and over all ability to service today's home entertainment products.

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Los Angeles, Calif. 936-6218

electronic service dealer

TRADE / TALK

SIG HANSEN APPOINTED CHIEF OF BERDR

Sacramento, California — Governor Ronald Reagan announced last month the appointment of Sig Hansen as the new Chief of the Bureau of Electronic Repair Dealer Registration.

The appointment of Hansen, who will also head the Bureau for Employment Agencies, was made at the same time as the Governor appointed Jack Hayes as permanent Assistant Chief.

The move to name one Chief to administer two agencies came as a result of a recommendation by the State Government and Efficiency Committee. The Committee felt that the administration of both groups could be handled by one man with an Assistant Chief acting as technical advisor. Hayes is an expert television and electronic technician and has been acting as Chief since the resignation of Dan Weston.

Hansen is a former administrator for a Northern California School system but is not an educator.

KEN GIEBEL NEW RCA P&A SALES MGR.

Los Angeles, California—Ken Giebel, well known California Representative for RCA Parts and Accessories has just been named as the new national Distributor Sales Manager for the Parts and Accessories Division.

Giebel's appointment was made by P. B. Garver, General Manager of the Division and will become effective on January 1st. Giebel and his family will be leaving for Deptford New Jersey within the near future and we want to acknowledge his efforts and contributions to the service industry in California.

SWEEP EQUIPMENT SHOW AND ALIGNMENT DEMO. SLATED BY NEW TECHNICAL CLUB

SAN DIEGO COLOR SCHOOL MOVES INTO FINAL WEEKS

San Diego, Calif.—San Diego Chapter 13's Practical Course in Color Servicing is in the fifth week of a proposed eight week schedule. Charles Parker, popular electronics instructor of the area, is again conducting the course. At this time three color set manufacturers have presented service seminars on their older chassis with printed histories of problems and solutions distributed to the technicians attending. RCA, Zenith and Motorola have addressed the classes with Admiral and Packard Bell scheduled in the two remaining sessions.

This type of color course is proving to be a very popular method of instruction, as opposed to the pure theory type of class. The tech feels he has received some practical help and cooperation from the manufacturer instead of the usual circuit analysis and sales pitch.

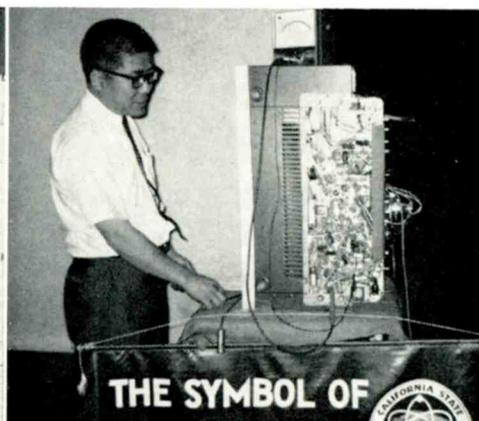
This is San Diego's 5th year of providing technical instruction to the servicing industry in its continuing efforts to upgrade the calibre of serviceman. No charge is made to CSEA members. KOGO Channel 10, the local NBC affiliate, has graciously provided their facilities for all of the current and previous classes. We wish to thank the CSEA State Office for their help in procuring the manufacturer's representatives.

Los Angeles, California—The first general meeting of the Alignment Club of Southern California will be held on December 11th at 7:30 p.m. at the Elk's Dining Room, 317 So. La Brea in Inglewood, California.

According to Chairman of the Board Tom Ishi, "this first meeting will be devoted to a display of Sweep Equipment and a demonstration on alignment. The equipment to be seen will include every available brand and piece of sweep alignment gear possible and the demonstration will be a step by step complete alignment of a modern receiver visible on a giant screen."

Membership in the Alignment Club is limited to only those who have aligned all picture, sound, color and video circuits in at least three color receivers to produce maximum picture quality as set forth in the manufacturers specifications. He must also own, or have available, equipment of sufficiently good accuracy and design to permit all alignment functions to be performed with a reasonable expenditure of time and effort. There are no dues at the present time and the sole purpose of the club is to assemble, discuss and distribute technical information.

Reservations for the first meeting, open to all interested parties, may be made by writing James Gorin, 533 Alexander Street, San Fernando, California. Dinner is \$6 per person but you do not have to have dinner in order to attend the meeting.



The San Diego Color School success is demonstrated in these candid. Coffee break finds dealers going over some of the finer points of the session. Charles Parker, Course Instructor, is shown here with diagram. Tee Yakura, Motorola Service Manager goes over a problem.

ANDREWS ELECTRONICSYOUR ONE-STOP INDEPENDENT DISTRIBUTOR FOR

RCA

**ORIGINAL EQUIPMENT
SERVICE PARTS &
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"Serving The
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THE MOST TRUSTED NAME IN ELECTRONICS

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NEA SURVEY INDICATES 15,000 TECHNICIAN SHORTAGE

During July and August, the N.E.A. Apprenticeship and Training Committee conducted a survey of independent TV-Electronic Service Dealers to determine present manpower needs.

Response from 618 dealers, in 18 states contacted, who presently employ 1,664 technicians, show a need for 503 new employees.

Extension of survey results, taking into consideration previous declarations of interest received by NEA, areas presently evolving training projects, but with responses which covered partial number of total dealers in those cities and towns, and population figures versus selected survey areas, bring the following conclusions:

1. Total Manpower needs of present Independent Electronic Service Dealers is approximately 15,600 (figures do not include manufacturer service companies or electronic set distributor service departments).
2. Total number (advertising, registered, licensed, etc.,) full time dealers: 38,200.
3. Total number one man operators included in total, approximately 50%: 19,100.
4. 19,100 shops with over one technician employ 52,000 total techs and perform 75-80% of the service work.
5. 19,100 one man operators perform 12%-16% of the service work.
6. Fringe operators, hobbyists, factory technicians, non-business perform 4-8.5% of the service work.
7. Approximately 25% of the dealers hire additional part time technicians sporadically — students, college and trade school, firemen, policemen, lab technicians, etc.
8. Of 19,100 over 1 technician shops, approximately 80% also sell one or more brands of TV-Radio.
9. Of 19,100 one man operators, approximately 20% also sell one brand of Radio-TV.

BILL WEST TO HANDLE ORANGE COUNTY FOR RCA

Los Angeles, California—Walt Pasner, Parts Manager for RCA Victor Distributing Corporation in Los Angeles, has just announced the appointment of Bill West as their new sales representative in Orange County. West is well known in Southern California and has been in the industry for well over 10 years. He lives in the City of Orange and his appointment is effective immediately.

At the same time, Pasner announced that the RCA Victor Distributing Corporation Parts department order desk will be closed from 12:00 to 12:30 each day. According to Pasner, "we have made this policy decision in order to offer our customers better service throughout the day."

DUNLAP ELECTRONICS HOLDS SALES SEMINAR FOR EMPLOYEES OF ELEVEN STORE CHAIN

Stockton, California—Dunlap Electronics, eleven store electronic distribution chain in central California, held its annual sales seminar last month with close to 100 men attending the two day event.

Under the direction of its President Pat Dunlap, the group heard special presentations by John Hemberger and Ken Shapper from RCA in Harrison, New Jersey who covered customer relations.

Prior to the program, Dunlap mailed assignments to participants and particular topics were discussed in seminar fashion. Topics included, semiconductors, entertainment receiving tubes, industrial tubes, top of the line products, batteries and picture tubes.

The highlight of the event was the Saturday night banquet when Dunlap employees presented a special award to Randy Frisbee of RCA as the "Rep of the year".

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TV brokers WE 1-6622
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FOR SALE

Well-established TV-electronics sales and service business in resort community with year-round trade. A beautiful area to live in, among the redwoods, with mild climate, good fishing, hunting, swimming, boating, etc. Top TV franchises. Owner retiring, wants to sell everything, including real estate. Write P.O. Box 446, Monte Rio, Calif.

FOR SALE

TV and radio sales and service business established 21 years. Good location. Ample off-street parking. Zenith and Motorola dealerships. Owner retiring. Owens Radio & TV Service, 1014 S. Pacific Coast Hwy., Redondo Beach, Calif. F 5-1416.

HOUR AND SALARY SCALE SURVEY RESULTS

Los Angeles and Metropolitan Area

Average per hour for Bench	\$ 3.39	High \$ 4.50	Low \$ 2.50
Average per hour for Outside	\$ 3.20	High \$ 4.00	Low \$ 2.50
Average per hour for Apprentice	\$ 2.25	High \$ 3.00	Low \$ 1.65
Average per week for Bench	\$166.50	High \$225.00	Low \$ 95.00
Average per week for Outside	\$150.90	High \$210.00	Low \$ 95.00
Average per week for Apprentice	\$110.84	High \$150.00	Low \$ 45.00

San Diego and lower California Area

Average per hour for Bench	\$ 3.44	High \$ 4.50	Low \$ 2.50
Average per hour for Outside	\$ 3.15	High \$ 3.80	Low \$ 2.80
Average per hour for Apprentice	\$ 1.73	High \$ 1.87	Low \$ 1.25
Average per week for Bench	\$160.00	High \$200.00	Low \$135.00
Average per week for Outside	\$143.00	High \$160.00	Low \$120.00
None for Apprentice			

Central California

Average per hour for Bench	\$ 3.95	High \$ 5.50	Low \$ 2.55
Average per hour for Outside	\$ 3.33	High \$ 4.75	Low \$ 2.80
Average per hour for Apprentice	\$ 2.12	High \$ 3.15	Low \$ 1.25
Average per week for Bench	\$152.00	High \$180.00	Low \$125.00
Average per week for Outside	\$143.00	High \$150.00	Low \$120.00
Average per week for Apprentice	\$ 88.00	High \$100.00	Low \$ 80.00

Northern California

Average per hour for Bench	\$ 4.11	High \$ 6.00	Low \$ 2.50
Average per hour for Outside	\$ 3.84	High \$ 5.25	Low \$ 2.75
Average per hour for Apprentice	\$ 2.26	High \$ 3.35	Low \$ 1.50

STATE WIDE AVERAGE REPORT

Average per hour for Bench	\$ 3.72
Average per hour for Outside	\$ 3.38
Average per hour for Apprentice	\$ 1.84
Average per week for Bench	\$160.00
Average per week for Outside	\$147.00
Average per week for Apprentice	\$100.00

Application For Membership

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13543 S. Hawthorne Blvd. Hawthorne, Calif. 90250 **Phones (213) 772-5028 — 644-4636**

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 City _____ Zip Code _____ State Registration No. _____
 Phone Number _____
 Single Ownership _____ Partnership _____ Corporation _____
 If partnership or corporation, name partners or officers _____
 Number of years in Radio and/or T.V. business _____ Number of years at present location _____
 Nearest office of Better Business Bureau _____ Number of years past location _____
 Name of Bank _____ Branch Address _____ City _____
 Name of Suppliers _____

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**The first major improvement
in 75 ohm Coaxial Cable since the
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COLOR-DUCT 82

ULTRA LOW LOSS UHF/VHF RG-59 TYPE COAXIAL CABLE

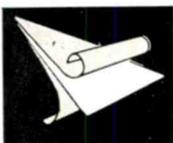
Model
9537

- **LOWEST COST
82 CHANNEL CABLE**
- **LOWEST LOSS**
- **100% SHIELDED**

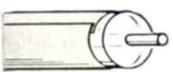
100% SHIELDING literally creates a direct line to color.

Until now, total shielding has been used only on transmission cables in commercial and military communications, radar, and in professional audio and broadcasting installations. Here, where complete shielding from radiation and interference pick-up are critical, the solid tube type of shield has always proven most effective.

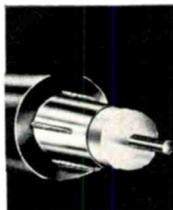
NOW, Channel Master has applied this proven 100% shielded construction... for the first time in TV history... to 75-ohm coaxial cable designed for MATV and home television installation. Yet, it has all the flexibility and handling ease of ordinary coax.



Channel Master's over-all shield is created by laminating aluminum foil to both sides of high tensile strength mylar.



This shield is then totally wrapped and over-lapped around the virgin polyethylene dielectric core containing the copper clad center conductor.



Before the black outer jacket is applied, four equally spaced, parallel wires are positioned around the circumference of the shield. In addition to providing extra strength to the cable, these wires maintain electrical conductivity even if a break should occur in the shielding.



In ordinary braided shielding, air spaces are formed between the wire strands, reducing both the conductivity and the shielding effect from 80 percent in the best qual-

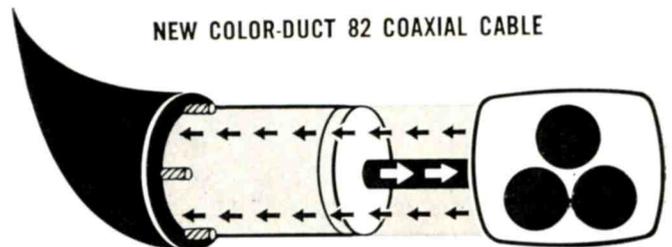
ity coax to as low as 50 percent in lower grade cable where fewer strands have been used in the braid.

ORDINARY RG-59 TYPE CABLE



While current in the center conductor flows in a straight line with minimum resistance, to complete the circuit between set and antenna, return current must traverse individual braid strands in a "maze" pattern that creates a resistance loss. In lower grade standard coax with fewer strands, this loss is even greater.

NEW COLOR-DUCT 82 COAXIAL CABLE



The over-all shield, plus four wires, conducts current through the same low resistance, straight-line path as the center conductor. The result is lower db loss per 100 feet at both VHF and UHF. In fact, at higher UHF frequencies in the average installation, use of Color-Duct 82 instead of ordinary coax is actually the equivalent of adding a 3 db amplifier to the installation! This is a tremendous advantage for UHF color as well as VHF fringe area coaxial installations.

Finally, new Color-Duct 82 is so economical you can now give the owner of any set... UHF, VHF, Color or Black and White... the luxury of a professional coax installation.

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For that matter, we'll get you a toboggan, if that's what you want most.

What we ask in return is that you use Sylvania tubes when you're repairing TV sets—both our own make and others.

As you know, we make color and black & white picture tubes and receiving tubes for virtually every make set on the market. In fact, 15 out of 21 color set manufacturers use some Sylvania picture tubes as original equipment.

So you shouldn't have much trouble moving a lot of our tubes, week in and week out.

When you use our tubes, you get our Sylvania

Bright Guys award certificates as a bonus. They're not quite the same as money. But they will get you the kinds of things only money can buy.

Your distributor is the man to contact for details. He'll give you a Sylvania Bright Guys award kit (which includes a catalogue listing the good things we offer—about 1500 in all).

Naturally, the more tubes you buy from him, the more certificates he'll give to you.

It's a pretty fair way to work, wouldn't you say?



SYLVANIA
GENERAL TELEPHONE & ELECTRONICS