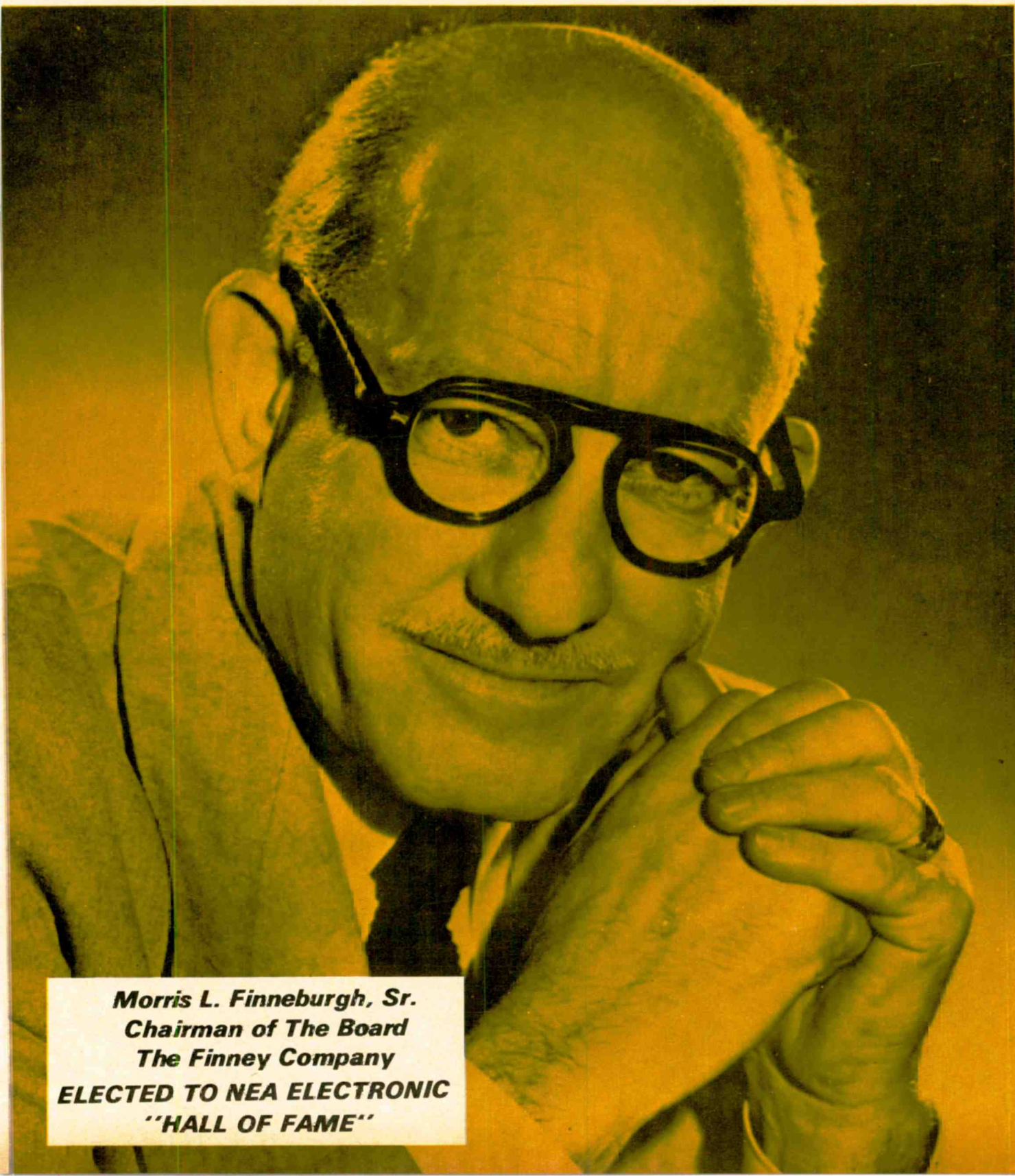


ELECTRONIC service dealer



THE OFFICIAL PUBLICATION OF THE NATIONAL
ELECTRONIC ASSOCIATIONS AUGUST, 1969



***Morris L. Finneburgh, Sr.
Chairman of The Board
The Finney Company
ELECTED TO NEA ELECTRONIC
"HALL OF FAME"***

GE tubes are built to satisfy tough customers!

All types when you need them



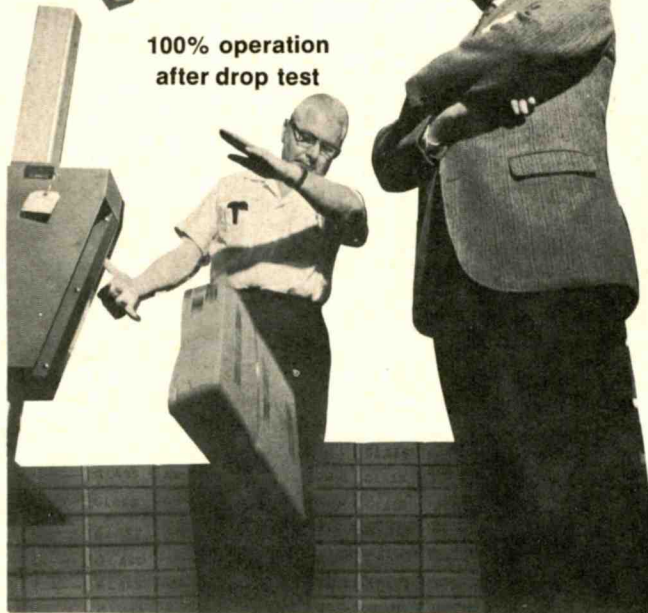
Reach for this when you ask, "What else needs fixing?"

General Electric has an organization of real *tough customers* working to make sure every tube satisfies you and your customers □ There's the materials jury that tests the parts tubes are made of to be sure you get the best tubes made □ the design chief who redesigns tubes for replacement use to do a better job for you □ the quality control manager who tests tubes 14 different ways so you'll know every one will pass the test in your customer's set □ the packaging engineer who demands 100% operation after rugged drop tests of packaged tubes □ and the warehouse ramrod who gets all the tubes you need to your GE distributor when you need them. No wonder you can stake your reputation on dependable GE tubes — the "service designed" line for all your replacement needs. Stock up today.

288-22A

GENERAL  ELECTRIC

14 different quality tests



100% operation after drop test



Tubes redesigned for replacement



Strict materials inspection



DONALD J. MARTIN
Editor & Publisher

FRANK BURNS
Business Manager

MORRIE OVERSTREET
Art Director

RALPH BUTZ
Contributing Editor



**NEA
OFFICERS & DIRECTORS**

EMMETT MEFFORD
Fontana, California
President

WARREN BAKER,
Albany, New York
Vice President, 1st Region

WARREN GILL,
Albany, Georgia
Vice President, 2nd Region

KENNETH YOUNG,
Washington, Iowa
Vice President, 3rd Region

RAY DEMONBRUN,
Louisville, Kentucky
Vice President, 4th Region

CHARLES ENYEART,
Lincoln, Nebraska
Vice President, 5th Region

NORRIS BROWN,
Houston, Texas
Vice President, 6th Region

COLIN GREGORY,
McMinnville, Oregon
Vice President, 7th Region

LEON HOWLAND,
Indianapolis, Indiana
Secretary

HOMER DAVIDSON,
Iowa
Treasurer

NATIONAL OFFICE
Richard Glass, *Executive V.P.*
7046 Doris Drive,
Indianapolis, Indiana 46224
241-7783

AUGUST, 1969

ELECTRONIC service dealer

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

EDITORIAL CONSULTANTS

SAM SPINO, Editor of TELSAs NEWS of Connecticut; ED CARROLL, HOOSIER TEST PROBE; PETE FABBRI, Editor of the TSA NEWS of Michigan; JOHN P. GRAHAM, Editor of the ARTSD NEWS of Columbus, Ohio; FOREST BELT, of the KETA NEWS of Kentucky; ROGER BREHM, Editor of the NESA of Nebraska; J. W. WILLIAMS, Editor of the TEA TIMES of Texas; BILL FRANK, OHIO SECTION; LAUREN MATSON, KANSAS SECTION; ED VILIMEK, IOWA SECTION; WARREN BAKER, TSA NEWSLETTER; VINCE LUTZ, St. Louis, Missouri; HAL GRUBER, Editor of Cincinnati TESA NEWS.

ADVERTISING OFFICES

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

EDITORIAL DEADLINES

All regional section editorial material must be in the hands of the regional editors on or before the 15th of the month proceeding publication. Advertising in these sections have a similar deadline.

All editorial material must be in the hands of the Publisher no later than the 20th of the month proceeding publication. Any material received after deadlines will be held for future issues unless space permits its use in current issue.

ADVERTISING INFORMATION

Complete advertising rates, mechanical-requirements and circulation information can be obtained by writing the publication offices. Special insert rates and use of publication mailing list for direct mail advertising information can also be obtained by writing the publication offices.

ELECTRONIC SERVICE DEALER, the Business Journal for the Professional Electronic Dealer, is published monthly by Associated Publications, 13543 So. Hawthorne Blvd., Hawthorne, California 90250. Subscription rate is \$5 per year or \$7.50 for two years. The publication is entered as Controlled Circulation postage paid at Los Angeles, California.

Volume 9, Number 3, All rights reserved. No part of this periodical may be reproduced without the consent of Associated Publications.

letters

Dear Mr. Martin:

According to your March Editorial, we (NEA) are now members of a sales group. I have always been of the impression that basically we were a service organization. Perhaps I have been misled. Will you please explain how you determined that in-board service will help the independent service technicians.

Most of the independent servicers are members of one- or two-man shops and many of us are not involved in sales, a contract with a sales outlet meant X number of dollars for every set sold, for a 90-day contract. In-board service means that now the

consumer will pay an additional amount for the service — the sales outlet will no longer have this service responsibility and will gain — the manufacturer will not collect our service dollars from the customer for building reliability into his set, that he has claimed for years — the Independent Servicer gets it in the neck as usual, when the customer does not get the quality that he will now pay extra for. In a few months the manufacturer will say “look fellows, you are taking more than the 50% or 40% of the in-board service or dollars that we have received, from this point on, we will pay 75% of what we have been

paying regularly in Twin Crossing, Iowa.” Twin Crossing being an imagined town of 1800 where service is performed by Handy Man Electronic Service with night and day service.

In my opinion, this type of Editorial and the fact that too many Technicians don't see the need to bother with the future because last year we made a pretty good living, are selling us right down the river. The manufacturer can, with in-board service, tell the independent servicer just how much or I should say how little money he can make. And then if you don't think you are getting enough money, join his factory service organization and become the lowest paid skilled professional in this country. This in-board service will absolutely put the Independent Servicer in the neighborhood blacksmiths place in a matter of a very short time.

My outraged opinion is very substantially confirmed in the March 10 issue of Merchandising Week. In Youngstown, Ohio, all Admiral Color sets have a labor and parts warranty for one year. Nothing is mentioned as to who gets the labor. This is good so say the retailers of that area. Admiral in Portland, Oregon had such a program at one time, which required the set to be returned to the distributor. In Chicago, the Zenith distributor in-boards 90-day service, and the service retailer can get as much as \$30 for a color TV repair. How much, Mr. Martin, does this leave for the bench work required after your famed \$14.95 service call.

According to Business Week magazine, four manufacturers now control 78% of all color television sales. RCA, who is now rushing in-board service with all due haste — Zenith, as per example — Magnovox, who controls all servicing to the retailer — and Sears, which no Independent has any question about. Which means that in 54% of all color sets sold, the Independent is almost eliminated NOW and in a very short time this percentage will go even higher.

Mr. Martin, can you in any way justify your March Editorial?

Sincerely, Frank Long CES/CET

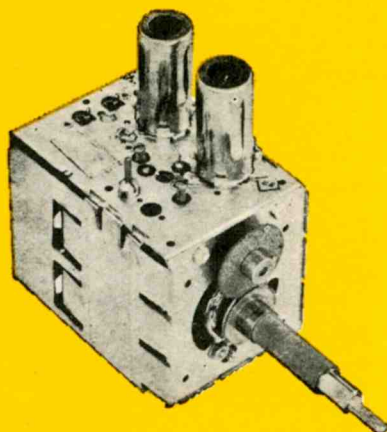
Gentlemen:

Please send me a copy of the March issue of your magazine, the “Electronic Service Dealer.” We did not receive one that month, and would appreciate receiving a copy. Thank you very much. Very truly yours,

BOUTZ RADIO SERVICE

ELECTRONIC SERVICE DEALER

TUNER REPAIRS



\$975

FOR COMPLETE OVERHAUL

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

24-HOUR SERVICE with
FULL YEAR WARRANTY

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

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

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

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

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



SARKES TARZIAN, INC.
TUNER SERVICE DIVISION

See your distributor,
or use this address

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

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

ELECTRONIC service dealer

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

features

- 10 NEA 1969 CONVENTION HIGHLIGHTS . . . a late news round-up of NEA convention activities. Written in Waterbury, published in Los Angeles, while still hot.
- 12 NEA AWARD WINNERS . . . A resume of all of the major achievement awards presented during the week-long NEA convention.
- 15 CALIFORNIA SECTION . . . President Virgil Gaither reviews the history behind the association's sponsorship of license legislation. Executive V. P. Johonnot discusses chapter and zone activities since the annual convention and California News Notes brings you up-to-date around the State.
- 21 IOWA BEACON this month features a guest editorial by Jim Yordy and asks the question . . . Is there a shortage of technical people? Les Buchan talks about the everyday operation of the State office and offers supplies and services to members. Iowa State University reports a new approach to electronic training by first training the teachers and a local distributor announces a new tuner exchange program.
- 25 IN THE KEA SECTION it shows all of the C.E.T.'s who attended the recent convention and were awarded their certificate and lapel pins by NEA V.P. Dick Glass.
- 27 KETA NEWS, the official publication of the Kentucky Electronic Technicians Association joins the ESD family with their first section. President Fred Watjen reports and a complete resume of the association's Consumer Relation's Program included in this issue.
- 29 INDIANA HOOSIER TEST PROBE features the President's report.

departments

- 5 LETTERS
- 6 EDITORIAL
- 7 NEA PRESIDENT'S MESSAGE
- 9 FROM THE V.P.
- 13 NATIONAL NEWS AND VIEWS
- 30 CLASSIFIED ADS

editorial



DONALD J. MARTIN, *Editor/Publisher*

It occurred to me the other day that some dealers have still got the "it's got to go to the shop" fever. You would think by now it would be obvious that shop jobs usually cost you money rather than make money.

Not too many years ago most dealers worked hard at getting shop jobs. After all, didn't it build dollar volume? You certainly couldn't get \$50 for a house call but you could get that \$50 if you took it into the shop. There wasn't any charge for pick-up and delivery because you could make it up on the big profit you included in the \$50. There wasn't a charge for the house call to take a look at the set either was there? You couldn't charge a person for not fixing the set or for just taking the set along back to the shop. As for delivery, you didn't charge for this either since this was the "paying" end of the call.

What did it take to fix that set . . . a couple of tubes that could have been replaced in the home? But that house call would have only netted about \$5 for the call plus \$8 for the tubes and a total bill of only \$13 instead of the \$50 you now have. A sweet profit of \$37 more dollars wasn't it? Or was it? Maybe so if you didn't get a hernia carrying the chassis back and forth and you didn't have any cost in driving that truck.

It is about time that every dealer takes a look at shop work for what it is . . . darn costly. I realize that some dealers are getting away with

charging for house calls at anywhere from \$12.50 to \$17.50, another \$12.50 to \$15 for pick-up and delivery plus all of the shop time work but it takes a lot of guts to hand that bill to the customer. I would venture to say that almost every dealer begins to squirm when any service bill reaches the \$75 to \$100 area without some work on the picture tube. In fact, I would go one step further and state that when it does reach this level the dealer is inclined to discount it anywhere from \$10 to \$20 to make it a little easier to hand to the typical housewife. Why then do some dealers continue the practice of "taking it to the shop"?

In Los Angeles there is a highly capable and well trained dealer that services everything in the home. He is a one man operation but found out early in his career that bench work is a losing game. He is not a tube jockey but a highly skilled individual who can fix any problem in the home with a little effort and the right equipment in his truck, including scopes.

I don't say that everyone is qualified to do this type of work but I do say that the "take it to the shop" fever should be analyzed and the correct pain killer taken to bring this type of work to a very minimum.

One thing that has always amazed me was the terrific amount of test equipment that has been manufactured to make in-the-home service possible. This same equipment is gathering dust on some dealer's shelf. Even the tube tester seems to have faded from the scene in favor of "shop work." Of course, some of the new tube types have caused a lot of this but it would be a rather simple matter to

carry the correct equipment with you in the truck in order to do a quick job.

The high cost of service is sooner or later going to force the consumer into considering a new set rather than repairing the old one. You remember that don't you? That was the time when black and white receivers became more costly to repair than to replace. How about transistor radios . . . I'm sure you remember those days when you could get \$5 per unit to repair and now you never see one in the shop.

I had a friend call me the other day and ask what brand of color television would I recommend. It seems he had a set that was five years old and the manufacturer, who had factory service, offered him the sixth year warranty for only \$298.00. His comment was that he would be d---- if he was going to pay \$300 for insurance against his set operating the sixth year. He wanted a new one.

In my opinion, it won't take too many more years before the color console moves out of the living room into the den much like black and white did some five or six years ago. The national manufacturers are pushing color portables like they were going out of style and this can only mean that with prices going down the tendency to buy a new one instead of fixing the old will become more prominent. Fast, accurate and economical service is the only thing that will at least slow up this process. In my opinion, eight to ten \$25 to \$35 house calls will provide more profit and better consumer understanding than the couple of \$100 shop jobs that you might have been able to fix in the home. ■



by EMMETT MEFFORD, C.E.T.

NEA president's report

By the time you read this the fifth annual NEA National Convention in Waterbury, Conn. will be over and we will all be headed home again with renewed energy.

There is something about national conventions that seem to make a new man out of you. It gives you the opportunity to meet with men in your own profession from all over the country and it is amazing to realize that we all really have the same problems.

It really doesn't matter if you are a large or small dealer, if you have been outstandingly successful or struggling to keep your head above water. There seems to be no difference between one dealer from California or another from New York because there is a common denominator — the electronic service industry.

Some of the smallest businessmen in the very smallest of communities have performed giant tasks when it came to ideas, programs or new methods of solving a problem. This is the beauty of a national convention of independent service dealers . . . it provides a forum for understanding, mutual aid and a combined show of strength in directing the industry's future.

This year's program is probably the most outstanding we have ever had presented to NEA delegates and I am sure that everyone will be leaving Waterbury with one thought in mind . . . how can I put these ideas to work in my own business? That question will not be too difficult to answer because the how has been provided and only the when can be answered by you.

Now, just a few thoughts about the past year. Although I only took over as President a few short months ago this past year has been one of excitement and progress for NEA. A new full time executive Vice President in Dick Glass . . . the snow-balling drive of the C. E. T. program that has grown from a few technicians here and there to over 900 in the United States. California, for instance has now reached over 330 and still going strong. The latest public relations materials, the Techni-Tips program, etc. are all part of the NEA movement.

It is never a good idea to blow one's own horn but the progress made by NEA in its first five years is fantastic. The recognition it continues to receive can only result in even greater progress over the next five years.

I for one am proud of the success of NEA and tip my hat to the few who created so much for so many. ■

NEW

FINCO®

COLOR SPECTRUM™ ANTENNAS

are "signal customized"
for better color reception...



"the ANTENNA that captures the RAINBOW"

FINCO has developed the Color Spectrum Series of antennas — "Signal Customized" — to exactly fit the requirements of any given area.

There is a model scientifically designed and engineered for your area.

Check this chart for the FINCO "Signal Customized" Antenna best suited for your area.

STRENGTH OF UHF SIGNAL AT RECEIVING ANTENNA LOCATION ▼	Strength of VHF Signal at Receiving Antenna Location				
	NO VHF ▼	VHF SIGNAL STRONG ▼	VHF SIGNAL MODERATE ▼	VHF SIGNAL WEAK ▼	VHF SIGNAL VERY WEAK ▼
NO UHF →		 CS-V3 \$11.50	 CS-V5 \$18.50 CS-V7 \$25.95	 CS-V10 \$37.95	 CS-V15 \$50.95 CS-V18 \$59.50
UHF SIGNAL STRONG →	 CS-U1 \$10.50	 CS-A1 \$19.95	 CS-B1 \$31.50	 CS-C1 \$45.95	 CS-C1 \$45.95
UHF SIGNAL WEAK →	 CS-U2 \$15.95	 CS-A2 \$23.95	 CS-B2 \$41.95	 CS-C2 \$54.50	 CS-D3 \$73.50
UHF SIGNAL VERY WEAK →	 CS-U3 \$22.95	 CS-A3 \$32.50	 CS-B3 \$52.50	 CS-C3 \$62.95	 CS-D3 \$73.50



NOTE: In addition to the regular 300 ohm models (above), each model is available in a 75 ohm coaxial cable download where this type of installation is preferable. These models, designated "XCS", each come complete with a compact behind-the-set 75 ohm to 300 ohm balun-splitter to match the antenna system to the proper set terminals.

All Prices Subject to Change

THE FINNEY COMPANY

34 West Interstate Street • Dept. ESD • Bedford, Ohio 44146

from the V.P.



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

There are two bills eligible for passage in the 90th congress right now that can have a big effect on our business. They are S.2728, the **Federal Household Appliance Warranty Act**, and S.2726, the **Guarantee Disclosure and Product Servicing Act of 1968**.

For years the electronic service dealer has been taking the brunt of the wrath of irate customers who have felt they were getting shortchanged, and who knew something was fishy about their appliance, TV, or other household product warranty. Even though the customer knows that the manufacturer wrote the conditions of the warranty, when he gets to the point where he sees that the fine print practically negates any value he thought he had in his guarantee, he still finds the technician and the dealer a ready target. So it's no wonder that nearly all of our service associations have for years worked to try to convince the manufacturer that there were problems with warrantys and that some changes were needed.

No one likes more government regulations. No businessman needs more forms to fill out. And it seems that it would be much simpler for everyone concerned if this industry had gotten together and solved the nagging problems relating to warrantys

without having the U. S. Government do it for us.

Like the TRUTH IN LENDING law which went into effect July 1, 1969, these two laws affecting warrantys and guarantees and servicing of household products are pretty simple in intent: They require the manufacturer to clearly define just exactly what he guarantees, to provide reasonable access for the consumer to receive that guarantee, and for the manufacturer to shoulder the burden of the guarantee and warranty. Even simpler, these two laws, like the truth in lending law, call for *honesty!*

There is some concern even before the bills become law, that they mean big trouble for the electronic service dealer. The concern stems from the fact that the manufacturer is truly saddled with the responsibility of providing competent service. And with the FTC and the Department of Commerce behind it, it is no joke to any electronics manufacturer. Could this mean more manufacturer's service companys cutting into the independent's livelihood? Could it mean a tight hold on all service, even after the warranty period?

It could mean a lot of bad things for us. If we accept them! But accepting them is similar to the experience independent service has had in the past with accepting starvation low warranty rates from distributors and manufacturers. I heard one manufacturer's representative say it plainly

one day: "We will pay just about any reasonable rate for competent warranty repair service from you guys. But do you expect us to pay more than the rate that you are stupid enough to accept?" "You don't sell a TV set to a customer and then gripe because he didn't pay more than the price you asked, do you?" Think about it.

The Household Appliance Warranty Act has one paragraph that seems to show more than any other whether it is good or bad for the electronic service dealer: "ANY CONTRACT ENTERED INTO BY AN APPLIANCE MANUFACTURER WITH A SERVICE REPRESENTATIVE SHALL INCLUDE A PROVISION BY WHICH THE MANUFACTURER IS OBLIGATED TO MAKE PAYMENT TO SUCH SERVICE REPRESENTATIVE FOR ALL SERVICE AND EXPENSES OF THE KINDS DESCRIBED . . . AT A TIME NOT LATER THAN THE LAST DAY OF THE MONTH NEXT FOLLOWING THE MONTH IN WHICH SUCH SERVICE REPRESENTATIVE TRANSMITS A WRITTEN REQUEST FOR REIMBURSEMENT, AND IN AN AMOUNT EQUAL TO THE AGGREGATE AMOUNT WHICH SUCH SERVICE REPRESENTATIVE WOULD RECEIVE FOR LIKE SERVICE RENDERED TO RETAIL CUSTOMERS WHO ARE NOT ENTITLED BY THE TERMS OF A WARRANTY TO OBTAIN SUCH SERVICE WITHOUT COST." Is that not clear? ■

FINNEBURGH ELECTED TO "ELECTRONIC HALL OF FAME" DURING NEA NATIONAL CONVENTION

Mefford Elected For Full Term As National President —Technical Seminars, Business Sessions And Panel Discussions Set Pattern For Future

Morris L. Finneburg, Sr., Chairman of the Board of the Finney Company, was elected last month to the "Electronic Hall Of Fame" during the fifth annual convention of the National Electronic Associations in Waterbury, Connecticut.

Finneburg, who has championed the independent service industry for many years, was ushered into the "Hall" as the first representative of the manufacturing segment of the industry and marks the beginning of a new division of the "Hall" project. It is hoped that additional divisions will be formed in the area of national distributors and representatives and cooperation in this venture will be asked of NEDA and ERA. There is already a division for "Special Recognition" to pioneers of the industry such as Lee De Forest.

At the same time, Emmett Mefford, current President of NEA was re-elected to a full term as President of the National Association. Mefford, from California, was named as President a few months ago when Dick Glass resigned to become National Executive V.P. of NEA. Others elected to national office included Norris Brown of TEA in Texas as Secretary, Warren Baker of New York as Treasurer and the new national V.P. is Gene Ware of Texas.

Regional Vice Presidents included: Lew Edwards of New Jersey for Region number 1; Joe Vannier from Georgia for Region number 2; Ed Carroll from Indiana for Region number 3; Ray Demonbrun of Kentucky for Region number 4; Rodger Brehm of Nebraska for Region number 5; Gene Ware of Texas for Region number 6; Colin Gregory of Oregon for Region number 7 and Larrh Schmitt of California for Region number 8.

The week-long convention was hosted by TELSA of Conn. and was under the chairmanship of George Dukas and a committee that produced the most successful national convention in NEA's history. All events were well-planned and there was something for everyone.

The social calendar started early in the week with a New England Clam

Bake, special tours and events and carried through after the opening day ceremonies to include cocktail parties, dances, etc.

The business aspect of the national convention was probably the most outstanding ever presented to a convention of television service dealers. A series of Business Management seminars, under the direction of Miles Sterling of California was extremely well attended and the technical forums received good attendance with excellent results. In addition to these two programs, a series of panels that discussed many of the industry programs were coming up with recommendations for consideration as NEA national policy. Such topics as warrantys, serviceability, technician pay, labor shortages, etc. were all part of this full program and we will try to report these activities in future issues of the ESD.

Major addresses were given from all other segments of the Industry. For the first time in any national convention there were representatives of all of the major parts of the electronic sales and service business.

Gail Carter, V.P. and Executive Director of NEDA pointed out that this is not a "percentage of market" for manufacturers, a number of an invoice for distributors and a necessary evil for the broadcasters but "OUR" industry and it is about time we all worked together to solve all of the problems that cause a reflection on the "electronic industry" in general.

Bill Woodbury, President of Sprague Products, called for a unity of the service industry and a merging of the different splinter groups into one strong national association that could truly represent the service industry. It was his feeling that a great effort should be made to enlist the efforts of every service dealer in the industry instead of the same few.

Aaron Neretin, Editor-in-Chief of Merchandising Week stated that, "It is the duty of national publications to report it as it is and a great deal of new effort will be placed in promoting the importance of the service industry as part of the total picture." He went on to say that, "It is necessary to make the manufacturer aware of the

service business and what they are performing in the way of service to the people who purchase their products."

Robert Elder, Associate Director, Bureau of Radiological Health, from Washington, D.C. stated that "There are over 20 million color television sets now operating in the United States and he enlisted the help of the service industry in making sure that they are free of radiation." He went on to say that, "Radiation is accumulative and with the great increase in radiation-producing electronic equipment that it is possible, over the years, that enough radiation could be accumulated by the people of this country to have a direct bearing on future generations.

Robert J. O'Neil, V.P. of Sales of RCA Sales Corporation, was the first representative of the sales segment of the industry to address delegates to an NEA convention. He stated that, "The servicing of electronic products is extremely important to the sales segment of the industry and can not be underestimated. He spoke highly of the success of the newly instituted RCA test program of including 90 days of parts and labor warranty, in the price of the product, in the Western United States, and felt that it had an excellent bearing on the sale of color television in the months following the start of the program.

In representing the broadcasting part of the television industry, George Bartlett, V.P. and Executive Secretary of the National Association of Broadcasters stated that, "The recent events in color program broadcasting has made the quality of the picture increase considerably and that as new equipment becomes more available that the quality will continue to improve. He went on to call for the aid of the service industry in making sure that the consumer's color set is producing the best possible picture, since the use of that instrument has a direct bearing on the amount of service required, the amount of sets sold, and the greater degree of audience."

This report is only a quick summary of the week-long events and the events, in detail, will be reported as quickly as possible.



Robert Elder, Bureau of Radiological Health reviewed new laws effective in January 1970



Fred Watjen, Kentucky President, was M.C. on Friday evening and introduced major speaker Bill Woodbury.



One of the panels on serviceability was moderated by Frank Tesky of Indiana shown with one of the panelists.



The California Group shown here during the luau included BERDR Assistant Chief Jack Hayes on the left.



This is a typical business management discussion group in session. This was only one of several events going on continually during work sessions.



John Borlaug, Sylvania Service Manager, is shown here as he received NEA Achievement Award from O. R. Brown of Indiana.



One of the major highlights of the convention was the presentation of the new Morris L. Finneburgh Membership Achievement Awards. Cap Enyeart, President of NESA in Nebraska is shown accepting one of his state's awards. The group won the Best Chapter, Pratt Valley, and Best State. Enos Rice of Washington was winner of the individual award.



The major business of the conference was conducted in giant open meetings such as this one. Over 400 people attended the convention.



NEA National President Emmett Mefford and his wife are shown here with Jack Hayes (right) and Miles Sterling on left.



Top NEA Awards were given at the Awards Luncheon and included: L to R, Lew Edwards NEA Committeeman of the year; Forest Belt (accepted by Fred Watjen), Special President's Award; Leon Howland, NEA Officer of the Year; Bill Smith, Outstanding Local President (accepted by John Grahm) and Cap Enyert as State Association President of the Year.



This panel on warrantys was moderated by Henry Olszewski, standing, and included right to left, R. L. Shoemaker of RCA, Sol Fields of Panasonic and Bill Sherman of Philco-Ford.



Gail Carter, Executive V.P. of NEDA, is shown here as he addressed NEA delegates.

NEA Award Winners For 1969 Presented At Convention

[Waterbury, Conn.] The presentation of special National Electronic Association Awards for 1969 achievements were made last month in Waterbury, Conn. during the fifth annual national convention.

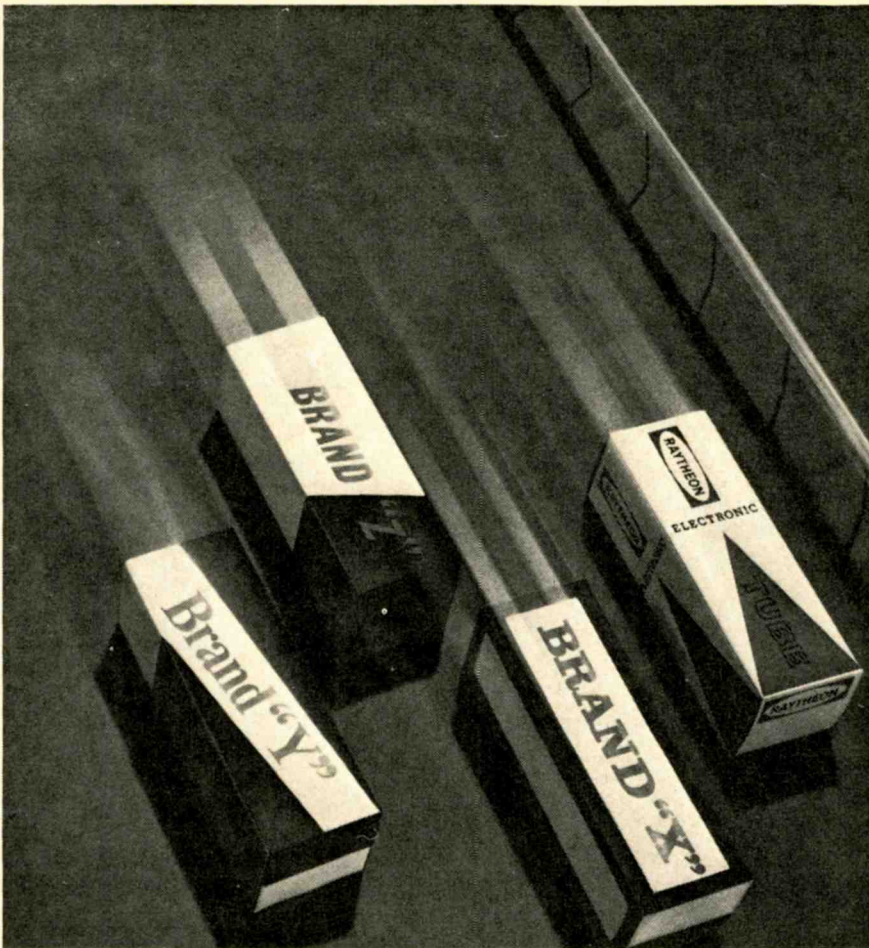
Headlining the list of award receivers was the presentation by M. L. Finneburgh, Sr., Chairman of the Board of the Finney Company, of the NEA's Membership Achievement Awards that his firm sponsors each year. Winner of the most outstanding membership achievement award for a state was Nebraska. Winner of the most outstanding membership achievement by a local chapter was Platt Valley, Nebraska. Enos Rice of Seattle, Washington was named as the most outstanding individual in obtaining new membership during 1969.

The most outstanding State Association President for 1969 was Cap Enyeart of Nebraska with the most outstanding local President award being presented to Bill Smith of Columbus, Ohio. The most outstanding committee chairman for the year award went to Lew Edwards for his fantastic job with the serviceability report and the most outstanding NEA officer was Leon Howland of Indianapolis, Indiana.

A special President's Award was presented to past president Jack Betz for his continued help in directing the affairs of NEA.

The Outstanding "Member of the Year" Award, sponsored by the O. W. Donald Co., was presented to three outstanding members in 1969. Heading the list was, once again, Jack Betz, Leon Howland and Roger Brehem of Nebraska.

Nebraska continued to dominate the awards this year with their NESA NEWS receiving the first ESD National Award to the most outstanding state association publication. The award is sponsored by ESD Publisher Don Martin in recognition of outstanding editorial leadership and achievement. ■



Who'll be first?

It could be us. We're getting there...working our way up...because we put quality first. We're already the leading independent tube manufacturer serving independent servicemen.

You see, ever since Raytheon produced the first receiving tube, we've made tubes to just one specification: our own highest quality standards. Every tube must pass rigorous electrical and mechanical checks before we sell it to you.

That's why you rarely—if ever—get a call-back because of Raytheon receiving tubes. It's also why we've sold more than 500 million tubes. And why Raytheon is universally regarded as the No. 1 supplier of reliable receiving tubes.

Who knows? If we keep on put-

ting quality first, we could become the largest supplier! Especially if you keep on backing us by asking for "Raytheon quality" receiving tubes.

Why not? You earn greater customer satisfaction...make more profit per tube. Ask your distributor about the current Raytheon promotion.

Raytheon Company, Receiving Tube Operation, Fourth Avenue, Burlington, Massachusetts 01803.



Remember to ask
"WHAT ELSE NEEDS FIXING?"

national...news & views

SACRAMENTO DEALER RE-APPOINTED TO CALIFORNIA BUREAU ADVISORY BOARD

[Sacramento, California] Governor Ronald Reagan has re-appointed Keith V. Anderson, owner of Handy Andy stores in the Sacramento area, to the Advisory Board of the Bureau of Electronic Repair Dealer Registration. Anderson has served on the Board since its inception in 1963 and is a former president of the Sacramento TV Dealers' Association and a member of the California State Electronics Association.

INTERNAL REVENUE SERVICE RULES AGAINST ASSOCIATION PUBLICATIONS

[Washington, D. C.] The Internal Revenue Service has recently ruled that trade associations may lose their non-profit status if they continue to receive funds from the sale of advertising in so-called association publications. The ruling was made in order to plug a tax loop-hole that has been used by many major national associations. The use of revenue obtained through the sale of a commercial product may mean the loss of a non-profit status even though this revenue is used to operate the non-profit association. Several national trade association publications have already notified their advertisers that they will no longer solicit advertising for their "newsletters."

C. E. T. PINS NOW AVAILABLE FROM NEA OFFICES IN INDIANAPOLIS

[Indianapolis, Indiana] We have recently been advised that the new C.E.T. lapel pins are now available to registered CETs from the NEA national office at 7046 Doris Dr. in Indianapolis. The cost of these additional pins is \$5.00 each and a check should be sent with the order. At the same time, it was announced, blazer or shirt CET patches are also available at \$1 each. Glossy CET emblems and advertising cuts are free to all registered CETs and should be requested, also, from the national office.

NEA TO SAMPLE MANUFACTURERS FOR TECHNICAL INFORMATION TIPS

[Indianapolis, Indiana] One of the suggestions to come out of the National Service Conference in Philadelphia in May was to supply each manufacturer with blank "Techni-Tip" forms periodically. The National Service Manager is then asked to fill in the blank forms with the service information as soon as it is available and send it back to NEA. From there, it will be reproduced and mailed to all NEA members, or other recipients of monthly "Techni-Tips." A letter was recently sent to all manufacturers asking their cooperation and as soon as the first batch of material is received it will be sent out by the NEA national office.

OKLAHOMA GROUP RE-ELECTS OFFICERS

[Oklahoma City, Oklahoma] The TESA of Oklahoma has just held their annual election of officers and have re-elected Murl Smoot as President, Walt Durham as V.P., Gilbert Johnson as Secretary and Glen Dearing as Treasurer. Don Pinkston remains as National Rep.

NEW BOOKLET OUTLINES PURPOSE OF NEA

[Indianapolis, Indiana] A new four page booklet titled "Facts for the service dealer and electronics service technician about NEA." The booklet outlines the organization's purposes, objectives, achievements and programs. It is available without charge from the NEA national office at 7046 Doris Drive, Indianapolis, Indiana.



TRAVELING ABOUT WITH DICK GLASS

The above pictures were taken by Executive V.P. Dick Glass as he visited different states throughout the nation. In the upper left, the newest NEA member in Idaho Jim Lemm and his wife are shown here in front of one of their modern trucks. Jim is a Motorola Dealer and does a good bit of two-way radio work in the great fishing and hunting area of Idaho. Moving on to Pueblo, Colorado, Dick took this picture of Nick Hernandez, Nick's TV. Dick operates a fine one-man business in the south section of Pueblo at the Starlight Shopping Center. A C.E.T., he is assisting the national committee in Central Colorado. Turning to Minnesota, Don St. Clair is shown here in front of his store in St. Paul. Don has attended several NEA conventions and is at the present time about to undergo some bone surgery in Rochester. In the next picture, V. P. Glass had the pleasure of awarding new C.E.T. certificates to these outstanding technicians in Illinois. Second from left is Bob Griffin, President of the Bloomington Electronic Technicians Association. Next to him is BETA Secretary George Overly and Steve Theis of Pekin, Illinois.

KENTUCKY JOINS ESD WITH NEW SECTION

[Louisville, Kentucky] The Kentucky Electronic Technicians Association has joined the growing family of ESD sections and will begin this month on a regular basis. We certainly want to welcome the group to the use of ESD as a consistent means of communication and hope that the relationship is a long and happy one.

OREGON CONSIDERING ESD SECTION

The Oregon Television Service Association is considering a regular section in the Electronic Service Dealer and will make a final decision during their coming convention September 13th and 14th in McMinnville, Oregon.

(Continued next page)



OTSA PRESIDENT ROD GREGG RECEIVES HIS C.E.T. CERTIFICATE LAST MONTH

[Portland, Oregon] Picture above is Oregon Electronic Technician Association President Rod Gregg (left) receiving his C.E.T. certificate from William Schuck, Director of Apprenticeship for the State of Oregon. The presentation was made on June 15th at KATU Channel 2 studios in Portland. The second picture shows the entire group who were awarded their C.E.T.'s the same evening.

OREGON ELECTRONIC TECHNICIANS ASSN. NOMINATES JAQUENOD AS NEXT PRESIDENT

[Salem, Oregon] At the regular meeting of the OTSA Board of Directors, the nominations committee announced their choice for the new officers of OTSA. They are as follows: President, WARREN JAQUENOD, CET of Eugene. Vice President, COLIN GREGORY, CET of McMinnville. Secretary, BOB HUYETT, CET of Salem. Treasurer, MARK HOBSEN, CET of Eugene. The new officers will be elected at the OTSA annual fall convention in McMinnville of September 14, 1969.

NATIONAL SERVICE CONFERENCE SLATED DURING NEA CONVENTION JULY 27TH

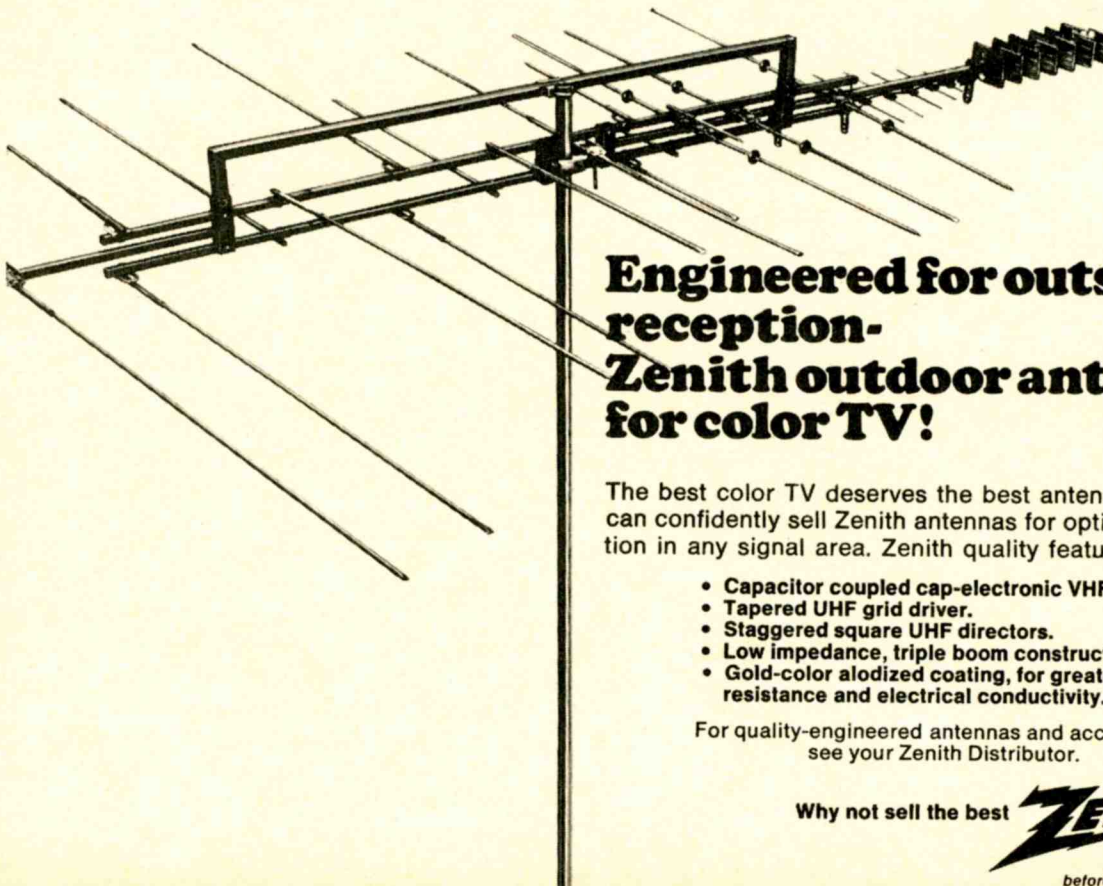
[Waterbury, Conn.] The second meeting of the National Service Conference has been slated for Sunday July 27th in Waterbury, Conn. immediately following the conclusion of the fifth annual NEA convention. Subjects to be covered include public relations, radiation, serviceability, warranties, service information, education, training and parts availability. The meeting begins at 8:00 a.m.

The Convention is intended for SHOP OWNERS and TECHNICIANS alike. We will have something for everyone, including your WIFE or girl friend. The Cocktail hour promises to be something else. There will be PRIZES and SURPRISES. Entertainment? You will have to be there to find out. So don't miss this one. Come one, Come all.

Sunday is a work day though, but there will also be some fun too. Also there will be some honers too. For you CET's who have not as yet received your wall certificates, they will be presented to you at the noon luncheon on Sunday, September 14th.

TSA of Delaware Valley Offers C.E.T. Tests Prior to Each Monthly Association Meeting

[Bala Cynwyd, Pa.] The Television Service Association of Delaware Valley has adopted a new program to give C.E.T. examinations each month prior to their regular association meetings. The examination is given at 7:00 p.m. sharp the last Tuesday of each month at the Howard Johnson's Restaurant, Roosevelt Blvd. at Adams Ave. in Philadelphia. Anyone wishing to take the test is welcome. President of the Group is Tony D'Annibale.



Engineered for outstanding reception- Zenith outdoor antennas for color TV!

The best color TV deserves the best antenna. And you can confidently sell Zenith antennas for optimum reception in any signal area. Zenith quality features include:

- Capacitor coupled cap-electronic VHF dipoles.
- Tapered UHF grid driver.
- Staggered square UHF directors.
- Low impedance, triple boom construction.
- Gold-color alodized coating, for greater corrosion resistance and electrical conductivity.

For quality-engineered antennas and accessories, see your Zenith Distributor.

Why not sell the best

ZENITH
The quality goes in
before the name goes on



ELECTRONIC service dealer

CALIFORNIA SECTION

CSEA president's report

CSEA Editorial Advisory Board and Officers

President

VIRGIL GAITHER

Vice President

OAKLEY DEXTER

Secretary

VERN HASSETT

Treasurer

EVERETT PERSHING

Immediate Past President

LARRY SCHMITT

Board of Directors

Zone A

RICHARD L. CURTIS

Zone B

VERN HASSETT
MIKE FUSARO
OAKLEY DEXTER

Zone C

VACANT

Zone D

ED MURRAY

Zone E

ROY GRYBOWSKI

Zone F

EVERETT PERSHING
VIRGIL GAITHER
HARRY MIDKIFF

Zone G

HAROLD BAUGHMAN

Board of Delegates

Chairman

CAP LOUGHBORD

Vice-Chairman

CHARLES E. BLEILE

Secretary

CHET CHAPIN

Legal Advisor

C. C. MONTGOMERY
CALIFORNIA STATE
ELECTRONICS ASSOCIATION, INC.

RALPH JOHONNOT, C.E.T.

Executive Vice President
13666 S. Hawthorne Blvd.
Hawthorne, California 90250
(213) 644-4636

By VIRGIL GAITHER



WHY SB 1289?

The one question most often asked by members, prospective members, and non-members at meetings and other contacts is — who promoted (sic) SB1289?

Was it the BERDR, CSEA, the Little Hoover Commission, Johonnot, the Board of Directors, the Board of Delegates, — Just who?

An outline of the events leading up to the presentation of the bill may help clear up some of the misunderstanding and set the record straight.

We must go back to the original efforts to pass a license law in the state. This was in 1961, as you know this went down to a miserable defeat. The State Association was very active in sponsoring this original bill. However, after this defeat the chaotic conditions within the service industry continued to worsen. Everyone remembers the days of the No-Fix-No-Pay, the Set-Nappers, and the Sun-Downers. It was at this time the BERDR was fashioned.

There were two problems to consider. One was fraud, the second was incompetency. If it were impossible to get a license bill passed which

covered both problems, the alternative was a bill to limit the worst of the two, which was fraud.

Once again CSEA was very active in promoting the legislation which created the BERDR. So much so, that throughout the industry it became known as the CSEA bill. The Association can take a bow — It is hard to conceive how any reasonable individual could oppose the BERDR after the record it has compiled in cleaning up the conditions which existed.

Now comes a review of all the Bureaus, Boards, and Commissions which comprise the Department of Professional and Vocational Standards. This review was ordered by former Governor Brown. The committee became known as the "Little Hoover Commission."

The Committee recommended the elimination of the BERDR. In their opinion, the Bureau had done a remarkable job in reducing fraud and the need for it no longer existed. The matter was referred to a sub-committee consisting of: Senator Alfred H. Song, Senator James E. Whetmore, and Senator Lewis F. Sherman, Chairman.

(Continued Next Page)

CSEA president's report
Continued

The sub-committee held two hearings: The first in Oakland on February 23, 1968 and the second in Los Angeles on April 5, 1968. Testimony was heard from the following people:

Richard N. Salle, Deputy District Attorney, Santa Clara County.

D. W. Holmes, Chairman, Little Hoover Commission.

L. H. Halcomb, Executive Officer, Commission on California State Government Organization and Economy.

William J. Hayes, Assistant Chief, Bureau of Electronic Repair Dealer Registration.

Ralph Johonnot, Executive Director, California State Electronics Association.

Thomas Schneider, Association of California Consumers.

Mrs. Eva Goodwin, Berkeley Co-op News.

Mrs. Frank Plash.

Keith Anderson, Member Advisory Board, Bureau of Electronic Repair and Dealer Registration.

Wesley D. Bush, Secretary-Manager, Fontana Chamber of Commerce.

Sergeant George Carr, Los Angeles Police Department, Bunco Division.

Miles J. Rubin, Senior Assistant Attorney General, Los Angeles.

R. M. Krudoff, Deputy District Attorney, Glendale.

Judge Lee Stanton, Glendale Municipal Court.

Byron L. Peterson, President of the Advisory Board, Bureau of Electronic Repair Dealer Registration.

George Busman, Field Representative, Bureau of Electronic Repair Dealer Registration.

Irving Tjomsland, Manufacturer's Representative.

Donald J. Martin, Publisher, Electronic Service Dealer Magazine.

What kind of a job had the Bureau done? The testimony was unanimous that the Bureau has done an excellent job and is being copied in other states. After the hearing in Los Angeles, the sub-committee inspected the Los Angeles Laboratory of the BERDR and found it to be well-equipped. The staff appeared to be dedicated and expert.

In the report of the sub-committee their conclusions were:

1. We do not accept the recommendations of the Little Hoover Commission.

2. The BERDR should not be abolished, but **SHOULD BE STRENGTHENED TO INCLUDE COMPETENCY.**

Your CSEA Officials were aware of this action and if a change was to be made they were determined to have a part in helping to shape these changes. At the 1968 Annual Convention in Fresno this matter was presented to the Delegates. A resolution instructing the Board of Directors to proceed with this licensing was approved unanimously.

Your Executive Director, Ralph Johonnot, President Larry Schmidt, Past President Darrel Petzwal, and members of the Board spent many long hours in revising, editing, and suggesting changes — in an attempt by your Association to have a bill the

(Continued on page 30)



EXCLUSIVE

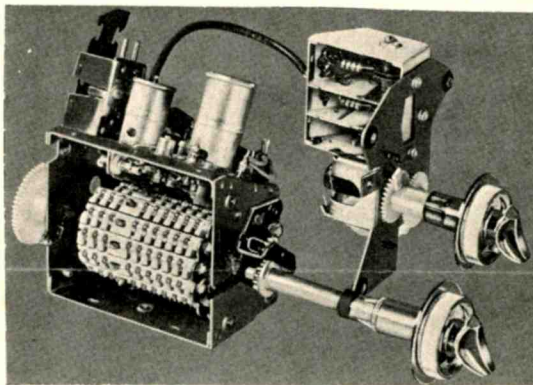
ZENITH TUNER EXCHANGE

ALL TUNERS REBUILT WITH GENUINE ZENITH REPLACEMENT PARTS!

\$12.95
PARTS & LABOR

(If Required)
TUBES & TRANSISTORS
WILL BE CHARGED AT NET PRICE

- SAME DAY SERVICE
- GENUINE ZENITH REPLACEMENT PARTS
- 90 DAYS WARRANTY
- FINE TUNING RANGE CHECKED ON ALL CHANNELS
- OVERALL RESPONSE ALL CHANNELS SHIELD COVER IN PLACE
- CONTACT SURFACES CLEANED AND LUBRICATED PROPERLY
- OVER COUNTER EXCHANGES WELCOME



Shipping Instructions: Fill out job card, tag tuner, enclose all parts and ship United Parcel for faster service.

SEND US THE DEFECTIVE TUNER COMPLETE: Include tubes, shield cover and any damaged parts with model number and complaint. Your tuner will be exchanged, returned promptly and warranted for 90 days.

Add More Profit to SERVICE ↗ Exchange It!

PHONE (213) 466-9311

ADVANCE TUNER EXCHANGE 1233 N. HIGHLAND AVE., LOS ANGELES, CALIF. 90028



CSEA news wire



RALPH JOHONNOT, C.E.T., CSEA Executive V.P.

"Here we grow again." At the annual meeting of the membership held in Fresno, May 29 through June 1, delegates to the convention reapportioned certain parts of the state to more clearly define both geographical and populous areas. This created new zones and new chapters of the California State Electronic Association.

The first area to take advantage of these changes was in Southern California. A new Zone D was created which includes San Bernardino County, and a small portion of Los Angeles County. This small portion is to include the communities of Pomona, San Dimas, Laverne, Claremont, and Diamond Bar. By this act two active and two inactive chapters were affected. A charter has been reissued to the San Gabriel Chapter and one to the San Bernardino Chapter. The Chapters of Pomona and Riverside were strengthened by the additional membership of San Bernardino and a new Zone D Council was formed. Zone D meetings will be held on the Second Monday of each month. Time and place are to be announced.

New officers of the San Bernardino Chapter are Mike Moulis, President; Chuck Clark, Vice President; Glen Whitebread, Secretary; and John Larsen, delegate. The chapter will meet the 4th Thursday of each month. Contact President Clark for time and place. He can be reached at 792-8051.

Newly elected officers of the San Gabriel Chapter are John Armstrong, President; Lionel Woolery, Vice Pres-

ident; Phil Elfenbein, Secretary; Dan Tamayo, Treasurer; and Lionel Woolery, delegate. The chapter will hold monthly meetings. For date, time, and place contact President Armstrong at 963-6817.

ALL interested firms and dealers are invited to attend the chapter meetings and join the chapter and state organization.

What Did You Do to Win, Sherm?

Everything happens in the Pomona Chapter of CSEA. Mr. Sherman Abbott, Vice President of the Chapter, won the grand prize in the Zenith contest. A \$9,200 Lincoln Continental, awarded by Sues, Young, and Brown, the Zenith distributor for Southern California. HOW LUCKY CAN YOU GET?

CET Program Still Growing

Over two-hundred examinations were taken by interested tech's throughout the state. This will put California well over the three-hundred mark. Where else but in California is there such pride of technicians? Scuttlebutt from NEA indicates a growing demand from these elite to form a nationwide group bearing the name, 'Certified Electronic Technicians.' Hurry, take your exam now and be a charter member. CET lapel pins, tie clasps, and shirt patches are now available from NEA. All California CET's will shortly receive a CET patch complementary of our State association.

The Sacramento Chapter announces that because of the demand for a given

TAX, INSURANCE & INVESTMENT

TIPS

BY

RYAN



ROBERT J. RYAN

"Beware of the half-truth – you might get hold of the wrong half."

A very appropriate statement when it comes to the average businessman buying insurance.

According to recent surveys, here are some of the most glaring errors the average person makes with insurance (see if any of them fit you):

- 1 You do not understand your coverage!! (No comment.)
- 2 You *over-insure* in some areas and thereby 'trade money' with an insurance company. (You're better off going to Vegas than doing this.)
- 3 You under-insure in some areas because you don't think it will happen to you. (What right have you to handicap the future over which you have limited control.)
- 4 You treat *money* like a dirty word. You ignore a differential of \$50 or \$100 or \$150 a year premium because of 'friendship' or 'being too busy' etc. (Did you know that \$100 per year compounded at 15% annually equals \$49,995 after 30 years – that's right – \$100 per year, a \$3,000 total investment for a man age 35, could return almost \$50,000!)

Why not 'buy right' when it comes to protection? You are generally so careful in your other purchases. Utilize the 'Group Buying Power' of your Association. You will generally pay your dues, State and National, over and over again.

Robert J. Ryan Company

422 South Western Avenue
Los Angeles, California 90005

386-8651

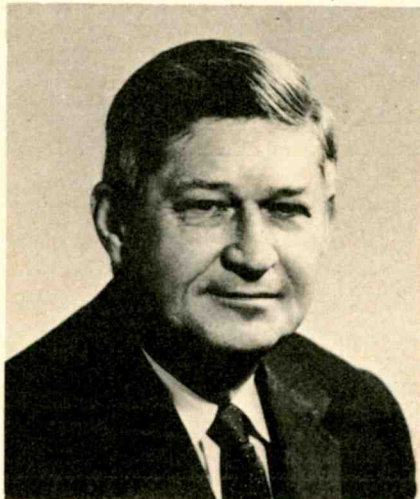
time and place that CET exams will be given the third Thursday of each month at 930 Enterprise Drive at 8 p.m. Darrel Petzwal has been named as "Chief Examiner."

CSEA Fresno Chapter Comes to Life

After an inactive period of almost two years, the Fresno Chapter of CSEA sprang to life under the leadership and drive of past state director, Al Chesser. Officers pro tem have been elected and monthly chapter meetings are now on the agenda. The first general meeting was held on June 25 with over thirty-five firms represented. The Transistor "Go-No-Go" demonstration was put on by Buzz Seal of Burbank for the kick-off meeting. For further information regarding these chapter meetings, call Al Chesser at Al Chesser, TV, 1521 N. Blackstone, Fresno.

Northern Calif. Auto Radio Dealers' Assn. Affiliates with CSEA

During the later part of the month of June the Northern California Auto Radio Dealers' Association voted to affiliate with CSEA. Membership in this group is generally within the Northern part of the State. Stan McKay, Chapter President, voiced the opinion that *all* auto radio dealers in California should solidly join together in a united effort to strengthen themselves to face the ever-increasing problems of their specialized field. All interested dealers should contact Mr. McKay at McKay Radio Distributors, 4109 Foothill Blvd., Oakland, 94601.



ROBERT LAWRENCE

Repercussion

The first management seminar for the California State Electronics As-

sociation was held at the Hacienda Hotel in Fresno on June 2, 3 and 4. Word of the success of this seminar has spread and at least two further seminars are planned for other areas immediately.

"All the course participants were very excited with the subjects covered, the exchange of ideas, and the development of new ideas as a result of this seminar. They all felt it will help them tremendously in improving their managerial skills and operations of their organizations," said Ralph Johonnot, Executive Vice President of CSEA.

The subjects in the course covered the most urgent needs of the owner-manager of our industry to help these people to develop their managerial skills. "Chuck" Cunningham, owner of D. C. Electronics of Fresno, through a job analysis case study, reduced his operating expenses \$185 a month on one improvement.

"It is this type of managerial skill development that our owners-managers need in order to have a more profitable organization," Johonnot continued.

This seminar was especially written and personally conducted by A. Robert Robert Lawrence of A. R. Lawrence & Associates, a training consulting organization. Lawrence's more than 25 years of experience has been principally in management training and development of the small business owners. He recently returned from a year in Malaysia as an Advisor to the National Productivity Center of the Ministry of Commerce and Industry. While there, he also wrote three training programs for them and conducted many classes for the small business owners of that country.

Ralph Johonnot concluded that, since this first management seminar was so enthusiastically received, he plans to have the same course given in four or five centrally located areas to eliminate the expense of members traveling a great distance and so that most of the members will have the opportunity to attend.

Each of these groups will be limited in size to afford the greatest opportunity for discussion and development of new ideas. Those who wish to participate should make application immediately.

CHANNEL MASTER

DISTRIBUTED IN CALIFORNIA BY:

ANDREWS ELECTRONICS

1500 W. Burbank Blvd.
TH 5-3536

ASSOCIATED RADIO DIST.

1583 Howard St.
San Francisco, ME 1-0212

IN
Palo Alto: DA 3-3173
San Mateo: FI 5-3575
Vallejo: MI 3-4531

HURLEY ELECTRONICS

2101 N. Fairview, Santa Ana, 638-7220
IN

Inglewood: 679-2276
Ontario: YU 6-6538
San Bernardino: TU 5-0721
Long Beach: HE 6-8268
Oxnard: HU 3-0133
Oceanside: SA 2-7694
San Diego: 283-5431
Alhambra: 283-8413

KIESUB CORPORATION

311 W. Pacific Coast Hwy.
Long Beach 591-1335 & SP 5-1428
IN

Orange County: KI 7-3527
Bakersfield: FA 7-5535
Oxnard: HU 3-9541 MI 2-6665
San Bernardino: TU 5-6807
Van Nuys: TR 3-1309

MILLER'S ELECTRONICS

530 East 8th Street (94606)
Oakland, 834-9185
IN

Santa Rosa, 542-5423
2076 Armory Drive (95401)
Walnut Creek, 934-3000
1263 Arroyo Way (94596)
San Rafael, 453-1130
134 Jacoby Street (94901)
Hayward, 537-5833
21726 Meekland Avenue (94541)
San Jose, 295-6818
522 So. Bascom Ave. (95128)

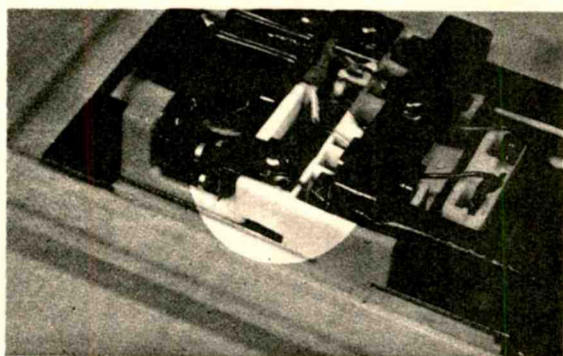
NORCAL ELECTRONICS

1115 "R" Street
Sacramento, 442-9041

CHANNEL MASTER 82 CHANNEL VARIABLE ISOLATION WALL TAPOFFS

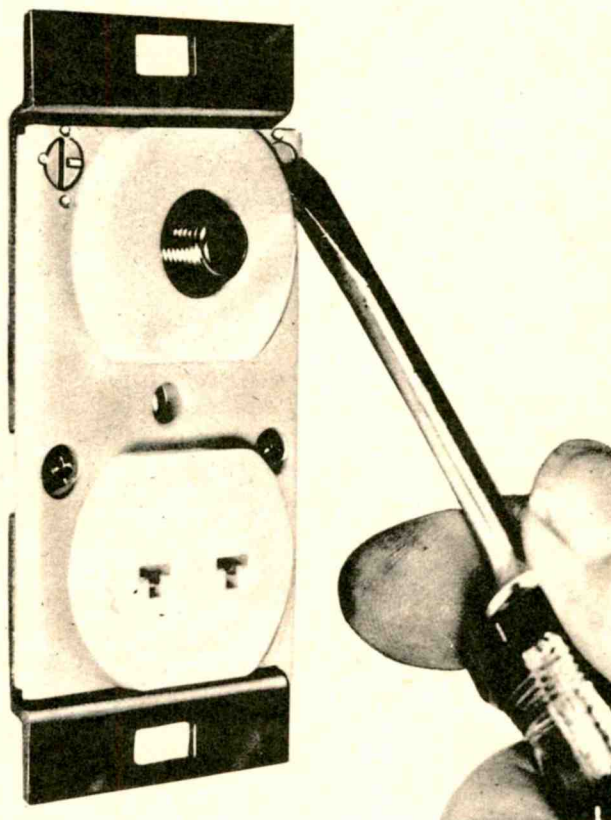
UHF/VHF

NOW - select isolation values with the turn of a screwdriver

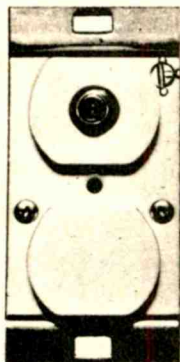


All models feature a new method of rapid trunk connection that provides positive electrical and mechanical connections plus easy visual inspection.

New speed, convenience, and isolation value accuracy

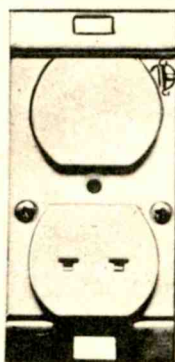


TAPS ARE DESIGNED FOR 82 CHANNEL UHF/VHF/FM USE



Model 7313

75 ohm to 75 ohm
Includes "F" Connector and Mounting Screws



Model 7314

75 ohm to 300 ohm
Includes Twin Lead Plug-in Adapter and Mounting Screws



Model 7315

75 ohm to 75/300 ohm
Includes "F" Connector, Twin-Lead Plug-in Adapter and Mounting Screws

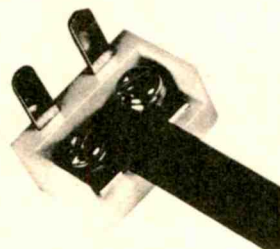


0 DB WALL TAPOFFS

Same finish and quality construction as variable tapoffs in two models.

Model 7311, 75 ohm to 300 ohm. Includes twin lead plug and mounting screws.

Model 7312 (Illustrated), 75 ohm to 75 ohm. Includes "F" connector and mounting screws.



Plug-in 300 ohm twin lead adapter grips transmission line with positive connection. No stripping required.

CALIFORNIA NEWS NOTES

GOV. SIGNS BILL: RESTRICTS QUESTIONABLE SERVICE MEN FROM IN-HOME SERVICE

[Sacramento, California] Governor Ronald Reagan signed into law last month Assembly Bill 620 that basically prevents any person of questionable character from doing in-the-home television service.

The law, which goes into effect this month, is designed to prevent any person who has been convicted of a

felony or has a questionable background in morals could be restricted from home service calls. The law has been turned over to the Bureau of Electronic Repair Registration for enforcement and gives them the power to restrict, revoke or deny registration to anyone suspected of questionable character.

Color Picture Tube Grade Change Moves Along In State Legislature

[Sacramento, California] The proposed change in the grade of color picture tubes passed another committee late last month and it looks as if there will be little trouble in its passing during this session of the state legislature.

Under the proposed change, Color picture tubes will be up-graded one step in order to better define what is new and what is used in the manufacture or re-building of color tubes. When the original law was passed, none of the major manufacturers of color tubes were able to re-screen color tubes so an "A" tube could be one that had not been rescreened. Since that time, new innovations have made it possible and desirable for better performance to re-screen color tubes so they will now receive the grade "A" symbol and the previous grade "A" will become "B" tubes.

RCA Begins Tuner Exchange Program In Los Angeles

[Los Angeles, California] Ike Holst, Manager of the RCA Service Department in Los Angeles, has just announced a new black and white & Color VHF and UHF R.F. unit exchange warranty in Los Angeles.

One of the major concerns of service dealers has been the repair of television tuners under warranty with the net result being a move by RCA to eliminate all concern by offering the tuner exchange program.

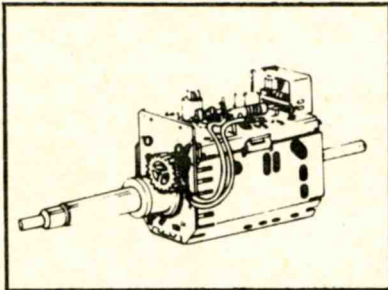
Under the warranty, RCA will exchange defective tuners under a 90-day warranty period for black and white sets and a full year on color receivers . . . without charge to the dealer.

According to Holst, "This new program will apply to the "L" and "M" line of B/W and Color television receivers only. In our opinion, this new program offers another sales stimulant, and we strongly recommend this labor savings be passed on to the retail customer."

Full details can be obtained from Holst at RCA Distributing Corp. in Los Angeles.

(Continued on page 30)

WANTED!



DEFECTIVE "L" AND "M" COLOR TV
AND BLACK/WHITE

RCA TUNERS

(IF YOU CAN FIND ANY)

REPLACED FREE!

DURING FIRST YEAR WARRANTY ON COLOR
AND 90-DAYS WARRANTY PERIOD ON B/W

FOR FULL DETAILS CONTACT OUR WARRANTY
SERVICE DEPARTMENT

RCA Distributing Corp.

6051 Telegraph Road | Los Angeles, CA 90022 | 723-6661

SAN FERNANDO VALLEY • 781-6501

PASADENA / BURBANK • 246-8373

SAN GABRIEL VALLEY • 443-6907

WHITTIER / ALHAMBRA • 728-7295

LONG BEACH / DOWNEY • 638-6950

INGLEWOOD / REDONDO • 675-4401

ORANGE COUNTY (714) • 521-6700

SAN BERNARDINO (714) • 889-1518

RCA Distributing Corp.

820 West "F" Street | San Diego, CA 92101 | 234-6316



ELECTRONIC service dealer

IOWA BEACON

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, Olewein

JAMES WAREHAM, Odebolt

GEORGE HELMEK, Clarion

FLOYD KEETON, Red Oak

FLOYD WEBB, Des Moines

BRUCE BOGLE, Bloomfield

KENNETH YOUNG, Washington

Guest Editorial

by JIM YORDY

Is There A Shortage Of Technical People?

Put all the technical people to doing technical work and Bingo! No shortage. How is this great quotation figured? It's really not hard. It kinda goes like this.

Let's take the technicians who do nothing but technical work. Outside of being just lucky, they do not represent over 75 per cent of the total.

Assuming the benefit of the doubt on the above figures, then what happened to the other 25 per cent? It's really not hard to figure since you may even be one of them. Yes, call yourself what you will but you are still one of that 25 per cent, and you are wasting time.

You say you are a service manager, and it sounds unreasonable. Who else thinks so? Or, you're a salesman, or a janitor, or a delivery man. Yeah man, that 25 per cent you represent is easily stretched into 50 per cent of what needs to be done. But all of these jobs are not technical ones, and you're not a technician.

But then there are those of you who insist that on top of all these

other jobs you are the business manager, too. Well, there goes the other 50 per cent of the time, and that leaves you no time for being a technician.

For most of you it leaves no time for being a manager either, as it merely leaves you being a janitor who is his own boss.

Ah, but there is nothing wrong with that either if you really want to be a janitor. But you don't. You want to be a businessman. The trouble is you're not, at least not a good one. You're probably not a very good janitor either, or delivery boy.

Matter of fact, all you have really accomplished is to create a technician shortage and foul up many small business attempts.

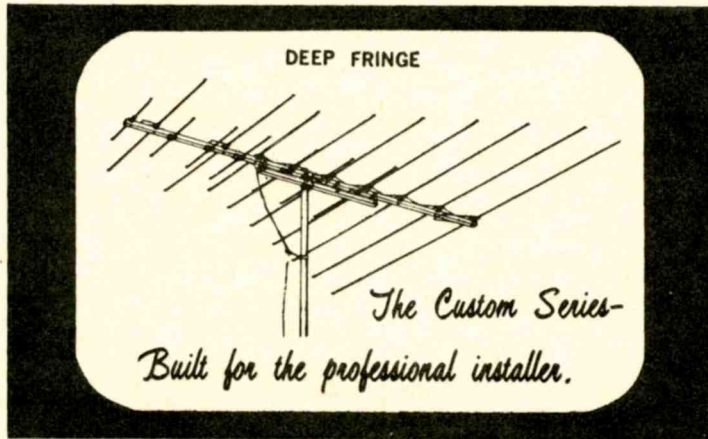
Wouldn't this be a good time to put these specialized jobs in their perspective so we could all make a little more money?

It seems little to ask and I'm going to try and do it. But I'm betting you won't because in the words of one man, "Management is just not our
(Continued on page 24)

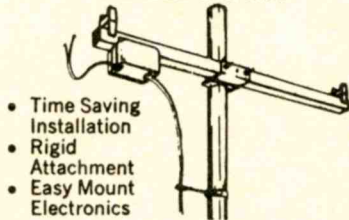


Shown above are two pictures taken during the recent Iowa State University Television Theory and Service Workshop for Teachers.

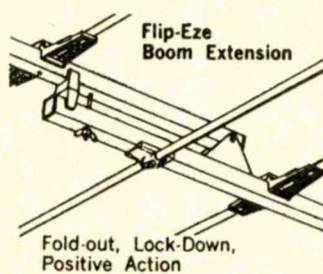
BETTER BUILT FOR BETTER PERFORMANCE[®]
ANTENNACRAFT
 TV-FM Antennas and Electronics



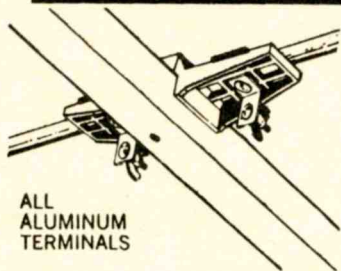
CRADLE-MOUNT



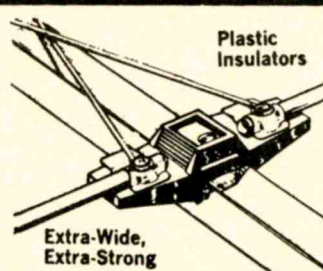
- Time Saving Installation
- Rigid Attachment
- Easy Mount Electronics



Fold-out, Lock-Down, Positive Action



ALL ALUMINUM TERMINALS



Plastic Insulators

Extra-Wide, Extra-Strong

Sidles DISTRIBUTOR
 ENTERPRISES, INC.
 2205 Bell Ave. DES MOINES, IOWA Phone 244-7264

Iowa State University Holds Workshop for Electronic Teachers

A brand new concept in developing electronic technicians has been developed by the Science and Technology School of Iowa State University under their Industrial Education Department and in cooperation with an EIA sponsored workshop for teachers.

This workshop represented a radical approach from traditional teaching methods. The majority of the workshop consisted of analysis and repair of actual troubles in new receivers. The teachers were required to analyze the receiver and record their procedure and results. After each man or team of men completed the analysis of 5 to 10 receivers, they choose one particular receiver to repair. It is hoped that this procedure will be followed through in their teaching procedure.

Another addition to the program was the showing of the new EIA sound film on Futures Unlimited and it was offered to the teachers for use in their classrooms and at special functions.

According to Harrie R. Buswell, Engineering Extension Department Head, "We have received excellent cooperation from the major manufacturers and want to extend a special thanks to Zenith, Motorola, Admiral and Sylvania for providing the chassis used in the workshop."



NOTES . . . FROM LES

Les Buchan, TSA-Iowa Executive Secretary

We now have an ample supply of both dropcloths and sacks available from the office. Each is clearly identified with the emblem of our association so when you use these in a customer's home he knows you are a member of the association and a progressive businessman. Send in your orders and we will mail the material to you.

This is just another example of the services your association has to offer. In addition we have available public relations pamphlets to be left with the customer or included in your mailings. And your organization also has a library of books, slides and tapes on a variety of subjects related to your business which can be borrowed for meetings or for your own use. We also have or can get any material offered by the National. All this to help you become a better member and a more successful operator.

Another service which has been offered and not used as yet is the use of this column to publicize your local meetings. If all locals would send their news to the office it could be shared with all and you might even glean an idea for the next meetings. How about it Secretaries?

CALENDAR OF EVENTS —

August 19, 20 - Consumer Electronic Service - Today - Conference, Iowa State University, Ames.

Why I Shun With My Son

When my son's bedroom light went out, I wired in a new switch, he called me an "electrician."

When he wanted me to help him with his homework, and we completed the arithmetic pages he called me a "mathematician."

When I plunked out "chop-sticks" on a neighbor's piano, he said I was a "musician."

When I told him which card he drew from the pack, he said I must be a "magician."

When I felt it was my duty to run for the schoolboard, he said to a friend, "My Dad's a politician."

Can't I be something besides a "technician"?


ZENITH
THERMOS ICE CHEST
FREE!
WITH YOUR PURCHASE
AT REGULAR DEALERS PRICE OF
ZENITH'S NEW
CIRCUIT TUBE
KIT

See Your
Schneiderhahn
District Sales Manager

A. A. SCHNEIDERHAHN CO.
Davenport — Des Moines — Sioux City

Your
"ORDERING CENTER"
For 30 Years

"EVERYTHING IN ELECTRONICS"
FEATURING Electronic Components and Devices

 THE MOST TRUSTED NAME IN ELECTRONICS

**RADIO TRADE
SUPPLY COMPANY**
DES MOINES, IOWA

1013 - 17 HIGH STREET

FORT DODGE—MARSHALLTOWN—WATERLOO

GUEST EDITORIAL

Continued

problem." To this I say, Amen, brother. We sure as hell don't do any of it. If we did, we would do something about specializing instead of trying to be a jack of all trades and ending up master of none.

If we really specialized, there would no longer be a technician shortage, but who would manage the business? Maybe with a few job openings for such a thing as TV business manager concerning sales or service or both, we might interest the right people, and we would all be better off. We're really short of managers instead of technicians.

For crying out loud, let's face it now. The country is not moving towards one man business operations, and without management you can be a C.E.T. and still go broke.

Sorry the lousy industry won't do anything about it, but you and I are

SIDLES ANNOUNCES NEW RCA TUNER EXCHANGE PROGRAM

RCA has just announced a new television RF tuner warranty no-charge exchange policy. This policy will enable you to rapidly implement a replacement of an RF tuner for one that has operated improperly during the instrument warranty period. The warranty period is 90 days for B/W instruments and one year for color instruments in each case, from the date of purchase by the original retail customer.

RCA has established an Exchange Center located in Indianapolis, Indiana from which we can immediately

part of the industry so it's our fault and nobody else's.

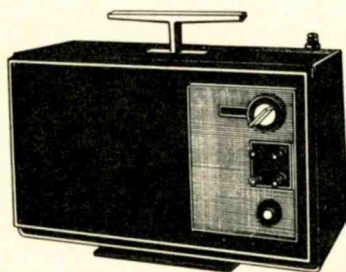
When shall we start rectifying this? Oh, go on back to sleep. Sorry I woke you up in the first place. After all, we have broken Rip Van Winkle's record. Oh well, they say records are made to be broken. Too bad that's the only thing we have succeeded in doing so far.

order an exchange unit, as designated by you, to be shipped directly to you from the Exchange Center or from Sidles Distributing Company of Omaha or Des Moines. Your inoperative RF tuner is to be returned to us. A dealer instruction bulletin is enclosed to give you complete information on the handling of this new procedure.

We are very happy to extend this new service to you, which will eliminate any television RF tuner repair problems that you might have had in the past. It will also serve as a stimulant for your future RCA Television sales.

This announcement is being mailed from Omaha but this Exchange Policy should be handled by the branch servicing your account.

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.

EMERSON

Mid-State Distributing Co.

1201 Grand Avenue
Des Moines, Iowa 50309

288-7231

Ames
Carroll
Cedar Rapids

Creston
Centerville
Iowa City

Marshall Town
Mason City
Ottumwa

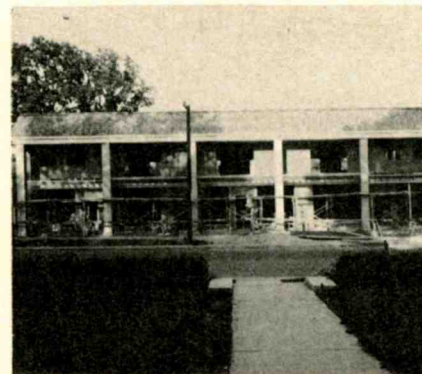
Oskaloosa
Spencer
Kirksville



Just a Reminder



- A chef is a cook —
- A hair stylist is a barber —
- A pharmacist is a druggist —
- A cosmetologist is a beauty operator—
- A maitre de is a host —
- A mixologist is a bartender —
- And an attorney is a lawyer;
- What and who are you?



Although it looks only half finished . . . Ed Vilimek moved into his new home last month. Of course, this picture was taken several months ago. The store itself is three 30-foot store fronts and is 70-feet deep. There is a full basement and seven apartments upstairs. It is located directly across the street from the old main building of Drake University in Des Moines.



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

John Farral

TREASURER

Wilford Carden

SERGEANT-AT-ARMS

Keith Nicholson

NEA DIRECTOR

Kenneth Marcy

PAST PRESIDENT

Lloyd Milham

SECTION EDITOR

Lauren Matson

KEA Guest Editorial



by LARRY PREMER

When I was asked to write an editorial for the Kansas section of our national magazine I had no idea as to what I would write about, but as I thought about the associations that I have had with so many people in Kansas and in our sister states in NEA I began to think of the many changes that have happened in our industry in the last few years. Through our KEA service association we have upgraded ourselves in our own eyes as well as upgrading ourselves in the eyes of our customers. We have found that if we look like bums we act like bums, and our customers think that we are bums. If we dress like a professional,

then we will be treated with respect by our customer. In just a few years we have gone from work shirt to white shirt, from dirty truck to clean truck, from dirty floor to wall-to-wall carpet. By the way, our income has gone up at the same time.

One of the main advantages to belonging to our service association is that we can get together and discuss our sales and service problems over coffee or at a regular meeting. Very seldom is there a problem brought up at a meeting that is original and most of the time there is someone present that has all or at least a partial answer for the person that has the problem. ■



SYLVANIA



WICHITA • HUTCHINSON • HAYS • DODGE CITY • TOPEKA

YOUR BEST SOURCE OF SUPPLY



WINEGARD



Kansas C.E.T.'s Get "Pinned"



There were so many C.E.T.'s at the recent Kansas Electronic Association Convention to receive their certificates and pins that Dick Glass had to have pretty girls for help. It also required that we take three pictures in order to get them all in.



WICHITA

RADIO SUPPLY COMPANY
SALINA GREAT BEND *Incorporated*



RCA

Tubes & Service Parts

Authorized Distributor for

FINCO

Antennas & Accessories



the KETA news

Kentucky Electronic Technicians Association

Kentucky Electronic Technicians Association

- president Fred B. Watjen, cet
- 1st district vp Charles Cave, cet
- 2nd district vp Lew Woods, cet
- 3rd district vp Bob Childers, cet
- treasurer Frank N. Wilder, cet
- recording sec'y Roy R. Bailey, Jr., cet
- corresponding sec'y Giles Allen, cet
- sergeant-at-arms Ray Demonbrun, cet

president's report



by FRED B. WATJEN, cet

It is with a great deal of pleasure that we announce the addition of a Kentucky Electronic Technician Association monthly section to the Electronic Service Dealer Magazine.

The idea of a national publication with special state sections had a great deal of appeal to our Board of Directors and they all agreed that through this media we would be able to have

a continual, uninterrupted means of communication.

For this reason, among others, Kentucky will join with Iowa, Indiana, Kansas, California and Ohio through the pages of ESD and we hope that other state associations will also take advantage of this opportunity provided by the publisher.

At the same time, we want to take this opportunity to thank our charter advertisers in this month's issue of ESD. Without the faith and support of such firms as P.I. Burks, The Collins Co., Inc. and Monarch Equipment Co. we would not have been able to produce a section.

KETA has made great strides since this year's convention and we are

looking forward to much more activity throughout the year. Our Apprenticeship program is a model for every state to follow and is only one of the major activities of KETA and LETA.

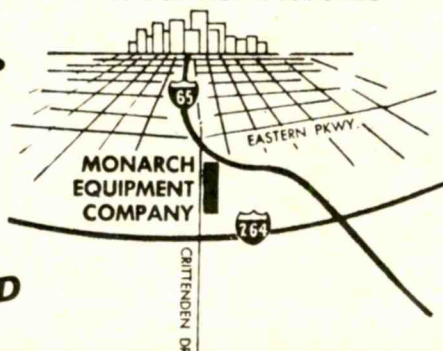
As for the NEA Certification program . . . we are only just beginning to do the job of attracting more men to take the CET examination. There is a great deal of interest in the CET program and plans are underway to set up a definite time and place for monthly tests.

In this month's KETA Section is a complete resume of our public relations program for the consumer. We feel it is a step in the right direction and hope that every dealer in Kentucky will want to be a part of this program.

MONARCH IS YOUR CENTER FOR SERVICE!

KELVINATOR

6 MIN. TO DOWNTOWN LOUISVILLE



BARWICK

ZENITH

ARMSTRONG

KITCHENAID

MONARCH EQUIPMENT COMPANY

3001 CRITTENDEN DRIVE • P.O. BOX 2157

LOUISVILLE, KENTUCKY 40201

AREA 502 • 634-4701

Dealer Headquarters for RCA Victor

Replacement Parts

Black & White Picture Tubes
Color TV Picture Tubes

Receiving Tubes

Transistors

Test Equipment

Batteries

Microphones

Parts & Accessories

Antennas

Power & Special Purpose Tubes

The Collins Co., Inc

Electronic Parts Department

829 South Floyd Street Louisville, Kentucky

Phone 583-1791

LOUISVILLE ELECTRONIC TECHNICIANS ASSOCIATION

Consumer Relations Committee

Purpose

- To receive and handle complaints from the consumer about sales and service of electronic devices by members of the service profession in general and members of LETA in particular
- To process complaints in an orderly manner so as to improve the public image of LETA
- To focus attention on the LETA Code of Ethics and to impress on each member his responsibility to adhere to this code
- To draw up guidelines on the RIGHTS OF THE CONSUMER and also the RIGHTS OF THE SHOP OWNER
- To recommend action to the Board of Directors on any complaint that cannot be processed thru normal channels
- To conduct hearings on Complaints as needed
- To establish legal channels to other agencies interested in consumer protection, i.e., Better Business Bureau, Attorney General's Office, Commonwealth Attorney's Office,

Right of the Consumer

- To expect good workmanship
- To be charged only for work performed
- To be charged a reasonable dollar for work completed
- To expect all Guarantees and Warranties to be properly administered
- To get service in a reasonable length of time
- To expect association members to live up to their Code of Ethics
- To expect complaints to be acknowledged and efforts to be made to clear up any misunderstandings or problems
- To be notified of any unusual costs before any work is to be done
- To expect the technician to be qualified in order to perform the work expertly
- To expect an itemized statement on all repairs

Right of the Shop Owner and Technician

- To be paid for all work performed
- To make a fair profit on parts and labor
- To be given an opportunity to back up all Guarantees and Warranties
- To expect customers to describe problems fully
- To be paid for travel to and from the shop
- To be paid for necessary troubleshooting time
- To be paid for knowledge and experience offered.
- To be dealt with fairly on recall jobs or "same trouble" service jobs

Procedure for Filing Complaints

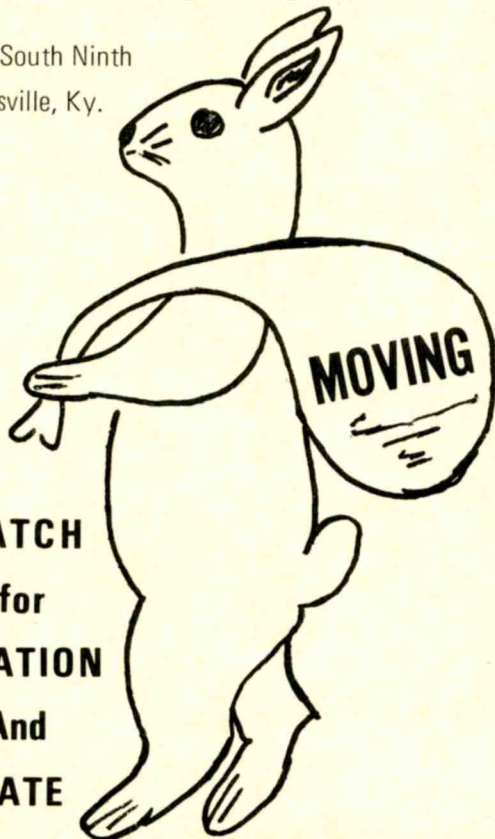
- Write a letter to the association describing complaint in full –
 - give make of set
 - give model information
 - state type of set – B/W or color
 - give owner's name and address
 - give date and time as well as any other pertinent information
- File photostatic copy of any invoice, correspondence, etc.

(Continued on page 30)

P. I. BURKS Co.

659 South Ninth

Louisville, Ky.



WATCH
for
LOCATION
And
DATE



HOOSIER TEST PROBE

A SPECIAL ESD FEATURE

IESA OFFICERS & DIRECTORS 1969 - 1970

President
JOHN SAUNDERSON

Secretary-Treasurer
JAMES A. SMITH, *CET*

N. Region Vice-President
DEAN R. MOCK, *CET*

Central Region Vice-President
LARRY KING

South Region Vice-President
O. C. BROWN, *CET*

Special Director
THOMAS L. COOPER

Executive Vice-President
ED CARROLL, *CET*

Guest Editorial

Vacationing at Hodge Podge Lodge

Prevalent prediction for 1972 . . . Skilled, expert service technicians (all types) will be in short supply. The shortage of qualified technicians in the TV Service Industry, is now - 1969.

The NEA (national) and state sponsored programs of technical training of 'new blood' is available to all interested newcomers. The question: Who is going to hire these men as they obtain the necessary skills?

Almost every service operator, whether a multiple employer or one man, cries: "Send me a good technician." In a very great number of cases these 'knowledgeable' operators do not have a realistic, up-to-date salary schedule. Hence, no hiring and no increase in the overall number of technicians being brought in or oriented for the future. In fact, these men are being forced into industry.

The TV service business, like any other business on earth and the moon, will prosper ONLY when it follows good business, accounting and technical methods.

THE TECHNICAL BASIS is already present in most service businesses. All that is required is an energetic keeping up with the new.

THE BUSINESS END takes in a multitude of image promotion, such as: phone answering, service area housekeeping, advertising, professional appearance, close contact with the customer, professional manner, printed invoices (legible customer copies), promptness, neatness and cleanliness.

THE ACCOUNTING/BOOKKEEPING PORTION includes fixed overhead and variable costs (cost of opening the door each day), plus, insurance, taxes, seasonal service, wages, and fringe benefits (cost of doing business).

Employees: Salaries, social security, withholding, vacations, overtime, workman's compensation, health & welfare insurance, retirement-pensions and other added benefits.

Owner: Salary, percentage of additional profit for supplying employment, percentage for additional profit on investment, personal retirement-pension, personal health & welfare insurance, income protection insurance and expansion plans for the future.

This includes having and understanding profit & loss statements, charts giving expense to income ratios, charts of seasonal income, productive and non-productive time, net worth statements and percentage of payout to income that is derived from the output of employees.

When technical ability, business procedures and accounting methods are combined, THEN and ONLY THEN can the actual rates be established for service calls, bench labor, pickup & delivery and other services performed.

The combining of these segments of usual business practices, intelligently, will prevent business failure because of underpricing or overpricing, BUT, MORE IMPORTANT will assure a continuous profitable and growing service business.

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.

adi ASSOCIATED DISTRIBUTORS, INC.
210 South Meridian Street - Indianapolis, Indiana 46226 - Telephone (317) 634-2591

California News Notes

Continued

Motorola In Los Angeles Sets New Warranty Rates

[Los Angeles, California] Tee Yakura, Service Manager for Motorola of California Inc., in Los Angeles has just announced a new rate schedule for the firm's recently announced 90-day free parts and labor warranty program.

According to Yakura, "After careful consideration we have established maximum labor rates under which we will accept billing for the first 90-days of service, to the consumer. First of all, our in-home service call rate will be a maximum of \$14.50 for the first call, \$3.50 for the second call within 48 hours of the first and \$45.00 for in-shop service including pick-up and delivery."

"Under our 90-day portable carry-in service program," he went on, "we will pay a maximum of \$9 for minor repairs (any repair not requiring soldering) \$15 for major jobs (solder jobs) and \$20 for CRT replacements. Our portable black and white carry-in service has been established as \$6 and \$11.50.

Full information and procedure for filing can be acquired by calling Mr. Yakura or from any Motorola representative in Southern California.

CALIFORNIANS HELP TO FORM NEW ARIZONA ASSN AT MEETING

[Phoenix, Arizona] Ralph Johonnot, Executive Vice President of the California State Electronics Association and Jack Hayes, Assistant Chief of the BERDR met last month with

over 300 Arizona Dealers to discuss industry problems and to aid them in forming a statewide association pattern after California. The meeting was in response to an article appearing in the Arizona Republic Newspaper reporting an apparent widespread questionable practices of some Television service firms. The article further warned that the industry had better do something about it or "suffer the alternative consequences of less palatable regulatory legislation."

In a story reporting the meeting in the same newspaper, it quoted Johonnot as stating that the service prices in Arizona were appallingly low. Most dealers in the area were still charging less than \$5 for a home service call as compared to \$15 and \$17.50 in California.

The call has gone out for an Arizona Electronic Service Association and anyone interested should contact Tom Farrah, Secretary of Dalis Radio and TV Supply Co. in Phoenix.

CSEA president's report

Continued

industry could live with. The complexity of the problems, the many changes still to be made necessitated withdrawing the bill for this year.

But — Believe me gentlemen, the issue is not closed. Incompetency in our industry must be dealt with — whether it is through legislation or some form of industry self-policing.

It is a simple question which we must all ask ourselves. Do you feel when a man proposes or offers his service to the consuming public— should that man have the ability to

do the job, or should it be let the buyer beware?

Unless you have a lot of larceny in your heart, there is only one answer.

Your Association has an active and strong legislative committee. They are watch-dogging all legislation at Sacramento. This committee will also be very active in helping to revise and formulate all future license bills. Suggestions and ideas from members and concerned non-members are always welcome.

A word to non-CSEA members — The Association is where the action is. We may not be perfect but we try. In union there is strength. It is an old saying, but it says all . . . Membership blanks available.

LETA News

Continued

• In the event an answer is not received by the second Tuesday of the month after the complaint is filed at least for a 3-week period, contact one of the following:

Mr. Roy Bailey, President of LETA (893-7981)

Mr. Gene Dillingham, Chairman of Consumer Relations Committee (587-1848)

Procedure for Handling

First Complaint

- Written complaint
- Letter of Compliance
- Follow-up
- Satisfaction — no further action; if no satisfaction — take drastic board action

Procedure for Handling

Second Complaint

- Review original complaint
- Interview
- Board evaluation
- Recommendation
- Notification
- Follow-up
- Lack of cooperation — exposure to all LETA members.

KETA Committee Meets With Local Group for Possible New Chapter

Several key Kentucky Electronic Technician Association members ventured down into central Kentucky to Barbourville, population about 4,000, in an effort to start a new chapter of the state-wide association.

CLASSIFIED ADVERTISING

HUNDREDS OF WORKING USED LATE MODEL THIN LINE—PORTABLES

Low shipping costs anywhere
TV brokers WE 1-6622
4920 W. Pico, L.A. 19, California

"FCC First or Second Class Radiotelephone license in four to six weeks. Not a memory course—we teach electronics. Write ELECTRONICS INSTITUTE, 2202 W. Erwin, Tyler, Texas 75701 or call (214) 59-30807 for information."

MANAGER OR LESSEE WANTED

Small over-the-counter electronics part store with an electronic repair capability. All test equipment and manuals available. Located in the San Diego area. Completely equipped. No investment required. Ideal for semi-retired man. Part-time operation now. Requires building up.

R. H. Bachman
8234 Winter Gardens
Lakeside, Calif.
Phone (714) 448-6398

August "Phone-In-A-Order"

Finco Antenna Specials

From

PHILCO-FORD PARTS STORES



Take Advantage Of Our Pre-Fall

Sales Season Antenna Sale

By Asking FOR Your Finco *"August Specials."*

Finco Antennas Are Signal

Customized For Your Area

Call Now—Learn the Details on How You

Can Make *Additional* Antenna Profits!

Another Plus—Ask about our big savings
on Philco Color picture tubes!

PHILCO 

For More Information Call

Ed Dean
PHILCO PARTS STORE
6393 E. Washington Blvd.
L.A. 22, RA 3-0345

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

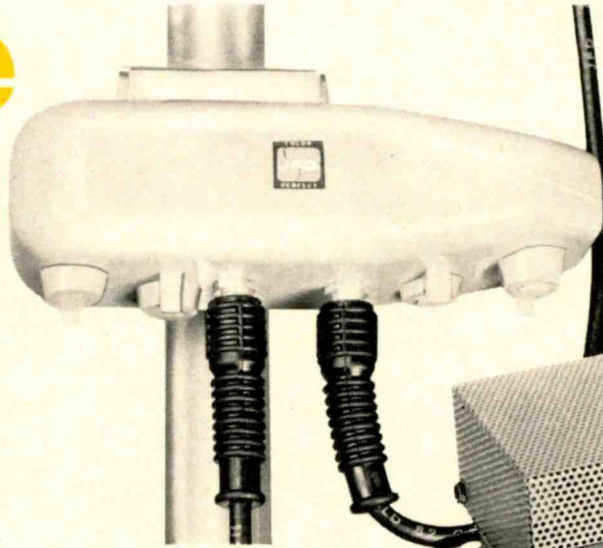
Bill Calvert
PHILCO PARTS STORE
1579 Adrian Rd.
Burlingame, 692-3835

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

New reliable profitable

JFD

Program Center Amplifiers



Outdoor Type
for Fringe and
Weak-Signal Areas



Indoor Type
for City and
Suburban Areas

JFD Program Centers — the result of three years of research and development — are here! Now you can equip **any** home with a complete entertainment system!

- Operate up to 4 (or more) TV sets and FM receivers from **one** antenna.
- Solid state silicon overlay transistors with silicone sealed printed circuitry provide higher gain, less noise . . . ultra-reliable performance.
- Deliver **true-to-life color** . . . crisp black and white pictures.
- Available for 300 ohm or 75 ohm VHF and VHF/UHF/FM installations.

The **ONLY** amplifiers so **RELIABLE** in performance that they are backed by an exclusive **SIX (6) MONTH INSTANT REPLACEMENT GUARANTEE!** With this performance (and insurance), how can you miss?

JFD

**Program Center and Snow Plow
INSTANT REPLACEMENT
GUARANTEE**

This unit is guaranteed 100% for a period of six months. If, within a period of six (6) months after it was purchased, it does not operate for any reason whatsoever (including lightning strike, line surge or static build-up,) or otherwise fail to perform satisfactorily we will replace it with a brand new unit instantly — absolutely **FREE! NO QUESTIONS ASKED!**

Write today for your Program Center promotional kit and home antenna systems manual

JFD ELECTRONICS CORP. 15th Avenue at 62nd Street, Brooklyn, N. Y. 11219

©1969, JFD