

ELECTRONIC service dealer



THE OFFICIAL PUBLICATION OF THE NATIONAL
ELECTRONIC ASSOCIATIONS JUNE, 1969



Emmett Mefford, C.E.T. of Fontana, California and NEA Zone V.P. is shown here being sworn into office as the new national president of NEA. O. C. Brown, C.E.T. left, was the installing officer during the recent board meeting held in Philadelphia. The event took place when Richard Glass resigned as President to become the first Executive V.P. of the national service organization.

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DISPLAY.**

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- Black &
White TV
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ELECTRONIC service dealer

THE OFFICIAL PUBLICATION OF THE NATIONAL
ELECTRONIC ASSOCIATIONS. JUNE, 1969

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Electronic Service Dealer
13543 So. Hawthorne Blvd.
Hawthorne, California 90250
(213) 675-8070

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letters

Dear Don:

Sorry you were not able to make our Karnival and 10th anniversary party. I can assure you that a good time was had by all and the routine of business was broken temporarily. Since you were unable to be with us, I am enclosing the salient facts regarding our "Karnival Week."

The Kiesub Karnival's were held at the following stores on dates shown:

Van Nuys	April 18th
Bakersfield	April 21st
San Bernardino	April 22nd
Oxnard	April 23rd
Long Beach	April 25th

Total attendance at the Karnivals exceeded 700. Twenty-five Manufacturer's reps were in attendance to display their wares.

Over 250 door prizes were given out with a total value of over \$1000. The grand prize was a Bell & Howell movie outfit, including camera, projector, tape recorder and cassette. This was won by Al Halberg of Wildcat TV, in Long Beach.

Thanks in advance for your cooperation.
Sincerely, Clark Sackman, President

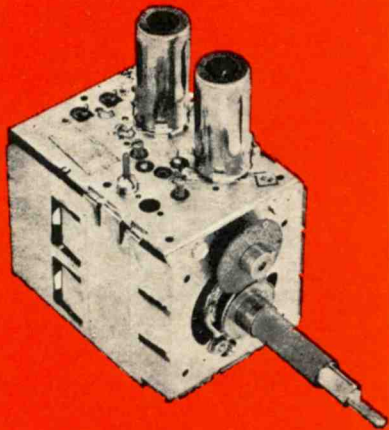


Sams Rep Harold Scholmer shows new Sam's promotion to Kiesubs - Cleora Lewis while Marcy (Mrs. Dave) Muir and Mrs. Sackman look on.



Kiesub President Clark Sackman and VP Frank Beane are shown here at Van Nuys.

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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

Dear Don:

Just a note to let you know how much I appreciated your editorial last month on ethics. Sometimes we get caught up in the every day routine of running a business and forget that we do have a responsibility to the customer as well as to our own business and family. To many times we try to rationalize our actions by comparing ourselves to others but I firmly feel that if everyone did what they knew was right, the entire country would be in a much better position.
Best Wishes, Joe Knight, Brimby TV

THE
GENERAL ELECTRIC
COMPANY
REQUESTS
YOUR PRESENCE
FOR
SUNDAY BRUNCH
AT THE
5th
ANNUAL
NEA
CONVENTION

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

ELECTRONIC service dealer

THE OFFICIAL PUBLICATION OF THE NATIONAL
ELECTRONIC ASSOCIATIONS . . . JUNE, 1969

features

- 11 PLANS FOR FIFTH ANNUAL NEA CONVENTION ENTERS FINAL STAGES . . . Plans for the 1969 NEA Convention in Waterbury, Connecticut is well on the way with the social and business sessions pretty well set. The tentative program can be found on page 12.
- 15 CRYSTAL MARKERS . . . By Ron Simon. Here is another in the technical series written for ESD by Ron Simon. This month he discusses Television IF alignment through the use of a multiple crystal marker system.
- 16 HOOSIER TEST PROBE SECTION . . . More picture highlights of the recent IESA Convention in Muncie, Indiana.
- 17 IOWA BEACON SECTION . . . President Clark Pohl compares the electronic service industry with the appliance industry. TSA Iowa convention round-up reported by section editor Ed Vilimek and a picture review of some of the events shown. Jim Yordy discusses the Pepsi Generation.
- 21 TSA OHIO NEWS . . . President Bill Frank talks about the recent NEA board meeting in Philadelphia. Forest Belt addresses the Youngstown Chapter meeting.
- 22 KEA NOTES SECTION . . . Newly elected President Emmett Hughes talks about the KEA Convention and his plans for the coming year. A picture review of the highlights is also included in the section.
- 25 CSEA CALIFORNIA SECTION . . . President Larry Schmitt writes his last column and reviews the achievements of the past year. A report that the license bill has been withdrawn also appears in the section as well as the news that California has gone over the 200 C.E.T. mark. A review of the past year's activities of the BERDR is also reviewed this month.

departments

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The prize you get depends on how many tubes you buy.

Every time you buy 20 Sylvania receiving tubes from your distributor, he gives you a certificate called a "Bright Buck," which works like a trading stamp. When you've collected enough Bright Bucks, you turn them in for prizes.

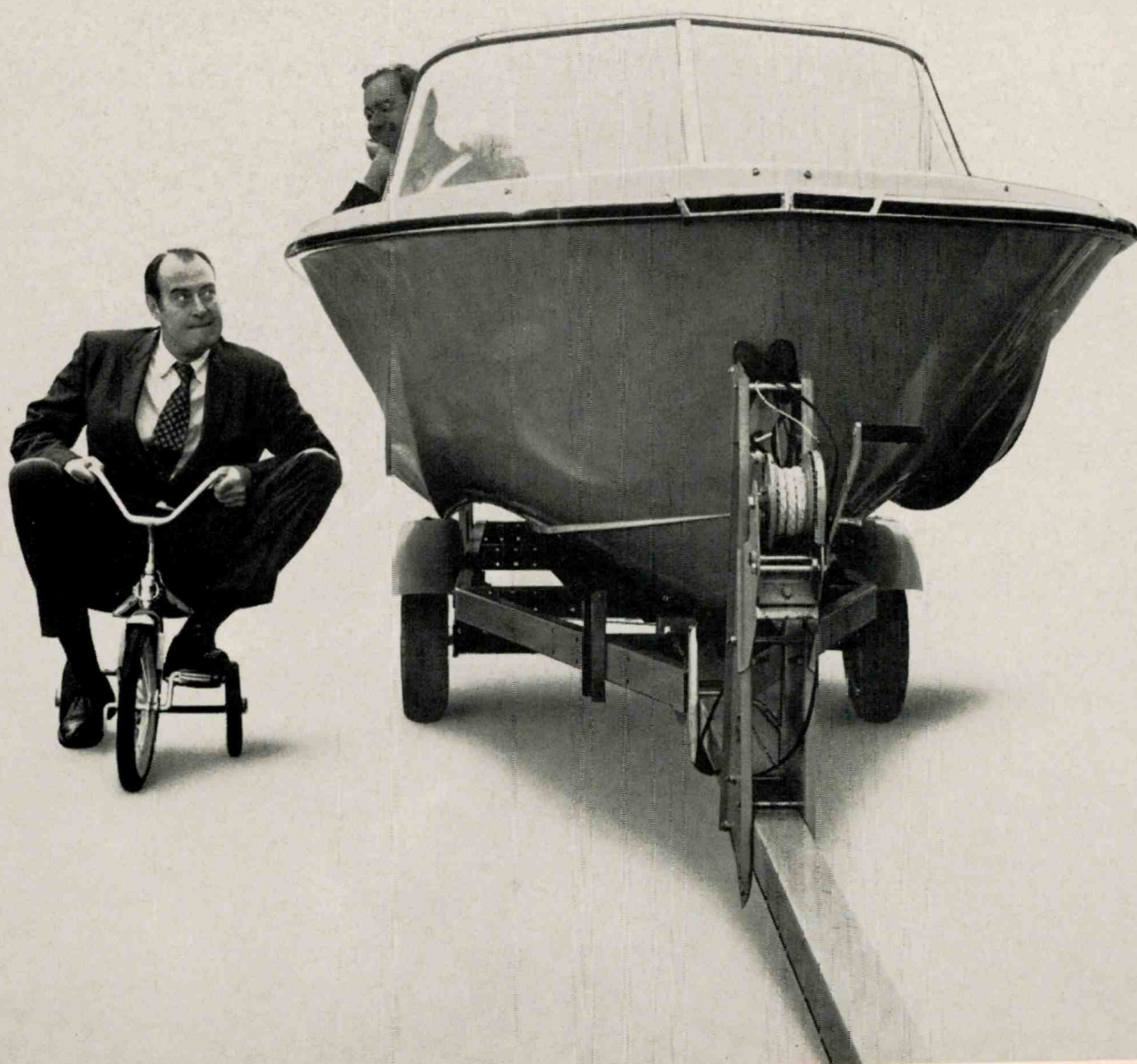
You can choose any prize, or any number of prizes from the catalog we send you. As long as you've got enough Bright Bucks. Naturally, the

more Bright Bucks you have, the more (or the bigger) prizes you get.

It's a good deal because you can't lose, and there are no chances to take. So when you buy tubes, just make sure they're Sylvania.

It's not exactly getting something for nothing. But it's close.

SYLVANIA
GENERAL TELEPHONE & ELECTRONICS



editorial



DONALD J. MARTIN, *Editor/Publisher*

Everyone has felt that for NEA to gain the stature it needed and to provide the services it's members needed . . . it had to have a full-time staff, permanent offices and a person with the ability to get things done.

Over the past six years, Dick Glass has done everything possible to promote, create, move and generate NEA into a really fine organization. His efforts have paid off with well over 1500 members throughout the United States. It has not been a one-man job by any means but anything worth while takes efforts beyond the call of "duty." As President for two years, NEA took great leaps towards its' present status. The call came once more last year when he again took over as President in an effort to consolidate many of the loose ends that normally follows an association made up only of voluntary workers.

A few months ago he dissolved his partnership in the electronic service business and went on the road full-time for NEA. It was his feeling that as long as he had the time he could make it worthwhile.

Earlier this year, in Dallas, we made the suggestion that a full-time executive V.P. be hired and as quickly as possible. It was also our suggestion that each state association contribute so much per month to get the office off the ground and to give it a chance to build membership that would, in turn, carry the staff. This proposal was for one year and at the last board meeting it was adopted. With this type of cooperation from the state associations, the plan must be a success.

In addition to the state participation in the establishment of a national office, the board also voted to increase

the monthly dues to \$2 per member. The increase will be met with some hesitation but, in the long run, I feel everyone will benefit from the move. NEA has been a leader in the crusade for adequate prices for services rendered and this alone should make membership well worth the small annual investment.

You may ask, what can a national full-time staff do for me? What can any trade association do for any industry? It will be the watchdog for legislation. The promoter of higher ethics and better understanding with the public. The source of industry information. The provider of special materials and promotional literature. The originator of the Certified Electronic Technician. The consultant to government officials. The provider of good information to national magazines and newspapers, etc., etc.

NEA will not do your work for you but it can help you do a better job for yourself.

The hiring of Dick Glass is the best news we could ever publish. An outstanding young man with great energy and dedication as well as a complete knowledge of the Association, its goals and achievements.

At the same time, we can not overlook the naming of Emmett Mefford of Fontana, California as the new President of NEA.

Emmett did a remarkable job for CSEA as a director and as president. He has been a regional V.P. of NEA for several years and is a credit to his profession. Although his election is for an interium period, I honestly feel that we have the right man in the right place. Our congratulations to both Dick Glass and Emmett Mefford ■

The big step forward for the National Electronic Associations came last month with the announcement that the Board of Directors had hired Richard Glass as Executive Vice President of the National Federation of State Associations.



On a color TV Service Call... GO BY THE BOOK!

Speed up your trouble-shooting and routine service adjustments on 15 makes of 1967 and 1968 model color TV sets with this remarkable book. All the data you usually need on a color service call is right here. Just look up the chassis number of the

set you're working on in the Chassis Index and you'll be guided to the proper sections of the Handbook. Chassis layouts...purity and convergence adjustments...and so much more...you'll find it indispensable for servicing color sets of

recent make. The RCA Color TV Service Handbook (1A1759) is available from your local RCA Tube Distributor. RCA Electronic Components, Harrison, N. J.

RCA

NEA president's report



by EMMETT MEFFORD, C.E.T.

It was a great honor to be selected by the Executive Board of NEA to fill the unexpired term of Richard L. Glass as president of NEA since he resigned his position to accept the duties of Executive Vice President of NEA. This action was taken by the Executive Board at its quarterly meeting, May 9-10, held at the Bellevue Straford Hotel in Philadelphia, Pa. This change was not a hasty move as it had been discussed at the Dallas meeting in January, 1969.

The opinion of the Board was to establish a full-time paid position within NEA to expand on the present programs of NEA and to develop better communications between the servicing Industry and the manufacturer as to Serviceability and Warranty policies, etc. Now as a full-time paid employee, Dick is very well qualified to achieve these goals. As for financing this program the Board, after considerable debate, decided to increase the dues structure from one dollar a month to two dollars a month, to be effective as of July 1, 1969.

We all know that the economy is advancing at a rapid pace and to keep

in tune, one needs to constantly make changes to remain in step, and if we will only realize that in the last several months wages and prices have increased and, as a result of these changes a better and improved economical approach is needed. These things we are sure can be accomplished for the betterment, both financial and technical improvements, for the Electronics servicing Industry and NEA members. I am aware of some of the opinions expressed by some technicians as to the feasibility of making this change, but if we would but remember what we have read in our newspapers about the tremendous increases in salaries of our Legislators, Federal and State, and the Unions obtaining greater wage increases for their members, we might realize that our only salvation is by improved technical ability and better acceptance of our progression by the general public, *our* customers.

I wish to thank the Executive Board for their trust and confidence which they have shown in my ability by electing me president of NEA to fill the unexpired term of Dick Glass. Thank you. ■

from the V.P.



by R. L. GLASS, C.E.T.

Serviceability . . . and then some!

When the first serviceability survey results were printed and distributed, it quickly became evident that the findings were important to our association and even moreso to the involved manufacturers. And interest was high from other segments of the industry. The project seemed most worthwhile, and very timely, what with all the consumer protection action taking place.

And when the Serviceability Guidelines, initiated by Serviceability Committee member, Lew Edwards of Trenton, N. J., were submitted to the press and the manufacturers as part of the program, it seemed very complete. Here was a compilation of problems that, corrected, could streamline service and provide benefits for the manufacturer, service technician, and the consumer.

And then when NEA made it's first in-plant Serviceability Consultation on April 8 at the Motorola Chicago plant, and started planning more with other manufacturers, we knew that we finally had a detailed series of steps that made the serviceability project really workable and left out nothing.

But then, up came the idea of having committees get together on a regular basis and follow-up the in-plant consultations with their own out-of-plant whole-committee serviceability inspections. This procedure seems to be good in that it gives a steadying influence and involves techs or dealers with wide experience and knowledge of various brands.

Certainly this one project is very

complete. By being complete, it should become even more valuable as the months go by. It could save several hundred hours for each technician who works on consumer home electronics equipment, each year!

This last month, the Eastern Service Conference was held in Philadelphia. NEA participated as a guest of the Pennsylvania Federation of Radio and Television Service Associations. And Serviceability was one of the prime subjects. No doubt the conference gave the project a boost. And no one heard an unkind word about it.

But if we think that Serviceability is complete, and that it is the long awaited answer to really doing something concrete to remedy this nagging and wasteful problem, the Eastern Service Conference pointed out what the evolvement of the multi-pronged serviceability project should have previously. The other subjects tackled in Philadelphia were: Public Relations, Education and Training, Radiation, Warrantees, Special Service Literature, and Parts Availability. Just as really sitting down and working on Serviceability in the past weeks immediately brought to light better ways of doing a needed job correctly, the ESC showed that these other problem areas of electronic service are not simple either. Happily though, by sitting down and outlining the problems, and agreeing to attempt to try some possible solutions, these problems, like serviceability are practically solved . . . that is, if you the independent service dealer and you the independent service technician will help. ■

PLANS FOR FIFTH NEA NATIONAL CONVENTION ENTERS FINAL STAGE



Convention Chairman
GEORGE DUKAS
*100 Larchmont Ave.,
Waterbury, Conn.*
(203) 755-4920

Make Plans NOW To Attend The Greatest Convention Ever!

In less than three months NEA delegates, their families, and Electronic manufacturer representatives for television sets, tubes, test equipment, and antennas, along with famous national speakers from our trade and countless other dignitaries from all parts of these United States, will be setting their sights for the Quality Courts Motel, in Waterbury, Connecticut, for the week of July 22nd through 27th, 1969, for the Fifth Annual National Convention.

TELSA of Connecticut will be the host of this National Convention. The Mayor of the City of Waterbury, along with the Chamber of Commerce are honored to have the NEA Fifth Annual Convention convene in the Brass Center of the World. The Mayor will proclaim one of the Convention days as NEA DAY.

The Convention will begin TUESDAY, JULY 22nd, with registration. In the evening a bus ride to Wallingford, Conn. where the delegates will be entertained with a live stage show or play at the Oakdale Outdoor Theater. WEDNESDAY, JULY 23rd, there will

be a New York Tour, where among other things the visitors will see the New York skyline, UN Building, Empire State Building, Statue of Liberty, the Bowery, Chinatown, etc. Upon return to Waterbury in the evening, movies from past NEA Conventions will be shown. On THURSDAY, JULY 24th, an Old Fashioned New England Clam Bake will be held at Lake Quassapaug, Middlebury, Conn., where the Delegates and their families will be eating all day. There will also be swimming, boating, amusements and rides for both young and old, plus many planned games for all. Also scheduled for Thursday will be a Golf and Bowling Tournament. FRIDAY, JULY 25th, a Hartford tour and lunch at Sturbridge Village is planned for the women and children, where they will view the State Capitol and areas of important significance. For the men, many important seminars and panel discussions will be in session all day. In the evening a relaxing cocktail hour, followed by a luscious Luau Dinner at poolside, and dancing after dinner, also poolside. SATURDAY, JULY 26th,

a Holy Land Tour for the women and children, where they will view Jerusalem, the Holy City in miniature, which is known for its authenticity. For the men, seminars and panel discussions will continue. In the afternoon, tours of famous places (to be announced) for the women and children, and for the men business meetings and election of officers. In the evening a cocktail hour, followed by a regal banquet and immediately following the banquet there will be speeches made by men of national prominence, followed by awards, prizes and dancing to complete the day. The Hospitality Rooms will be opened for everyone's convenience. SUNDAY, JULY 27th, brunch will be served and in the afternoon a board of director's meeting is planned.

Many other items are still in the planning stage and the above is a preview of what is in store for all concerned. As chairman for the Fifth Annual NEA National Convention and on behalf of TELSAs of Connecticut we extend a most cordial welcome to all members and their families, and all manufacturers' representatives, along with other officials of the trade to participate in the Convention for a most memorable, educational and recreational event held for the first time in the Northeast Region of the United States. ■

TENTATIVE PROGRAM

FIFTH ANNUAL NEA CONVENTION

WATERBURY, CONN. — JULY 22-29

- Tuesday AM — Registration
Tuesday PM — Local Tour to be announced.
Tuesday Eve — Oakdale Outdoor Theater Party.
Wednesday AM — Registration and all day New York Tour.
Wednesday Eve — Movies of past conventions and hospitality rooms.
Thursday AM — Registration and all-day clam bake. Annual Golf Tournament and Bowling Tournament.
Thursday Eve — Hospitality Room visitation.
Friday AM — Registration— Hartford Tour for Women.
9:00 Let's take the WAR out of WARrantees! Moderator: C. Milton Lowell, C.E.T., Beloit, Wisc. Panel: Art Finkelstein, TSA Michigan; R. L. Shoemaker, RCA Sales; Anthony Coccio, Laurel Dist., Waterbury; Sol Fields, Gen. Mgr., Matsushita El. Cp. of A.; Ralph Johonnot, CET, Ex. Dir. C.S.E.A.
10:00 What's Happening to Service Prices? Moderator: Miles Sterling, C.E.T., Los Angeles; Panel Joe Risse, Dunmore, Pa., I.C.S.; Stan Byerly, ARTS, Peoria; Joe Rufo, Holyoak, Mass. ETC.; J.J. Phipps, Elect. Servicing Mag. K.C.; Jerry Jacobson, Baltimore; Joe Vitt, SAMS, Indianapolis.
Friday Noon — Speaker: Aaron Neretin, Editor of Merchandising Week. "What a publisher can do for you."
2:00 Serviceability: A prescription that improves the whole family. Moderator: Don Chambers, T.E.A.; Panel: Forest H. Belt, C.E.T., Louisville; Ed Gaiden, Motorola; Don Pinkston, Okla.; Dean Mock, CET, Ind.; Mike Marino, TELSAs; John Doble, G.E.
3:30 Technician Development: No Problem! Moderator: Jim Ballard, CET, San Joes; Panel: Robert McConnon, BAT, Washington; Chas. Cave, CET, Louisville; Jon Twichell, MART mag. NYC; Ed Vilimek, CET, Des Moines; Leon Howland, CET, Indpls.; John Sperry, CET, Lincoln.
Friday Eve — Cocktail Party, Luau and poolside dance. Speaker: R. W. Woodbury, Pres. of Sprague. "What the Parts Manufacturer Can do for you." Tentative speaker: Rufus Wilson, FTC.
Saturday AM — Registration and Holy Land Tour for Women. Seminars and workshop sessions.
Saturday PM — Luncheon Speaker: Gail Carter, VP Executive Director of NEDA. "What the distributor can do for you." Afternoon NEA meeting with election of officers.
Saturday Eve — Cocktail Party, Annual Banquet, Presidential Ball. Main Speaker: Robert J. O'Neil, VP RCA Con-Electronics Div. "What in-boarded service can do for you." Tentative speaker from US Dept of Radiological Health on Radiation.
Sunday AM — Brunch. Main speaker: George Bartlett, VP National Association of Broadcasters. Also, Robert Flanders of WFBM Stations in Indianapolis.
Sunday PM — Meeting of new NEA Board of Directors.



R. W. Woodbury,
President
Sprague Products Co.

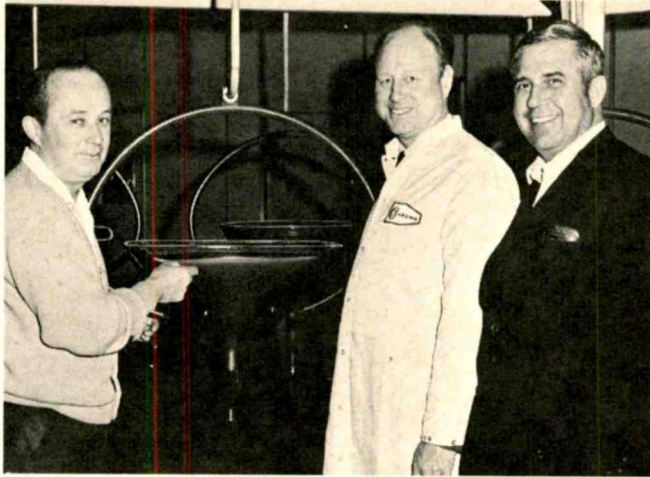
KEY SPEAKERS



C. J. Borlaug,
Nat. Service Mgr.
Sylvania
Entertainment
Products



Two more nationally known individuals will take part in the coming NEA Convention. At left is Bill Stocklin, Editor of Electronic World and Forest Belt, well-known author and lecturer in the electronic service industry.



CALIFORNIA BERDR CHIEF VISITS CHANNEL MASTER PLANT IN ELLENVILLE

Mr. Sig Hansen, center, Chief of the Bureau of Electronic Repair Dealer Registration in California, is shown here as he visited the Channel Master Picture Tube Plant in Ellenville, New York. At left is Ben Brennan, General Manager of the CM Color Picture Tube Plant and at the far right is Al Kronschnable, Regional Manager for Channel Master. The occasion for the trip was to obtain information on how picture tubes were made in order to introduce new legislation in California for the up-grading of color picture tubes.

NEA CERTIFICATION PROGRAM GOES INTERNATIONAL WITH NEW C.E.T.'S

March and April of this year saw NEA's Certification Committee issue certificates to Electronic Technicians in several countries outside the USA. They were: Guam, Canada, South Vietnam, Argentina and Germany. Other technicians are attempting to qualify in some other countries including Brazil, Spain, Puerto Rico and Mexico.

The exam itself is made up of 126 questions and is open to anyone who has shown four years of schooling and experience in consumer electronics service. Successful passage gives to the CET, his framed wall certificate, a wallet identification card, the use of the C.E.T. following his name and a lapel pin through the courtesy of Raytheon. Also available are patches for jackets and blazers to be worn on uniforms during home service as an indication of the person's technical ability. The state of California now leads the nation in number of C.E.T.'s with a total of 187.

Office Machine Service Men Cost An Average of \$7.32 Per Hour States Group

C. Milton Lowell, C.E.T. of Beloit, Wisconsin sent us a recent article that pointed out that a recent survey of office machine servicemen cost their employers an average of \$7.32 per hour. Another set of figures indicated that it cost employers an average of \$1.39 for every 19% of his employee's time. There could be some comparison to the electronic industry but it would seem that the technology for our industry is far greater.

PENNSYLVANIA SERVICE GROUP ASKS PROBE OF SKYROCKETING INSURANCE

The Pennsylvania Federation of Radio-TV Service Associations last month asked the State to investigate the skyrocketing price of insurance. In addition to the probe, the group has asked for a reclassification of the service technician in relation to workman's compensation.

1970 NEA HOME CALENDAR ORDERS NOW BEING TAKEN WITH AUGUST 1ST DEADLINE

The popular NEA Home Calendars are now ready for order taking with a deadline of August 1st. The beautiful new calendars have 12 sheets featuring 12 scenic and human interest pictures in full color. The calendar is 7" by 11" in size for home distribution and your ad copy appears on all 12 pages. The cost is 33% lower than the previous two years and are priced at \$23 each in the minimum quantity of 200. 500 is priced at .20 each and 1,000 or more at .19 each. Orders should be sent to NEA at 7046 Doris Drive, Indianapolis, Indiana 46224.

John Graham Convention A Big Success With Special Booklet Published for Event

The John Graham Convention, a special tribute to a NEA Hall of Famer, was held in April as a combination meeting of TSA of Ohio and the ARTSD of Columbus with several hundred members attending.

Of special interest was the publishing of a silver booklet with many wishes of congratulations from suppliers and manufacturers from all over the country. The editor is also proud to add his best wishes to John on this occasion and hope that he will continue to be an inspiration and leader of the independent service industry.



C. E. T. CERTIFICATE PRESENTED DURING RECENT ALL INDUSTRY CONFERENCE

Thomas Hawter, center, is shown receiving his C.E.T. certificate during a recent meeting of the LRTTA in Philadelphia during the all-industry conference weekend. Making the presentation is Jim Jerome, C.E.T., President of Lackawanna Radio & TV Technicians Association of Scranton, Pennsylvania. At the far left is Rowland Bohstedt, Philco Service Representative in the area.



RADIO SUPPLY IN KANSAS HONORED FOR 25 YEARS AS RCA PARTS DISTRIBUTOR

Radio Supply Co. of Wichita, Kansas was recently honored by RCA for 25 years of representation of the RCA Electronic Components division. RCA district manager Andrew K. Mallard is shown above presenting a special plaque to D. F. Wyatt, owner of the firm. Shown above left to right: back row R. W. Kunz, RCA; Wayne Romine, Radio Supply; H. M. Hambleton, RCA; M. S. Lewis, RCA; front row: Mr. Mallard, RCA; J. A. Haimes, RCA Division V.P.; Mr. Wyatt, Radio Supply; Dean Gilbert, Radio Supply; K. B. Shaffer, RCA and Lawrence Wolf, General Manager of Radio Supply.

Service Call Defined By BERDR Advisory Board Last Month In Los Angeles

For several months the Advisory Board of the BERDR in California has tried to come up with a definition of a service call. After a lengthy discussion last month in Los Angeles the Board adopted the following: "Service Call" when used in connection with the repair or maintenance of a television set it means the service dealer or his authorized service technician calling at the home, residence or business of a customer, at the request of the customer, for the purpose of performing any maintenance or repair of a set. At the same time, the board attempted to define what a service call includes and have asked for a study on the following statement: It will be deemed an untrue or misleading statement for a service dealer to quote a charge for a service call without full disclosure whether such a charge: 1. Includes any labor for the repair or maintenance of a set in the customer's home; or if the hourly rate for time in the home; and or whether the hourly rate is computed on arrival at the home or departure from, and/or return to, the service dealer's premises. (2) Includes the replacement of parts or whether there will be an additional charge for all parts not covered by warranty. (3) Includes pickup and delivery of a set."

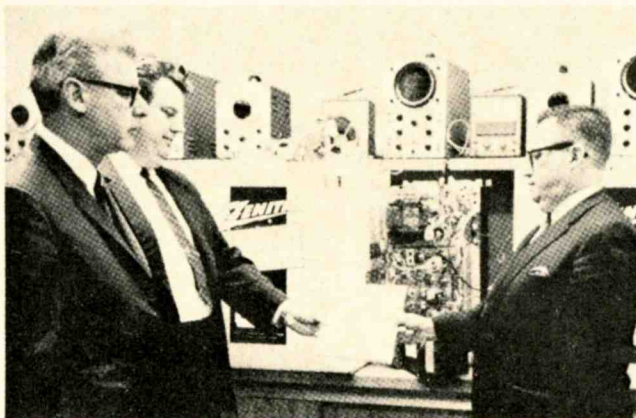
APPLICATION FOR EMPLOYMENT SENT TO NEA FROM NIGERIA

Last month John Betz, former President of NEA, received an air mail letter from T.O.S. Adigun of Nigeria asking

NEA whether or not they could find employment for him. This is just one example of the international recognition NEA is enjoying.

ICS Offers Six Volume "Easy to Understand" Service Course by Forest Belt for Under \$100

ICS is now offering a six-volume complete, easy-to-understand TV servicing and repair program for less than \$100. The course was designed by Forest Belt and is a simple method of locating the problem and then being able to correct it without a great deal of knowledge of theory, math, etc. One of the finest simplest courses ever offered, it is recommended for anyone from a beginner to an old-timer wishing to brush up on color.



Local Kentucky Firm and Zenith Donate Sets To Louisville School Use In Teaching Students

Last month the Monarch Equipment Co. in cooperation with Zenith donated several color television sets to a local Louisville High School to be used in their apprenticeship and training program. Shown above (left to right) is Clement Raffaug of Monarch Equipment Co. and Mr. Stanley Bartleman, regional engineer for Zenith Sales Co. presenting some of the chassis literature to instructor Charles Cave. Mr. Cave was also recently appointed as the NEA Director of Training by President Richard Glass.



Texas Management Seminar Outstanding As Dealers Act As Panelists

The recent Business Management seminar, sponsored by TEA of Texas, was an outstanding success with a 100% sell out of participating dealers. Highlight of the conference was the use of dealers as panelists and roundtable leaders for the first time. It was an indication that the very members of the industry are often times better equipped to answer the problems of other dealers. The picture above, shows one of the panels in action. Out of staters at the seminar included Clark Pohl, Jack Betz, Joe Krejchi and Rex Ray from Iowa.



By RON SIMON

This Month

CRYSTAL MARKERS

Television IF alignment has become a more frequent necessity with the arrival of color TV. Minor errors that could be ignored in black and white sets must be corrected in color units. Trap frequencies are particularly important. We have all seen sets that could not be tuned to their best color because of excessive 920 Kc beat. New equipment and techniques have been developed to fill this need. One of the newest methods is a multiple crystal marker system. With no tiresome tuning adjustments, alignment time and accuracy can be greatly improved. For less than twenty-five dollars you can add crystal markers to your present equipment.

There are four essential frequencies for IF alignment: picture carrier, chroma carrier, sound trap and ad-

jacent sound trap (See Figure 1). With four separate oscillators you can accurately and easily set your traps and see the shape of your curve as you tune it in. Switch selected markers save time and eliminate the errors that creep in with frequent resetting of your variable generator.

I use four "International Crystal Manufacturing Co." "OX hi" kits and "EX" crystals to generate the necessary signals. They consist of a one and a half-inch square printed circuit board and circuit parts that will oscillate at at IF (crystal) frequencies when B+ is applied. You can couple them together with a iK resister for isolation and feed them into your marker adder. By switching B+ you can select or identify the frequencies you desire. Feed your variable marker in parallel

and it is easy to calibrate right on the face of your scope. Use your variable to mark other frequencies required by a particular set. See figure two for hook-up.

Television set manufacturers are frequently the best source for service information not only on their sets but for general service procedures. I recently attended a Magnavox class on color television that was one of the best of its type. I understand that this is a continuing program and is not restricted to Magnavox dealers. Program schedules and reservations are available from any Magnavox training center. Courses cover everything from basic solid state theory to color TV and are valuable for general use as well as for specific Magnavox chassis. ■

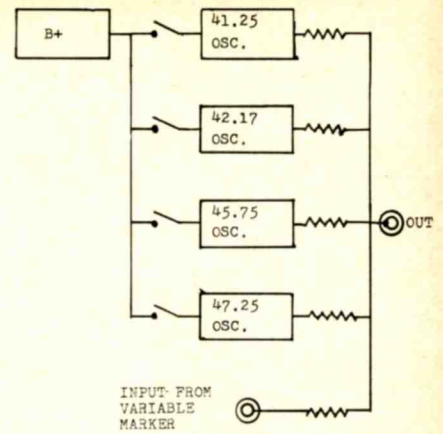
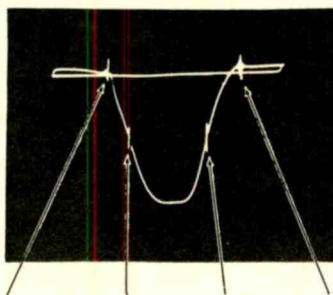
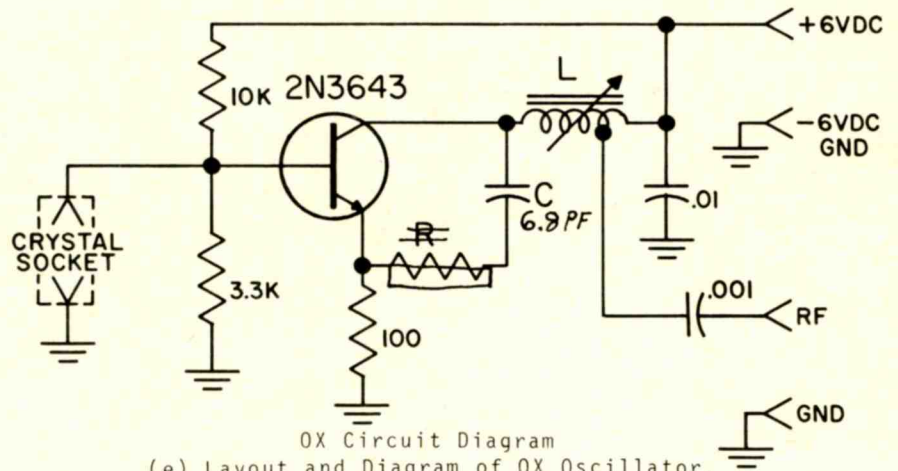


FIGURE NUMBER 2



41.25MC TRAP 42.17MC CHROMA 45.75MC PICTURE 47.25MC TRAP
FIGURE NUMBER 1



OX Circuit Diagram
(e) Layout and Diagram of OX Oscillator.



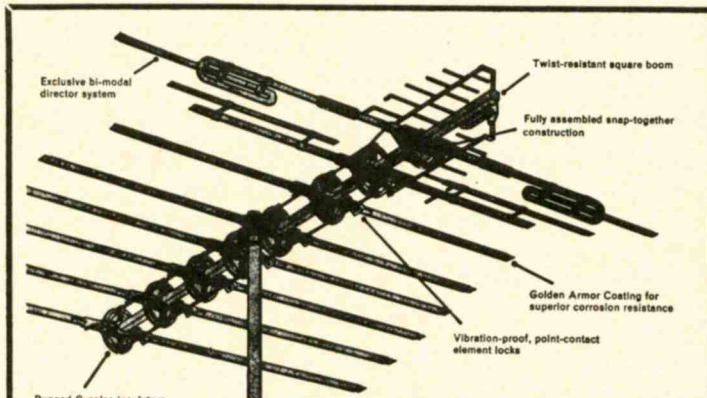
HOOSIER TEST PROBE

A SPECIAL ESD FEATURE

More ISEA Convention HIGHLIGHTS



Newly installed officers of the Indiana Electronic Service Association are shown above during the recent convention. Left to right are: Ed Carroll, Executive Secretary of IESA; Jim Smith, Secretary-Treasurer; John Saunderson, President; O. C. Brown, Southern V.P.; Tom Cooper, Special Director; Larry King, Central V.P.; and Dean Mock, Northern V.P.



82-channel signal grabber

The Jerrold VUfinder® Antenna. The first 300-ohm UHF-VHF-FM antenna designed—from the ground up—for uncompromising color and black-and-white excellence across the entire TV spectrum. Models available for metropolitan to deepest fringe areas.

- Sharp directivity eliminates color ghosts
- Flat response (± 1 db per channel) for optimum color fidelity
- Exclusive bi-modal director system for extra gain

VUfinders are easy to put together, can't possibly fall apart. The quality that's built in stays in. Quickly convertible to 75-ohm Color-axial performance. VUfinders come in 5 models. Each is supplied with a UHF/VHF frequency splitter. And the list prices range from \$17.95 to \$79.95. There's no better performance per dollar than this—anywhere.

We have the complete line of JERROLD ANTENNAS IN STOCK . . . ONE TO FIT YOUR NEEDS AND BUDGET.

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This picture shows the fine turnout of members and their wives for the annual IESA Banquet. Always the highlight of the convention, over 200 were in attendance.



Representing the official family of Muncie, Indiana was Mayor Cooley's representative to the convention Mr. Price. Taking in the welcoming speech, on the right of the speaker is NEA Hall of Famer, John Graham, a guest of the convention.



IOWA BEACON

A SPECIAL ESD FEATURE

CLARK POHL, President
Perry
REX RAY, Vice President
Washington
GERRY BROWN, Secretary
Ottumwa
VIC UKER, Treasurer
Clarion
BILL EASTMAN, Sgt. at Arms
Des Moines
DIRECTORS:
ED VILIMEK, Des Moines
Past Pres. and section editor
LEO SKELLENGER, Hubbard
DEAN MERRILL, OIwein
JAMES WAREHAM, Odebolt
GEORGE HELMEK, Clarion
FLOYD KEETON, Red Oak
FLOYD WEBB, Des Moines
BRUCE BOGLE, Bloomfield
KENNETH YOUNG, Washington

IOWA president's report

by CLARK POHL



Just recently I read an article from *Appliance Service News* stating — service managers organize to improve local status. Their goals were:

To upgrade the service industry as a profession.

To improve the status of the service industry in the business community.

To help promote study courses and training programs for technicians.

To help introduce new men to the field.

To improve business practices and increase profits by better business management.

To improve customer relations.

To tighten credit policies for service work.

To improve relations between dealers.

To promote better service for better pay.

By working together, to influence distributors to supply parts more quickly with fewer back orders.

To use our influence with manufacturers and distributors to make them more aware of service problems in the field, provide better technical

information and training programs, and produce appliances that are easier to service than some of the present models.

To help eliminate some of the problems in the service industry that drive men to other fields which offer better paying jobs with less aggravation.

Are these not similar to what TSA has been trying to accomplish through the years of its existence? Let us think what has happened. Surely the service industry has been upgraded by evidence of many shops with white shirts and CET technicians. Wages of technicians and owners have likewise improved.

The status of the service industry in most communities has become recognized as an important part of their community.

Programs of TSA and NEA have introduced new men to the field of electronic servicing along with making our schools and manufacturers aware of servicing needs.

Association membership has definitely improved business practices and increased profits. Surveys taken by Iowa and other states show in most cases the profits of members to-be well above non-members.

Customer relations have been improved and continue to do so through public relations materials available through association membership.

Credit policies and collections have been improved for those who use the

IC collection system available to members.

In nearly all cases, relations between dealers is improved through association meetings where misunderstandings can be talked about and problems solved.

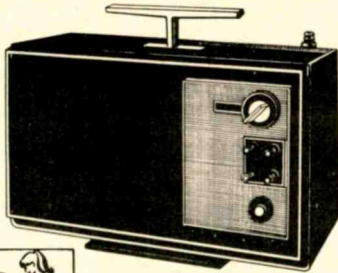
Better service for better pay is always an important topic for TSA meetings. Many improvements in this area have been accomplished.

The problem of influencing manufacturers and distributors to be more aware of service problems in the field and provide better and easier products to service is continually being worked on, and NEA on a national level has been asked to participate with manufacturers to improve their products.

Associations have done much to eliminate problems in the service industry of electronics to stop the migration of men to other fields which offered better paying jobs with less aggravation — by becoming more professional and upgrading the service technicians, shop owners have been able to offer better wages and benefits. A recent survey from another state clearly indicated association members were averaging \$2 more per call than non-members with comparable shop rate increases. Multiply this by the number of calls you do in a year and there should be no question in your mind about applying for membership in TSA Iowa.

Write TSA Iowa, Box 215, Waterloo, Iowa 50704 for information. ■

Get with the Groove Tube



\$119.95 MODEL 7P50 personal portable TV with decorator-styled cabinet in ebony silver trim.

It's a groove! This mighty mini-portable TV turns on any place you take it. Indoors, outdoors, on the beach or the ski slopes. And look at all that's packed into it. 7" (meas. diag.) square screen for non-squares. No stare-back tinted tube face. Solid-state power transformer. Telescoping antenna. Perm-Lok VHF fine tuning control. Personal listening attachment. Quick-On picture and sound. Three I. F. stages. Plays on regular house current. From auto or boat battery or optional battery pack.

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quality
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FREE Service Subscription

It's time for the annual renewal of your Zenith service subscription. It runs from June to June. FREE with an order for 50 tubes.

A. A. SCHNEIDERHAHN CO.

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TSA Iowa Convention Highlighted By Twenty-Six New C.E.T.'s

The highlight of the annual TSA of Iowa convention in Waterloo last month was the presentation of C.E.T. certificates to twenty-six new people.

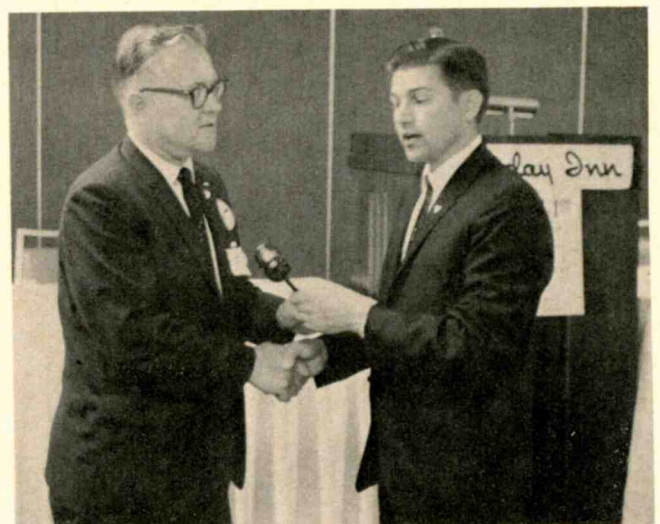
The special ceremony was M.C.'d by NEA Executive Vice President Dick Glass who made the certificate presentation to the new C.E.T.'s as well as presenting lapel pins to all Iowa C.E.T.'s. According to reports Glass was there in all his glory . . . "tired, tongue-tied and picking finger tired" but still encouraging and challenging the Iowa group to double their C.E.T.'s by convention time 1970.

The annual election saw the re-election of Clark Pohl as President of TSA for another year. Along with Pohl were the re-election of Rex Ray as V.P. and Vic Uker as Treasurer. The only new member is Boots Hartwell of Waterloo as the new secretary.

Board members elected included Floyd Keeton and Floyd Webb, CET as South West Representatives; Kenneth Young and Van Mahnnen CET, South East Representatives; Leo Skellinger and Dean Merrill as North East Representatives and Bill Guiliver CET and Pete Bemino as North West Representatives. The ESD section editor for another fine year is Ed Vilimek.

Special social functions during the three-day convention included several hospitality rooms provided by local distributors and the annual banquet.

Business sessions were highlighted by a presentation by Ed Hickey, Admn. Assistant, Federal Reserve Bank who spoke on the new "Truth in lending" legislation and Mr. Russell Smith of the Wage and Hour Investigation division of the U. S. Department of Labor who talked about the "New regulations of the Minimum Wage Law."

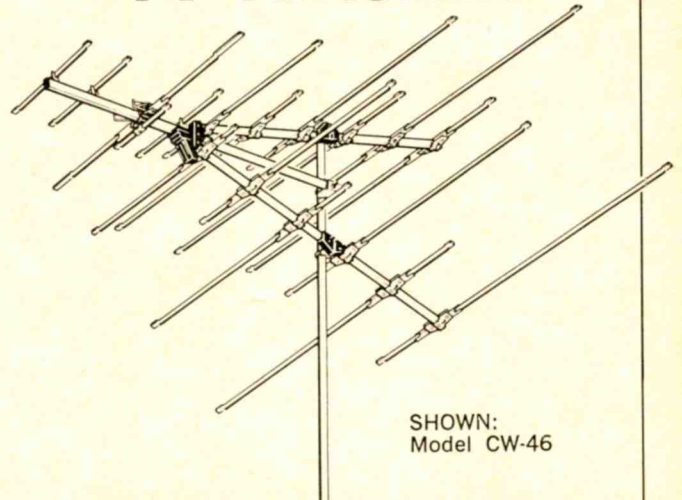


Mr. Clark Pohl, right, re-elected president of TSA of Iowa is shown here presenting a past president's gavel to Ed Vilimek who was president of the association in 1967-68. The event took place during the recent annual convention of TSA held in Waterloo.



Here are a few snap shots of some of the events that took place last month during the annual TSA of Iowa Convention held in Waterloo. In the top picture, Rex Ray is shown presenting an award to Vic Uker for outstanding service to TSA. In the second picture, Executive V.P. of NEA, Dick Glass, is shown as he addressed the convention. At the head table (left to right) is Boots Harwell, Mrs. Ray, Rex Ray, Dick Glass, Clark Pohl, newly re-elected President and Helen Pohl. In the third picture, "The Valley Four" singing group presented part of the entertainment at the annual banquet, and in the fourth picture, Vic Uker is shown presenting a "short story" concerning the auditing of the TSA books for the year.

Good TV Reception Requires A Good TV Antenna



SHOWN:
Model CW-46

NEW WINEGARD COLOR WEDGE DELIVERS BEST TV ON ALL CHANNELS

It really doesn't make much difference what kind of TV set you have. You still need a Winegard antenna if you want to get the best TV reception. And on all channels in this area.

You see, it takes more antenna to pull-in sharp, clear and brilliantly alive color TV. Because it takes more antenna to effectively eliminate ghosts, snow, fading and distortion.

And the new Winegard Color Wedge has more signal capture area than other antennas. It's the most powerful . . . the most sensitive. And the most likely to give you complete satisfaction.

In fact, Winegard guarantees it . . . in writing.

So if you want the best color (and black and white) TV reception on all channels, get the patented Winegard Color Wedge. Super compact and gold anodized for extra years of peak performance.

You can't buy a better TV antenna than Winegard. So call us. See the difference a Winegard makes!



Now Available At
GIFFORD-BROWN, INC.

Des Moines - Omaha - Waterloo
"Winegard's Oldest New Distributor"

This is the Pepsi Generation

— COME ALIVE —

by JIM YORDY

This is the pepsi generation . . .

I'm sure we have all heard this before, but I wonder how many of us tried applying it to ourselves.

In our association activities many real good men work hard, get into

office, work their way up the ladder and maybe even become President. Then when their term or terms are served they suddenly loose interest and many don't even attend local meetings anymore. **WHY IS THIS?**

Is their reasoning stagnant enough to think that if they couldn't do what they might have liked to do that nobody else can do it either? **PROBABLY NOT, THEN WHY?**

Our associations cannot afford to lose people like this but what is sadder yet is the fact that these people cannot afford to lose their association activities which in many cases has made them from a fair to a good businessman.

Why did it make them a good businessman? It did so because while they were in there pitching and scratching trying to climb the so-called ladder of success they were rubbing elbows with other people in our industry who were genuinely interested in making the electronics industry a better place for all of us. Therefore they were current on things that needed attention badly and they did something **ABOUT SUCH THINGS.**

So now these same people are *drop-outs* and unless they are very near retirement age they are no longer striving to succeed. Surely they don't think that things are no longer changing and they no longer need the very association that made them what they were when they were on top. Therefore they are no longer on top but **REALLY DON'T REALIZE IT.**

Many of us in the TV Servicing industry have made what we have the hard way and since we are now middle aged or older we just refuse to admit that this is truly the *Pepsi Generation*. Things are moving more rapidly than ever and while we are unconsciously fighting changes, the better half, 25 years and younger, constitute more or at least 50% of the population of our great country. If we think these younger, and more intelligent, people are just going to stand still we have another think coming. After all it isn't them that is going to have to change. **IT'S US.**

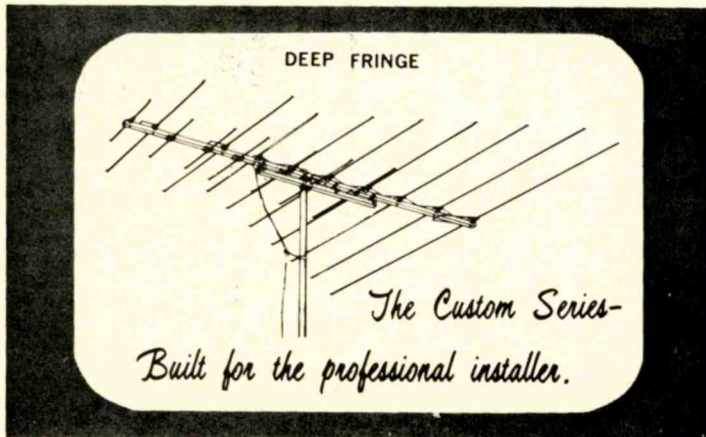
Why not use our valuable association experience then by working with these young people and turn it into the advantage rather than a disadvantage. In this way we too can become part of the **PEPSI GENERATION.** For my part I think I'd like it. **HOW ABOUT YOU?**

I'm sure we might all agree that we can't do it by quitting, so let's get with it and **"COME ALIVE."** ■

BETTER BUILT FOR BETTER PERFORMANCE[®]

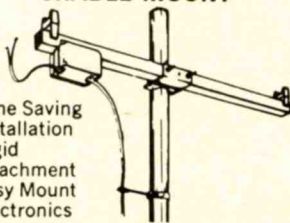
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TV-FM Antennas and Electronics



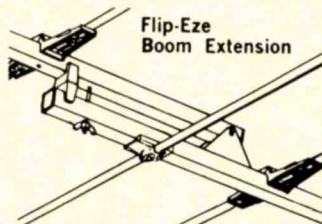
CRADLE-MOUNT

- Time Saving Installation
- Rigid Attachment
- Easy Mount Electronics



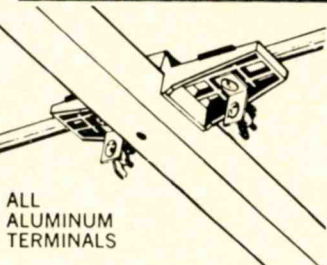
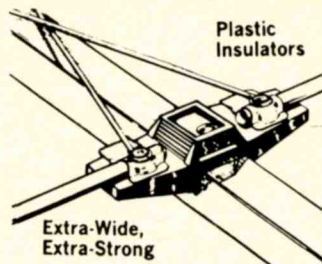
Flip-Eze Boom Extension

Fold-out, Lock-Down, Positive Action



Plastic Insulators

Extra-Wide, Extra-Strong



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TSA OHIO NEWS

A SPECIAL ESD FEATURE

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Section Editor:

GEORGE SRDJAK

OHIO PRESIDENT'S REPORT



by BILL FRANK

To be able to put in a plug for N.E.A. is a great pleasure . . . putting in a 30-second bit for TSA Ohio is also a profound privilege. On the other hand – to take advantage of all the opportunities offered by these two affiliations is business – good business. And, I might add, lucrative business. It is a ridiculous shame for me (or anyone) to avoid or miss these tremendous benefits.

TSA Ohio for example is growing – growing – growing! Currently thruout the state there is a good spirit of competition. In September, the fall convention will convene. We have to make a decision, a decisive choice as to location. Toledo's group has a bid in for the site. Youngstown's boys are vigorous in their effort to gain the priviledge again. Dayton has been put forth as a likely spot to instigate and reactivate the previous local. Not too recently it was difficult to gain the "volunteering" of just one convention site. At this date, there seems to be a clamoring for the honor of the location. It is well – it is advancing – it is fitting and it shows our growing pains.

With the exception of some specially called committee meetings the next few months will be relatively quiet. It gives the active membership time due to them for a little more comprehensive activity on the fun and pleasure side. You as a member will be kept aware of all planning and any programs at the state level thru the 'communication arc.' Keep your eyes open and read your mail – plan now to attend the TSA Ohio fall convention.

Membership is on the upswing – C.E.T.'s are increasing in number in Ohio and more have been added since this article was drafted. A manner of licensing has been introduced at the state level. A solid basis for an increase in dues structure is in the making. The Eastern Service Confer-

ence held as a joint meeting with the Philadelphia federation will be quite effective. All the manufacturers rep's present seemed encouragingly cooperative to assist. The trend currently at the manufacturer's level is to accept, realize and recognize the professional electronic technician. There are but a few of the details worked thru by your N.E.A. and TSA Ohio leaders – you can't fight them alone – so join them – be part of the group! ■



Forest Belt addressing TSA Youngstown members – easily identified are left to right. Mr. Bob Lightbody, Vice President; Fred Stone, Secretary; Forest Belt, free lance electronic journalist and guest speaker; Nelson Gustafson, President; Russ Hill, Treasurer of TSA Youngstown. With almost 40 in attendance including the local distributors (Associate Members of TSA Youngstown) Mr. Belt spoke of the successful Eastern Service Conference held in Philadelphia. He stressed the need for affiliation.



KEA NOTES

A SPECIAL ESD FEATURE

PRESIDENT

Emmett Hughes

1ST VICE PRESIDENT

R. A. Swan

2ND VICE PRESIDENTS

Joe Skelton

Keith Knos

Bill Winegar

SECRETARY

Wilford Carden

SERGEANT-AT-ARMS

Keith Nicholson

NEA DIRECTOR

Kenneth Marcy

PAST PRESIDENT

Lloyd Milham

SECTION EDITOR

Lauren Matson

KEA President's Message

by EMMETT HUGHES

Kansas Electronic Association held their annual convention in Wichita, Kansas, May 1, 2, 3. Our thanks goes to all the manufacturers and distributors for helping make this convention a success. Thanks again to Finney Co., General Electric, Interstate, Motorola, RCA, Radio Supply, Sylvania and Winegard.

The convention started Friday evening with an outdoor Bar-B-Que for the entire family, also rides for the kids. Saturday was the big day with

seminars by Motorola, Sylvania, Winegard and General Electric. The hi-lite of the convention was the Banquet and Dance Saturday evening. During the banquet there was appreciations presented manufacturers and distributors and members. Mr. Dick Glass, NEA President, presented C.E.T. Lapel Pins on behalf of Raytheon, to all C.E.T.'s at the banquet.

Business meeting was held Sunday morning with the following officers being elected for the year. President, Emmett W. Hughes; Secretary, John Farrell; Treasurer, Wilford Carden; Sgt. of Arms, Keith B. Nickelson; Area Vice Presidents, J. J. Skelton, Larry Premer, R. A. Swan, Keith Knos; NEA Director, Kenneth Marcy. Our next board meeting will be held in Pittsburg, Ka., July 13, 1969.

This coming year, with the help of all the elected officers and entire membership, we hope to increase our membership and get new chapters organized, also we are going to increase our C.E.T.'s in Kansas. All of those

who have taken the C.E.T. test and did not pass will be encouraged to take the test over and strive to obtain their certificate again.

We all know when we gain knowledge, it only becomes successful when we share it and use it. Involvement is the Key word this year and if each member becomes involved with local, state or national work you will find there's a job that needs you and we will grow beyond our hopes and dreams. We need volunteers and workers. ■

Newton, Hutchinson, McPherson

CHAPTER MEETING
July 10, 1969 7:00 PM

Baker Hotel - Hutchinson, Kansas

Topic: Motorola Quasar

*Speakers: Grover Giddens,
Bob Coslett*




RADIO SUPPLY COMPANY
WICHITA SALINA GREAT BEND *Incorporated*

Authorized Distributor for


RCA
 Tubes & Service Parts


FINCO
 Antennas & Accessories

CONVENTION HIGHLIGHTS



Convention Breakfast With FINCO



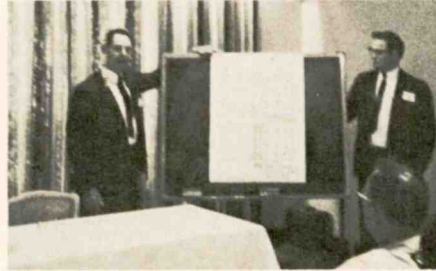
Saturday Luncheon With RCA



Antenna Systems With Winegard



"Credit" With Sylvania



Transistors With MOTOROLA



More Income With G.E.



Banquet with Sylvania and Winegard



The passing of the gavel from the old (left) Lloyd Melham to the new Emmett Hughes was the final act of business during the 1969 KEA Convention.



The 1969-1970 Board of Directors for KEA Included: left to right: Past President Lloyd Melham; Treasurer, Wilford Carden; V.P., Keith Knos; President, Emmett Hughes, V.P., Joe Skelton; Secretary, John Farrell; V.P., Larry Premer; 1st V.P., R. A. Swan and NEA Director, Kenneth Marcy.



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Send a technician to Philco service classes, and you'll get a salesman in return.

He'll be the most persuasive salesman you ever had, even without opening his mouth. It's reliable after-sales service that really moves goods today.



When you can put up the Philco Qualified Service sign in your store, you'll give prospective customers real confidence in your service. And that means confidence to buy.

Your service technicians can get all the training they need right there in your area. And from then on, our Tech Data Service keeps them up with what's new in servicing and design. It'll mean faster diagnosis and remedy, fewer call-backs. And from Philco-Ford you get the fastest parts delivery in the industry.

It can all mean *more* service business — more repeat business. Your store can appear in our Yellow Pages listings, making you the headquarters for Philco Service in your area. Remember, we tell all Philco buyers about Philco Qualified Service in our product Use and Care books.

That's the outline of Philco Qualified Service and how it'll help your sales. Call your local Philco-Ford Distributor for the details. Ask for the Service Manager.

PHILCO



For More Information Call or Write:

Ed Dean

PHILCO PARTS STORE
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Bill Harner

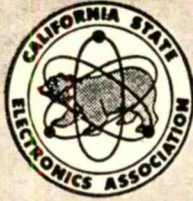
PHILCO PARTS STORE
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San Diego, 283-7361

Don Smith

PHILCO PARTS STORE
1579 Adrian Rd.
Burlingame, 692-3835

Jim Brady

PHILCO PARTS STORE
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Phoenix, AL 8-3965



ELECTRONIC service dealer

CALIFORNIA SECTION

CSEA president's report

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Zone D

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Zone E

ROY GRYBOWSKI

Zone F

EVERETT PERSHING

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ELECTRONICS ASSOCIATION, INC.

RALPH JOHONNOT

Executive Director

13666 S. Hawthorne Blvd.

Hawthorne, California 90250

(213) 644-4636

This is my last article as president of the CSEA and I am writing it with mixed emotions. This has been a most trying year and it has taken much out of me but I will admit I loved every minute of it. When I was president in 1957/58 and again in 1958/59 we were a small organization. Our programs were limited and the time and effort involved as president was measured in hours per month. Today we are the largest state electronics organization in the country and our programs are many. A president of the CSEA today must measure his time in days of the week instead of hours in the month.

Now is the time to review the many projects we are involved in. Our insurance program has grown from a simple health and accident program to where it now covers four categories. First, we have one of the best and most complete health and accident policies available. Second, we have our loss of income program for shop owners, third we have the workman's compensation program and the latest is our new retirement plan for both employees and employers. Any one of these in itself would more than pay for your membership in the CSEA, together they not only pay your dues but put money in your pocket as well.

We have developed an excellent working program with the advisory board of the BERDR and, with perhaps one exception, have been in complete accord with all amendments added to our registration bill. They have, on a number of occasions, discarded a proposed amendment when we pointed out to them that such a ruling would add nothing to our bill but in fact



LARRY SCHMITT

create unnecessary hardships on the dealers. I am referring to such proposed ideas as a bond for service companies doing warranty service. There have been many others.

We have, as per a directive of the Board of Delegates, proceeded with a technician's license bill, and with the cooperation of such people as Senator Short have come up with, what I feel, is a good bill. This will be voted on at our convention. What is most important is that this is *our* bill and not one coming from the government that would put us under the control of a regulatory board. Our bill will be part of the BERDR and its advisory board.

We also have today the respect and cooperation of the major manufacturers. The recent RCA picture tube problem is a perfect example. There have been many other benefits to numerous to mention.

What of the future? We have many programs on the agenda. A statewide CSEA advertising program is being

(Continued on next page)

CSEA PRESIDENT'S REPORT

Continued

considered. Additional insurance benefits will be studied and presented to you for your consideration. New chapters are coming into our organization and we are growing stronger every day. National publicity such as the recent Reader's Digest article is bound to help us. Many programs such as making service forms available at a great savings to our members are now in the hopper. An apprenticeship program, CSEA and government sponsored, is being

studied and will be tied in with our technician bill. This will be one of the largest electronic technicians apprenticeship programs in the nation.

Yes, my friends, we have had a good year. Put into proper perspective, the investment of time and money has been small compared to the returns. Now is the time for you to take stock of the future and decide if you wish to participate in it. You have nothing to lose and so much to gain. How about it? Why not have a voice in *your* future. ■

License Bill Pulled Out Of Committee For Year

The bill that would have licensed all Television Service Dealers in California has been dropped in Committee and will not come up for passage this year.

In an announcement from Sacramento, the hearing on the bill had been held over for a few weeks but has now been dropped completely for this year's consideration. It was felt that because of the delay there would not be enough time to complete the work necessary for it to get to the floor of either house. For this reason, the committee recommended that it be held over until next year.

A recent survey by the California State Electronics Association indicated that over 70% of the dealers in California were in favor of the legislation. On the other hand, there was a growing concern about certain sections of the bill and the delay of one year could make it possible to iron out any of these problems. According to CSEA President Larry Schmitt, "we are very much interested in any legislation that will legislate technical ability but we also want to make sure that every dealer is protected from any unusual control by state government."

California Goes Over The 200 Mark In Number Of C.E.T.'s

[Indianapolis, Indiana] Word has just been received from the national offices of the National Electronic Associations, that California is the first state to go over 200 in Certified Electronic Technicians.

According to national Executive V.P. Richard Glass, "we are extremely proud of the job being done in California to promote and push professional technical ability through the testing program sponsored by NEA for the entire service industry."

Under the C.E.T. program, all of those who have passed the examination are entitled to display their certificate of accomplishment, carry a C.E.T. identification card and will also be receiving a lapel pin that tells everyone they are qualified to service the most complicated of home electronic products. Special jacket patches are also being made available to all C.E.T.'s in California through the sponsorship of CSEA. ■

EXCLUSIVE

ZENITH TUNER EXCHANGE

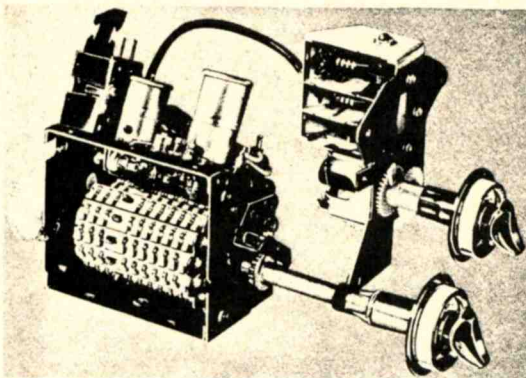
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CONTACT SURFACES CLEANED AND LUBRICATED PROPERLY
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Shipping Instructions: Fill out job card, tag tuner, enclose all parts and ship United Parcel for faster service.



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Criminal Action By the Bureau of Electronic Repair Dealer Registration During 1968 . . . A Review

*Here is a review of twenty dealers in California
who for one violation or more had their
registration revoked. This material was supplied by
the BERDR and is being published as a public service
to the industry in California*

GOLDEN STATE DISCOUNT STORES
118 W. CALIFORNIA AVENUE
GLENDALE

CRIMINAL ACTION

Milton A. Frieder, owner, convicted of violation of Section 9840 Business and Professions Code.

ADMINISTRATIVE ACTION

Milton A. Frieder, owner, registration denied on February 9, 1968.

RAY MC CULLOUGH TV
1801 SPRING ROAD
VALLEJO

Ray McCullough, owner, registration suspended for 60-days effective April 13, 1968 for violation of Sections 9841 (d), 9841 (f) and 9842 Business and Professions code.

DIVERSIFIED TV ELECTRONICS
459 FOOTHILL BOULEVARD
LA CRESCENTA

CRIMINAL ACTION

George Randolph Olsen, owner, convicted of violation of Section 9843 Business and Professions Code.

ADMINISTRATIVE ACTION

George Randolph Olsen, owner, registration revoked effective April 24, 1968.

EMERGENCY T.V.
3107 SANTA MONICA BOULEVARD
SANTA MONICA

CRIMINAL ACTION

Elmer Dubrovay, employee of Emergency T.V. convicted of two counts of petty theft.

ADMINISTRATIVE ACTION

Arturo Alvarez, owner of Emergency T.V., registration revoked for violation of Section 9841 (d) Business and Professions Code effective April 24, 1968.

VALLEY APPLIANCE CENTER, INC. AKA CALIFORNIA APPLIANCE, INC.
6439 FOLSOM BOULEVARD
SACRAMENTO

CRIMINAL ACTION

Carl Berti, owner, manager, convicted for violation of Sections 9842 and 9843 Business and Professions Code.

ADMINISTRATIVE ACTION

Valley Appliance, Inc. aka California Appliance, Inc., Carl Berti, owner, manager, registration suspended for one year and 150 days effective June 14, 1968 for violation of Sections 9841 (d), 9841 (f) and 9842 Business and Professions Code.

ARC TELEVISION

2101 SOUTH LA BREA AVENUE
LOS ANGELES

Gerald A. Sebastian, owner, registration revoked effective February 9, 1968 for violation of Section 9841 (d) Business and Professions Code.

AA TELEVISION CENTER

6416 TELEGRAPH AVENUE
OAKLAND

AA Television Center, Joseph Zumbo, owner, registration suspended for 180 days effective February 1, 1968 for violation of Sections 9841 (d), 9841 (e), 9841 (f), 9842, and 9843 Business and Professions Code.

POOR MANS TV SERVICE

9316 ELIZABETH STREET - APT D
SOUTH GATE

CRIMINAL ACTION

Criminal Action pending against Hugh M. Jenkins, owner, charged with petty theft.

ADMINISTRATIVE ACTION

Hugh M. Jenkins, owner, registration revoked, effective April 24, 1968 for violation of Sections 9841, 9841 (d) 9842 Business and Professions Code.

VIDAL'S T.V.

1312 LINCOLN BOULEVARD
SANTA MONICA

CRIMINAL ACTION

Frank Oban Vidal, owner, convicted of petty theft and violation of Section 9850 Business and Professions Code.

ADMINISTRATIVE ACTION

Frank Oban Vidal, owner, registration revoked, effective April 24, 1968 for violation of Sections 9841 (d), 9841 (f) and 9842 Business and Professions Code.

ALOHA RADIO TV

656 MAGNOLIA
LONG BEACH

H. Putnam, owner, registration revoked, effective May 18, 1968 for violation of Sections 9841, 9841 (d), 9841 (f), 9842 and 9843 Business and Professions Code.

COMMERCIAL T.V.

63 KEYES STREET
SAN JOSE

CRIMINAL ACTION

Rudolph B. Savedra, owner, convicted of violation of Sections 9842 and 9843 Business and Professions Code.

Leo Savedra, employee, convicted of petty theft.

ADMINISTRATIVE ACTION

Rudolph B. Savedra, owner, registration revoked, effective June 8, 1968.

WALLY'S T.V. SERVICE

16788 MERRILL AVENUE
FONTANA

CRIMINAL ACTION

Wally Frey, owner, pled guilty to two counts of petty theft. Failed to appear for sentencing. Bench warrant was issued for his arrest.

ADMINISTRATIVE ACTION

Wally Frey, owner, registration revoked, effective June 13, 1968 for violation of Sections 9841, 9841 (f), 9842 and 9843 Business and Professions Code.

TRI-CITY TV COLOR CENTER

2224 CONCORD BOULEVARD
CONCORD

CRIMINAL ACTION

William Stroeborg, owner, convicted for violation of Section 9842 Business and Professions Code.

ADMINISTRATIVE ACTION

William Stroeborg, owner, registration suspended for 180 days, effective June 13, 1968 with three years probation.

KNIGHTS RADIO & TV

503 COLORADO BOULEVARD
SANTA MONICA

Mack Knight, owner, registration revoked effective July 17, 1968 for violation of Sections 9841 (d), 9841 (f), 9842 and 9843 Business and Professions Code.

KNIGHTS RADIO & TV

2252 PACIFIC COAST HIGHWAY
MALIBU

Cornelius Knight, owner, registration revoked effective July 17, 1968 for violation of Sections 9841 (d), 9841 (f), 9842 and 9843 Business and Professions Code.

TELECHECK MOBILE T.V.

1045 MARYHURST STREET
MONTCLAIR

CRIMINAL ACTION

Adrian Joseph St. Marie, owner, convicted on January 9, 1968 of petty theft and violation of Section 9840 Business and Professions Code.

ADMINISTRATIVE ACTION

Adrian Joseph Ste. Marie, owner, registration revoked effective August 17, 1968.

TURNER'S TV RADIO & KEY SERVICE

8997 SANTA MONICA BOULEVARD
WEST HOLLYWOOD

Robert G. Turner, owner, registration suspended for 90 days effective October 13, 1968 for violation of Sections 9841 (a), 9841 (d), 9841 (f), 9842 and 9843 Business and Professions Code.

CABLE CAR TV

1494 CALIFORNIA STREET
SAN FRANCISCO

CRIMINAL ACTION

Paul Haggard, owner, convicted of petty theft and violation of Sections 9841 (d), 9842 and 9844 Business and Professions Code.

ADMINISTRATIVE ACTION

Paul Haggard, owner, registration revoked effective November 29, 1968.

STAR TV

407 W. MAIN STREET
ALHAMBRA

CRIMINAL ACTION

Nick D. Ratkovich, owner, convicted of violation of Section 9843 Business and Professions Code.

ADMINISTRATIVE ACTION

Nick D. Ratkovich, owner, registration suspended for 90 days effective November 15, 1968.



RALPH JOHONNOT,
CSEA Executive Director

Many Association activities have been apparent the last several months. Chapters have elected new officers and delegates. These delegates in turn have elected new state directors. The slate of newly elected directors for 1969-70 are: Zone A, Dick Curtis; Zone B, Mike Fusaro, Oakley Dexter and Vern Hassett; Zone D, Roy Grybowski; Zone F, Harry Midkiff, Virgil Gaitner and Everett Pershing; Zone G, Harold Baughman. Retiring from the Board are Al Fox, Zone A; Larry Schmitt, Zone B; Hugh Wilkins, Zone F; and Ed Fort, Zone G all of whom have been on the Board of Directors many years. From these directors a president, vice president, secretary, and treasurer will be elected at the Fresno convention by the Board of Delegates.

Chapter Activity

The most aggressive of the state chapters these last few months has been San Diego. Over 130 technicians attended the transistor Go-No-Go demonstration last month. Over 80 members and technicians met to discuss the license law for technicians. They have just announced that in cooperation with the evening course at the College of San Diego they will offer a refresher course in TV and electronic servicing for preparation for the Certified Electronic Technician examination. Classes will be held at 1425 Russ Street from 7 to 9:30 p.m. on Mondays and Wednesdays for four weeks beginning May 19. At the end of the course the nationally recognized C.E.T. examination will be given. The total cost for the refresher course, including the registration fee and examination fee will be \$6.50 for C.S.E.A. members and \$10 for non-members. To date over 125 tech's have enrolled.

Small Claim Checks

Small claim checks are now available from the C.S.E.A. state office. They sell for \$12.50 per thousand or \$7 for 500. The price includes sales tax and shipping costs.

N.E.A. - C.S.E.A. News

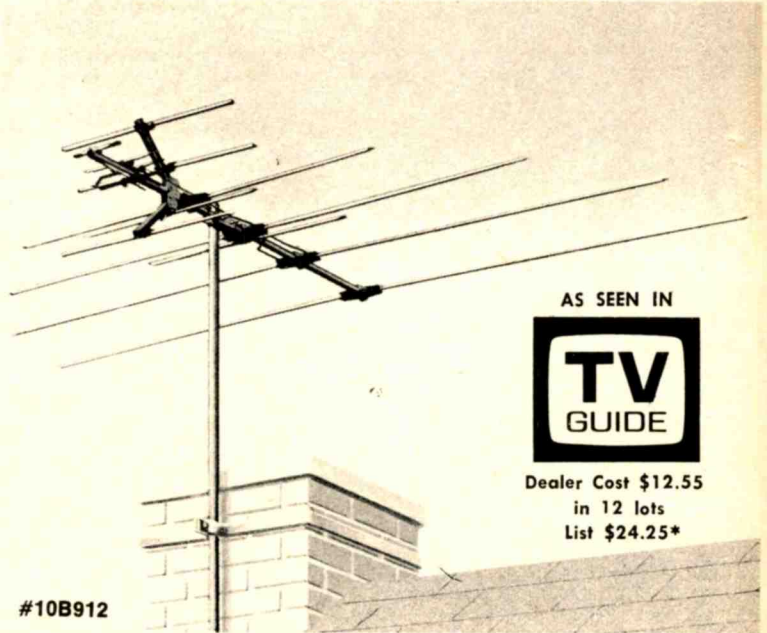
At the most recent meeting of the Board of Directors of N.E.A. Dick Glass was hired for the position of executive vice president. By this act a vacancy was created for national president. Our own eighth West Coast Vice President, Emmett Mefford, was selected to fill the vacancy. Let's all give Emmett the support he will need for this venture. N.E.A. dues will be increased to \$2 a month or \$24 per year starting July 1. It has long been wondered how N.E.A. could operate on such a low budget. Now that they have made the move to hire a full-time executive we can easily see where this increase of dues becomes necessary. Frankly,

(Continued on next page)

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Color Power

UHF/VHF/FM TV antenna



AS SEEN IN



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*Factory Suggested, Optional With Dealer

CSEA news wire

Continued

here in California that a full-time staff can perform small miracles. Our membership has now passed well over the 700 dealer firms throughout the state and membership is once again on the upswing.

San Francisco

Fred Roehrig of Edisco has just announced a move to larger headquar-

ters and has offered the San Francisco Chapter the use of a new hall for their chapter meetings. Charles Biele and Fred have put their heads together and vowed to make the San Francisco Chapter the largest chapter this coming year.

At a recent meeting of The Napa Television Dealers Assoc. where President Schmitt and Executive Vice President Ralph Johonnot were guests the dealers present voted to affiliate their group with the California State Electronics Association.

— THANK YOU —

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— READ CAREFULLY —

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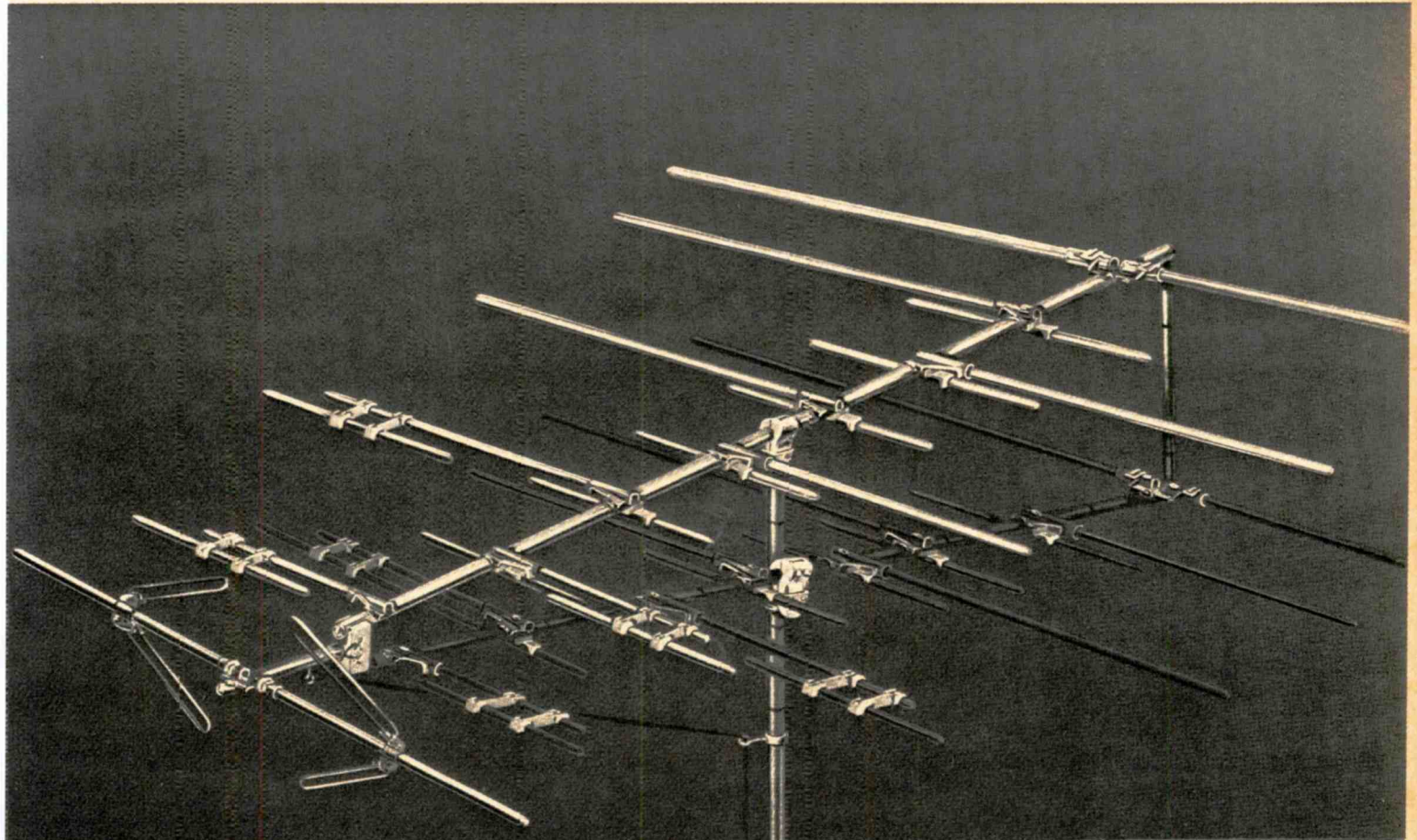
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are your first line of defense against this serious color reception problem—the unique new Color Vectors reject ghosts better than any full line antenna series on the market.

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It would have been no problem for our engineers to get better performance by making a larger antenna—but it took a major engineering breakthrough to produce superior results from a smaller antenna! The advan-

tages are obvious—faster, easier installations—greater strength and rigidity, less wind loading, less torque on the mast, or rotator.

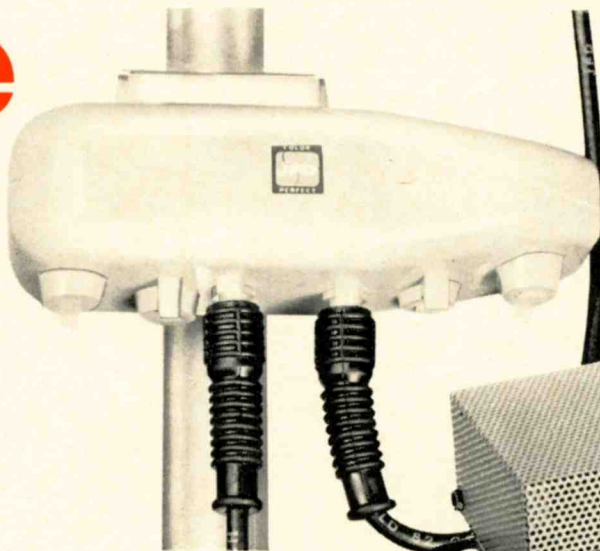
**COLOR VECTOR Antennas set new performance standards...
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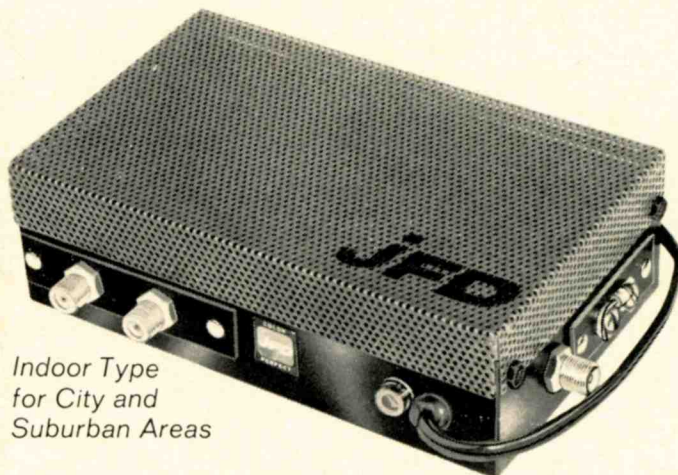
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