

# electronic service dealer

Vol. 7, No. 7  
November, 1967

the official publication of the california state electronics association



- BERDR ACTIVITIES REVIEWED
- RED CARPET SERVICE RESPONSE
- ARE \$15.00 SERVICE CALLS SUCCESSFUL?
- CSEA NEWS WIRE





**FROM PHILCO PARTS STORES  
JUST IN TIME FOR CHRISTMAS!**

**Philco Stereo Component System  
Including Turntable  
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Check enclosed  Bill me

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# electronic service dealer

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Vol. 7, No. 7  
November, 1967

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Electronic Service Dealer is published monthly at 13543  
So. Hawthorne Blvd., Hawthorne, Calif. 90250. Phone:  
(213) 675-8070 by Associated Publications.

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## ON OUR COVER:

The use of the new CSEA "Red Carpet" drop cloth has been extremely successful, according to the over 500 dealers now using the cloth. Customer acceptance and recognition has been a primary gain since it brought out questions as to what CSEA was and what the organization membership meant.



## LETTERS

First off, thank you for the most informative letter called "Hot Line". Now I know what is going on in the organization. It is a privilege and an honor to belong to CSEA and to display all emblems. We are proud of it and the public can be assured we must do quality work at honest prices in order to belong to such an organization. We are anxiously awaiting our CSEA "Red Carpet" drop cloths from our chapter office. What a boon to

customers confidence to see this displayed in their homes. You can be sure our customers will be aware of CSEA in short order.

TV Sales & Service  
San Diego, California

**Ed: We did not use this writers store name since the letter was directed to CSEA. However, we felt our readers would like to read what he had to say.**

Dear Mr. Martin:

Five years ago when I opened a TV Sales and Service Business, I wrote and asked to join CSEA. I was advised that a representative would come by to take my application. Since that time I have been receiving ESD but have never seen a representative.

The President's message in July irked me when he talked about free loaders since I had asked to join. At any rate, I have not let "George Do It" but have been able to organize a group of dealers in our area.

"Irked TV Dealer"

**Ed: Needless to say, this dealer is now a member of CSEA and the group he put together is forming a chapter. There is new life in the old man and the time is ripe to become a member of CSEA and, in turn of NEA.**

Dear Don:

I would like to bring you up to date on the Diablo Valley Radio & Television Association. We are in the process of rebuilding. In the past 60 days we have increased our membership from 2 to 18 members and expect a couple of more real soon. Our new officers include Walt Parker as President; Eddie Gamba as Vice President and Mr. E. Stewart as Secretary Treasurer. All three men are located in Concord. Keep up the good work.

Color-Tronics TV,  
Concord, California

Gentlemen:

I want to thank you for helping me sell my sweep equipment. I don't know where else television men can get together and list equipment that they want to sell. I don't know how many times you will run an ad but I still have some things left and if you will run the following ad it will help.

FOR SALE — Howard Sams, 857 complete copies in cabinets. RCA WO-91B scope, B fi K Analyst with color bar circuit (A1<sup>6</sup>). RCA audio sweep generator. Call Larry, (213) 943-8616.

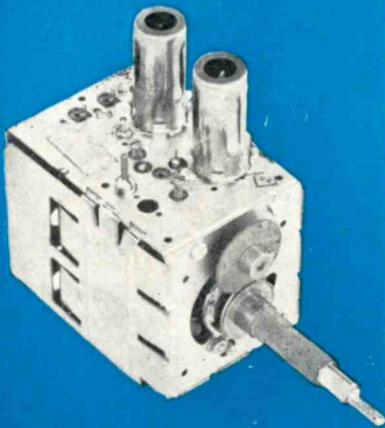
In my last letter I requested information on your display prices. I have as many customers and old friends in the TV business to whom I sell printing. I haven't heard from you except for what you did for me for nothing. Maybe I can afford to buy some space.

Thank you again. You have no idea of how much it helped at a very trying time.

Yours very truly,  
Larry Litwin

**Ed: Our sincere pleasure. We hope this provides just one more service to our readers.**

## TUNER REPAIRS



# \$9.75

### FOR COMPLETE OVERHAUL

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

### 24-HOUR SERVICE with FULL YEAR WARRANTY

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

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

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

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

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

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

See your distributor,  
or use this address

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Tel: 769-2720

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





DON MARTIN

### Red Carpet Service

The CSEA "Red Carpet" program is going along real well with great response from the consumer regarding its use. These colorful drop cloths seem to open the door of conversation regarding CSEA and gives the dealer an opportunity to tell the customer a little bit about the group and what it stands for regarding the general public.

To date, over 500 of these have been purchased by CSEA members for use in their tube caddies. Actually, three times this many should be in use and we want to encourage dealers to order more for their men. The cost is only a few dollars that can be added to your monthly dues statement and the over all results could mean a great deal to everyone. If the "Red Carpet" service is seen enough then the consumer will start asking for it. In today's market, any merchandise advantage, no matter how small, can mean the difference in success or failure. Why not take advantage of this program by taking advantage of your membership or by becoming a member? We have included a membership application on page 18 for those interested.

### Maine Supreme Court Rules CATV Does Not Need Municipal Approval

A landmark decision has just been handed down by the Maine Supreme Court who stated that: "operators of Community Antenna Systems (CATV) do not need approval of local municipalities to serve a community if the telephone company supplies the cables on which the television signals are carried.

This decision opens the doors to more and more community systems. The only stumbling block to the cable people seems to be whether or not the Federal Communications Commission has authority to regulate the CATV Industry. Two weeks ago the United States Supreme Court took under consideration this question of legal authority. Up until this date, the FCC has maintained that they have sole jurisdiction over the CATV industry and has been holding a series of hearings concerning its expansion into prime areas. If the Supreme Court rules that the FCC does not have jurisdiction in the matter the Congress of the United States will have to govern this operation through federal legislation. All in all, it is extremely complicated and when there is big money involved there is always controversy.

### Police Looking For Bookkeeper Of Local TV Service Dealer

The local Southern California Police departments are on the lookout for a female bookkeeper who has embezzled several hundred dollars from a local television service dealer. The woman goes under the name of Ruth Miller and says she is from Arizona or Texas and has worked for Television, Appliance and Plumbing dealers.

Her pattern is to come in early each morning and complete the books before the owner arrives. She alters the invoices and pockets the difference

each day. It seems that it is a well thought out plan in that she gives an address and moves out without leaving a forwarding address soon after starting to work. She drives an old Oldsmobile with Arizona License Plates. If you have any information concerning this person please contact Jim Scarborough at CI-21102 in Glendale, California. She is about 5'5" tall, weighs about 135 lbs., has dark eyes and dark complexion. She also speaks with a Southern Accent and has a daughter about 15 years of age.

### NEA Certification Examinations

One of the finest things to hit this industry is the National Electronic Associations Self Certification Examination.

Under this program some 600 technicians throughout the United States have sat down and taken this three hour examination that qualifies those who pass it as NEA Certified Technicians.

This program is open to everyone and anyone in the United States but is given by local and state service organizations. In order for a person to give the test he must first of all have passed it himself. Through this system there is no chance of favoritism since a person who has had to pass it himself without any help is reluctant to help someone else to pass it.

At the present time, many CSEA chapters are organizing special certification nights and inviting all dealers in a particular area to take the test. Here is a voluntary program that ends with you being recognized as a certified electronic technician by a nationwide service organization. The cost to take the test is a one time \$5.

### Customer Releases Of Product Ownership Discussed

Don Fulton of Dependable TV in San Diego wrote us some time ago asking whether or not CSEA had a form that a customer could sign that would release ownership of a repaired product to the dealer. He had contacted his own attorney on the matter and it seemed that a formal release form of some sort was the answer to this problem under California lien laws.

However, in looking around we discovered that most dealers, when faced with a situation where the customer turns over ownership in a set rather than pay the service invoice, usually has the customer write on the invoice itself his release of ownership. The dealer simply asks the customer to write in their own handwriting that they no longer want the product and then signs it. This gives the dealer the complete record of the transaction and permits him to sell the unit for the repair costs.

When asked whether or not a formal statement document should be produced for the membership, one dealer expressed the opinion that the consumer is reluctant to sign legal papers and that this invoice idea was found to be the best way to handle the situation. We don't know whether this is the proper way to do it but thought we would pass it on for what it was worth.









# CSEA NEWS WIRE

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

## DIABLO VALLEY CHAPTER GROWS FROM 2 TO 18 MEMBERS

The Diablo Valley Chapter of CSEA has been completely re-organized and the membership has grown from two members in July of this year to 18 as of the 1st of October. The chapter recently held elections and Walt Parker was named as the new president. Eddie Gamba was named as Vice President and E. Stewart was elected as Secretary Treasurer.

ESD ESD ESD

## POMONA CHAPTER TRIPLES MEMBERSHIP SINCE JULY

Another big membership program in the Pomona area has resulted in a fantastic increase in membership. In July the chapter had 7 members, in August they had 11 and by November they had grown to over 20. Much of this activity is credited to the series of chapter meetings being held in that area and the impressive meeting in which Miles Sterling discussed pricing trends in California.

ESD ESD ESD

## ESD NAMED TOP PUBLICATION IN NATION BY NEA

The Electronic Service Dealer and its publisher Don Martin received national recognition recently as the National Electronic Associations presented a plaque to Martin as producing the top association publication in 1966-67. The award was made at the recent NEA convention in Des Moines, Iowa.

ESD ESD ESD

## PETSWAL AND FUSARO HONORED FOR NEA WORK

Certificates of merit in behalf of NEA, CSEA and our industry were presented at the recent Zone B Council meeting to Darrell Petzwall, immediate past State president of CSEA, and to Mike Fusaro, leader in the San Francisco chapter.

ESD ESD ESD

## TSDA SAN MATEO GROUP TOURS MEMBER'S BUSINESS

The members of the San Mateo Chapter of CSEA spent their last meeting at Graham's TV in Burlingame following dinner at a local restaurant. The idea behind these "field trip" type meetings is to look over different systems and operations in an effort to improve efficiency. At the same time, the group welcomed John Beltz of Jack's TV Sales and Service in South San Francisco as a new member.

ESD ESD ESD

## NEA TO HOLD NATIONAL CONVENTION IN PASADENA

The 1968 national convention of the National Electronic Associations (NEA) will be held August 8th through 11th at the Huntington Sheraton Hotel in Pasadena. In conjunction with this event, the Pasadena Chapter will act as hosts to the delegates and are planning special trips to Disneyland, the Major Studios, etc. for the wives and children with a top NEA golf tournament at Brookside Park slated for the opening activities. The Sheraton Huntington was chosen because of its spacious grounds and its policy of catering to family type conventions. Details will be given out from time to time prior to the convention.

ESD ESD ESD

## NEW CHAPTER BEING FORMED IN RIDGECREST

A group of dealers in the Ridgecrest area have gotten together and are in the process of forming a new CSEA chapter in that area. Jim Poor of Ace TV was elected president pro-tem and several members are going to take the NEA certification exam.

ESD ESD ESD

## JOHONNOT MEETS WITH STOCKTON CHAPTER

Ralph Johonnot, executive director of CSEA, met recently with the Stockton chapter of CSEA and discussed the many new programs of the State organization. Of particular importance was the "Red Carpet" program and the direct billing. Chuck Medcalf is president of that chapter.

## CSEA NEWS WIRE

(Continued)

### RICHMOND CHAPTER RECEIVES CHARTER HAS 14 MEMBERS

Ralph Johonnot, executive director of CSEA, was the key speaker last month at the charter meeting of the new Richmond chapter. The new group has 14 members and elected Ernie Smith as its first president. Some of the members are shown in the picture at the right during the charter presentation ceremony.



ESD

ESD

ESD

### SONOMA VALLEY GROUP WARNS ANTENNA PEOPLE TO HAVE C-61 LICENSE

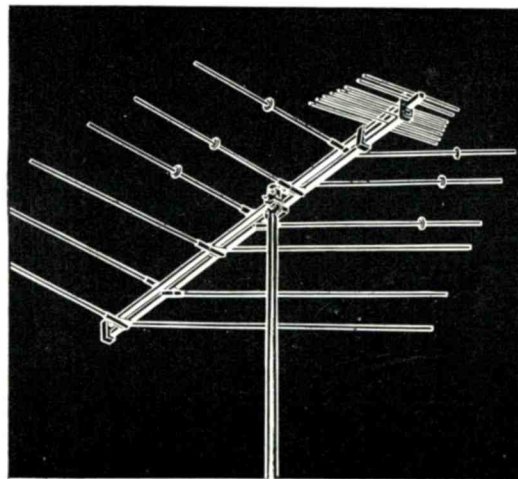
The Sonoma County Chapter of CSEA in Santa Rosa has sent out a warning to all CATV and Antenna Installers to make sure they have a C-61 license. The word is out that this will be strictly enforced within the very near future. The group is also setting plans for their annual party with an announcement to be issued soon. Last year several hundred people turned out to the social affair.

# Why not sell the best

## NEW ZENITH LOG-PERIODIC ANTENNAS built to the quality standards of Zenith original parts

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

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The quality goes in before the name goes on





## PRESIDENT'S MESSAGE

by HUGH WILKINS

### Help! Help!

At a recent meeting of CSEA's Zone F Council, Chairman Harry Midkiff asked for the advice and opinions of those in attendance regarding a problem he had recently encountered as a tv service shop owner. He had decided to employ a technician to help relieve the work load at his shop but when he started interviewing prospects he realized that he had very little information on how to judge the worth of a man in terms of hourly or weekly pay, or how much he should expect from an employee in the way of experience and skill for any particular rate of pay that might be agreed upon.

The dozen or so officers and delegates present all had something to say on the subject but, it turned out, there were about as many different ideas as there were individuals at the meeting. One told of a recent applicant for a job as outside technician who, presenting himself in dirty clothes and a personality to match, demanded \$200 per week with no responsibility for call-backs and no antenna work. Several complained that, no matter what pay was agreed to, most applicants today cannot earn their pay when put to the test. Some spoke of serious losses incurred as the result of pilfering, moonlighting on jobs belonging to the shop, etc. Another described how he had won hard work, loyalty and long tenure from his employees by a profit-sharing incentive plan. He even hinted that his business went along about as smoothly during his absence as when he was present.

When it came to the question of what might be expected of a skilled bench man, it was pretty much agreed that the man with the steady eight to ten sets per day production record that we so frequently hear about is somebody's pipe dream, at least if we are talking about what we generally consider as a bona fide bench job. If every set that comes over the counter is counted, such a norm might be maintained, but many of these are tube jobs not requiring circuit analysis, pulling the chassis, etc. So ran the opinions.

It was pretty much agreed that productivity of a bench man is greatly

affected by the number of employees in the shop and how their work is organized. The larger shops have the lower-paid employees pull sets out of the cabinets, test tubes, clean turret-type tuners, clean glass and other more routine types of work. The journeyman devotes his full time to the more complicated details requiring his special skill and experience. In other words, a \$4.75 per hour man is not performing \$2.00 per hour work. Also, productivity is further increased where the more skilled technicians are able to specialize on certain instruments, i.e.: Color tv only, auto radios only, hi fi only, record changers and tape recorders, etc.

On the other hand, the discussion revealed that a small shop may have to have a "general practitioner" capable of filling all or most of the above roles. Regardless of this, it is just good business sense for the employer in a small shop to avoid as much as possible tying up a journeyman (or near journeyman) technician on work meriting a substantially lower rate of pay than he is drawing.

With so many ideas being expressed on such a fundamental problem as was presented by Harry Midkiff, you may be sure that CSEA will not stop pursuing this matter at this level. Yep, you have guessed it: CSEA is preparing another industry-wide survey on the subject and YOU will be asked for your advice and experiences. You may sign your reply or not as you see fit. It is hoped that some answers of benefit to our entire industry will be forthcoming.

In the meantime, every prospective employer in this profession had better have on hand a few simple circuit problems to present to an applicant for a technician's job. After all, if the applicant can't begin to reason out answers to problems based on actual shop experience, he isn't going to be of much use, not as a bench man, at least. CSEA is working out a practical set of such questions for circulation to shopowners. They will probably include the usual additional routine questions which every prospective employee should be asked but which are all too frequently overlooked by a shopowner

anxious to get help. And then there is the NEA Self-Certification Examination which helps to separate the men from the boys in so far as technical know-how is concerned. CSEA is conducting these examinations up and down the State. Eventually, every prospective employee in this profession will be expected to carry his certification card and, certainly, every technician shop-owner should have one too.

### CSEA and BERDR

On October 24th, I wired the following message to the California Department of Professional and Vocational Standards:

As President of California State Electronics Association I would like to augment and underscore the opposition expressed to you in writing by our head office to various proposals of the "Little Hoover Commission" relating to BERDR. Being the only state-wide trade association representing home electronic repair dealers and having diligently espoused and pursued the idea that in a profession so highly technical as ours and therefore so beyond the ken of the average householder it literally and truly pays to be honest—we feel that we are in an excellent position to help you make a constructive decision in this matter. Our committees have, before BERDR, personally investigated reprehensible practices of certain practitioners in our field.

One large operator, whom I personally confronted with a widow, his firm had bilked writhed and squirmed at some length before paying back part of what had been stolen. He was later put out of business (before BERDR), but not for fraud. Local bunco and the district attorney truthfully complained that they did not have the technical expertise available to make solid cases out of the large number of complaints against this outfit. It was finally put out of business by the Internal Revenue Service for spending withholding taxes taken from employees' pay checks. The proposed return of BERDR's functions to local law-enforcement bodies under such circumstances as the above would simply encourage a resurgence of fraud in this industry.

The BERDR law lays a solid foundation for meaningful action against fraudulent service shops. BERDR, by its very existence, acts as a deterrent to fraud because when it revokes a license for cause, the party affected may not operate anywhere in the State of California.

BERDR has a staff of experts in electronic repair service to separate

(Continued Next Page)



**TIRED OF HALF  
FAST SERVICE  
THEN  
FONE FIGARTS FIRST  
936-6218**

**FIGARTS IS JERROLD**  
ANTENNAS • COLORAXIAL CABLE • AMPLIFIERS  
CO-AX FITTING • MATV SYSTEMS

**FIGARTS IS DELCO**  
AUTHORIZED EXACT DUPLICATE RADIO PARTS  
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**FIGARTS IS BENDIX**  
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**FIGARTS IS SPRAGUE**  
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**FIGARTS IS FRIENDLY  
FIGARTS IS FAST  
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FONE 936-6218**

**Figarts Radio Supply Co.**  
6320 COMMODORE SLOAT DRIVE  
LOS ANGELES, CALIFORNIA 90048

AMPLE PARKING DAILY UNITED PARCEL

**President's Message**  
(Continued)

bona fide fraud cases from crank complaints. We in CSEA do not fear this kind of investigation. We feel it would be self-defeating to put these expert field representatives into a pool staff of investigators as proposed, thereby making them unavailable for this special work they are trained to perform.

BERDR does not burden or harrass our industry with requirements beyond those which should be observed by any shop dedicated to dealing openly and above board with those it serves.

BERDR's costs are entirely supported by the industry it regulates. It performs a service to the general taxpayer without cost to him at that same time that it helps the home electronic repair industry rid itself of those who would damage its reputation. It is very conceivable that, in the future, fraud in our industry will reach such a low incidence that present registration fees can be reduced. We feel that we who are engaged in this industry should benefit from this—a result which could not be realized if BERDR funds were merged with the General Fund, as proposed. With such merging, there would be no way for BERDR to show

a surplus prerequisite to a reduction in fees. The result would be that our industry would be saddled with a permanent tax in a new guise.

Your careful consideration of the above together with CSEA's previous answer to your questionnaire will be appreciated.

**MARTIN ADDRESSES EIA  
SERVICE COMMITTEE AT  
L.A. CENTURY PLAZA**

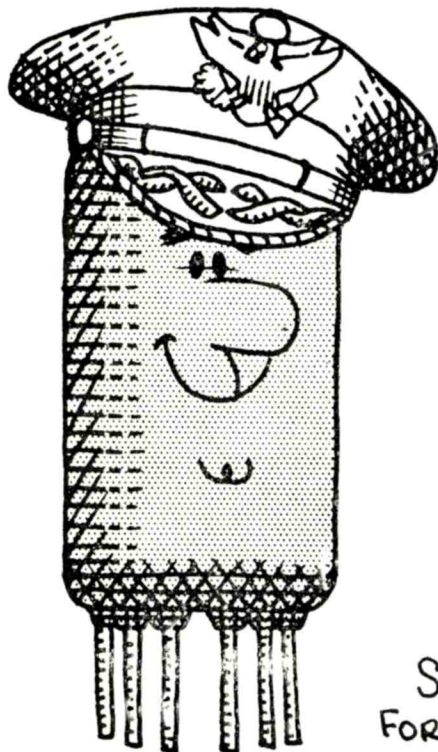
Los Angeles, California—Don Martin, Publisher of the Electronic Service Dealer and the Television Appliance Dealer Magazines was one of the speakers last month at the EIA Service Committee meeting in Los Angeles.

The major portion of the address was devoted to the California Registration Law and its effect on the Service Industry during the past three years.

Of particular importance was the proposed Service License program being sought in New York City and the continued referrals to the California laws. "Many of the points made by the City Attorney in New York City are mis-leading and false," stated Martin. "In California we have a registration law that has no technical founda-

(Continued on Page 18)

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**CREATING BUSINESS FOR YOU  
WITH MILLIONS OF  
NEW SOCKETS ANNUALLY.**



**SEE YOUR AUTHORIZED GE DISTRIBUTOR  
FOR ALL YOUR RECEIVING TUBE REQUIREMENTS.**

**GENERAL  ELECTRIC**

288-05C2



## A REPORT:

# Registration Revocation or Suspension And Criminal Proceedings of the BERDR

*The Bureau of Electronic Repair Dealer Registration has been in existence for three years this month. In order to get a better insight into the accomplishments of this State Bureau we asked its acting chief Jack Hayes to send us a resume of the license suspension or revocation and criminal proceedings for this period of time. We know that the Bureau follows through on thousands of complaints but felt our readers would like to know just what has happened to the big boys who were causing the industry the greatest degree of problems.*

*The following is the report Mr. Hayes sent us and we hope that it answers many of the questions raised concerning the actions of the Bureau and its value to the service industry.*

### MAGNATRON TV COMPANY

1506 West Seventh Street  
Los Angeles

#### CRIMINAL ACTION

Benjamin Parson and John Schaffer, found guilty of petty theft on October 14, 1964.

#### ADMINISTRATIVE ACTION

Magnatron TV Company, Benjamin Parson, owner and John Schaffer, co-owner, registration revoked permanently, effective December 11, 1964.

### AMERICAN TV CORPORATION

3117 West Eighth Street  
Los Angeles

#### CRIMINAL ACTION

American TV Corporation, Fred Sands, Neal J. Mellow, William Santoro and Frank Komnenus, found guilty of 38 counts of petty theft on December 9, 1964.

#### ADMINISTRATIVE ACTION

American TV Corporation, William Sands, President, registration revoked permanently December 31, 1964.

### LINCOLN TV

264 North Vermont Avenue  
Los Angeles

#### CRIMINAL ACTION

None

#### ADMINISTRATIVE ACTION

Lincoln TV, Robert Prestayko, aka, Robert Eastman, registration revoked permanently, effective February 23, 1965.

### TELEVISION SERVICE OF LOS ANGELES AKA TV LA-GOLDEN STATE TELEVISION

400 South Brand Boulevard  
Glendale

#### CRIMINAL ACTION

Bill Williams, employee, found guilty of petty theft and Milt Frieder, President, found guilty of two counts of petty theft. Mr. Frieder's conviction appealed, re-tried—subject plead guilty to 9843 of B P Code.

#### ADMINISTRATIVE ACTION

Television Service of Los Angeles, aka, TV LA-Golden State Television, a corporation, Milt Frieder, President, registration revoked permanently, effective October 1, 1965.

### THRIFT RADIO TV

2323 East Florence Avenue  
Los Angeles

#### CRIMINAL ACTION

Employees of Thrift Radio & TV, Lawrence Alfonso and Gary Nishie, plead guilty to petty theft charges on April 1, 1965. Seymour Kahn, owner, plead guilty to 9843 B&P Code.

#### ADMINISTRATIVE ACTION

Thrift Radio and TV, Seymour Kahn owner, registration revoked permanently, effective April 11, 1966.

### INSTANT TV

1720 Pontius-Room 105  
Los Angeles

#### CRIMINAL ACTION

Elmer Dubrovay, owner, found guilty of petty theft and B&P Code on June 28, 1965.

#### ADMINISTRATIVE ACTION

Instant TV, Elmer Dubrovay, owner, registration revoked permanently, effective December 16, 1965.

### MOBILE TV SERVICE

1312 Spray Lane  
Malibu

#### CRIMINAL ACTION

None

*(Continued Next Page)*

**ADMINISTRATIVE ACTION**

Application for registration for Julia Sterli, alias, Mrs. Elmer Dubrovay, denied by Hearing Officer, on 12-16-65.

**COMMERCIAL TELEVISION AND RADIO**

3800-3806 West Slauson Avenue  
Los Angeles

**CRIMINAL ACTION**

None

**ADMINISTRATIVE ACTION**

**AAA-DV TELEVISION SERVICE CO**

991 E. El Camino Avenue  
Sunnyvale

**CRIMINAL ACTION**

Alfonso Dori-Lynn Lyles, owner, convicted of petty theft.

**ADMINISTRATIVE ACTION**

AAA-DV Television Service Co., Alfonso Dori-Lynn Lyles, owner, registration revoked permanently, effective 7-14-66

**TV GIANT**

386 Race Street  
San Jose

**CRIMINAL ACTION**

Vern Ballantyne, owner, convicted of two counts of attempted petty theft and two counts of Section 9843 B&P Code.

**ADMINISTRATIVE ACTION**

TV Giant, Vern Ballantyne, owner, registration revoked permanently, effective September 26, 1966.

**AREA TV SERVICE CO**

2740 North Main Street  
Walnut Creek

**NO CRIMINAL ACTION**

**ADMINISTRATIVE ACTION**

Area TV Service Co., Burton Collons owner, registration revoked permanently, effective 12-5-66.

**GROVE STREET TV & RECORD**

4146 Grove Street  
Oakland

**CRIMINAL ACTION**

Willie L. Lewis, owner, convicted of one count of Section 484. P.C.

**ADMINISTRATIVE ACTION**

Grove Street TV & Record, Willie L. Lewis, owner, Registration revoked permanently, effective 8-8-66.

**PARAMOUNT TV SERVICE**

4080 Stockton Boulevard  
Sacramento

**CRIMINAL ACTION**

Donald Maria & Donald Souza owners - Donald Maria convicted of Sections 9842, 9843 and 9844 B&P Codes. Donald Souza convicted of Sections 9842, 9843 and 9844 B&P Codes.

**ADMINISTRATIVE ACTION**

Paramount TV Service, Donald Maria & Donald Souza, owners, Registration revoked permanently, effective 11-15-66

**AA TELEVISION CENTER**

6416 Telegraph Avenue  
Oakland

**CRIMINAL PROSECUTION**

Pending Against Owner Joseph Zumbo

**ADMINISTRATIVE ACTION**

Registration revocation set aside by Superior Court. Bureau of Electronic Repair Dealer Registration appealing the court decision.

**ACADEMY SERVICE**

1198 E. Garvey-West Covina  
1638 North Puente, Baldwin Park

**CRIMINAL ACTION**

None

**ADMINISTRATIVE ACTION**

Academy Service, Fred Miller, owner, registration revoked permanently, effective 10-7-66

**DUFFEY'S TV & RADIO SERVICE CENTER**

2255 East 14th Street  
Oakland

**CRIMINAL ACTION**

Velma A. Duffey, owner - no criminal prosecution  
Kenneth Sue, employee convicted of one count of petty theft and two counts 9850 B&P Code.

**ADMINISTRATIVE ACTION**

Duffey's TV & Radio Service Center, Velma A. Duffey, owner, placed on three (3) years administrative probation.

**BRODERICK SALE & TV**

322-3rd Street  
Broderick

**CRIMINAL ACTION**

Sidney Lewellen Jr., pled guilty to violation of Sections 9841 (d) and 9844 B&P Codes.

**ADMINISTRATIVE ACTION**

Broderick Sale & TV, Sidney Lewellen Jr., owner, registration revoked permanently, effective 10-17-66

**IMPERIAL TV CENTER**

17 W. California Boulevard  
Pasadena

**CRIMINAL ACTION**

Fernando Hernandez, owner, convicted on violations of Sections 9841, 9842, 9843 and 9850 B&P Codes.

**ADMINISTRATIVE ACTION**

Imperial TV Center, Fernando Hernandez, owner, registration revoked permanently, effective 12-9-66

**TV DOCTOR**

771 Lincoln Avenue  
San Jose

**CRIMINAL ACTION**

None

**ADMINISTRATIVE ACTION**

TV Doctor, Joseph Stein, owner, registration revoked effective 6-24-66. However, due to superior court decision on repeal by Bureau to reconsider the assessment of penalty invalidation effective date 5th of September 1967 with right to petition for reinstatement after expiration of one year from effective date hereof.

**IRVING STAN TV**

1032 North Spaulding Avenue  
Los Angeles

**CRIMINAL ACTION**

None

**ADMINISTRATIVE ACTION**

Irving Stan TV, Irving Stan, owner, registration revoked permanently effective 7-12-66



FARADY TELEVISION RADIO & HI-FI  
1032 North Spaulding Avenue  
Los Angeles

**CRIMINAL ACTION**

None

**ADMINISTRATIVE ACTION**

Beatrice Stan, license application denied. (After administrative action was begun on Irving Stan or Irving Stan TV, his wife, Beatrice Stan, made a new application for registration. On the basis of evidence submitted to the Hearing officer, and good cause being shown, this application by Mr. Stan's wife was denied as an attempt to circumvent the operation of the statute.)

**ATLAS TV, AKA, TELEFIX SERVICE COMPANY**

949 South East Street  
Anaheim

also

1000 West Central Avenue  
LaHabra

**CRIMINAL ACTION**

Jerry Nora, owner, acquitted of petty theft charges in Santa Ana Municipal Court.

**ADMINISTRATIVE ACTION**

Atlas TV, aka, Telefix Service Company, Jerry Nora, owner, registration revoked permanently, effective December 27, 1965.

**AMCO ELECTRONICS**

730 South Atlantic Boulevard  
Los Angeles

**CRIMINAL ACTION**

Sidney Nathan Allen, owner, found guilty of a felony check charge before Bureau's investigation completed and as of December 23, 1965, was serving a term in State Prison. Company no longer in business.

**ELECTRON TV SERVICE**

2104 W Olympic Boulevard  
Los Angeles

**CRIMINAL ACTION**

Employee - Juan Alvear convicted of Section 484 P.C.

**ADMINISTRATIVE ACTION**

Electron TV Service, Martin Alderman, owner, license suspension for 180 days - effective 5-2-66 to 10-29-66

**KRELL TV & HI FI**

4038 W. Santa Barbara  
Los Angeles

**CRIMINAL PROSECUTION**

Martin Weisinger, owner of Krell TV & HI FI, convicted of 9842, 9843 and 9844 B&P Code.

**ADMINISTRATIVE ACTION**

Krell TV & HI FI, Martin Weisinger, owner, registration revoked permanently, effective 7-31-67.

**JOSEPH M. STEIN**

Handy Andy Electronics  
San Jose

**STATEMENT OF ISSUES**

Registration denied to Joseph M. Stein.

**L & W TV & APPLIANCE**

1431 Capitol Road  
Santa Cruz

**CRIMINAL PROSECUTION**

William Reiman, owner of L & W TV & Appliance, convicted for violation of Sections 9841 (d), 9842, 9843 and 9844 B&P Code.

**ADMINISTRATIVE ACTION**

L & W TV & Appliance, William Reiman, owner, registration revoked permanently effective 1-31-67

**LUDLOW TV CO**

9335 Long Beach Boulevard  
South Gate

**NO CRIMINAL ACTION AGAINST OWNER**

**ADMINISTRATIVE ACTION**

Ludlow TV Co., Irvin J. Esh, owner, registration revoked permanently effective 5-14-67

**ALPINE TV SALES AND SERVICE**

1029 North Magnolia Avenue  
Anaheim

**NO CRIMINAL ACTION AGAINST OWNER**

Alpine TV Sales and Service, Hal N. Alomar, owner, Registration revoked effective 7-7-67.

**LAKESHORE TV & ELECTRONICS**

3411 Lakeshore Avenue  
Oakland

**CRIMINAL PROSECUTION**

Reza B. Mobine, owner Lakeshore TV & Electronics convicted for violation of 9843 B&P Code.

**ADMINISTRATIVE ACTION**

Lakeshore TV & Electronics, Reza B. Mobine, owner, Registration revoked effective 8-1-67.

**TV DRIVE-IN**

1702 El Camino Real  
Santa Clara

**CRIMINAL PROSECUTION**

Robert Wagner, alias, Richard Morgan, owner TV Drive-In, convicted of one count of Petty Theft - 484 P.C.

**ADMINISTRATIVE ACTION**

Robert Wagner, alias, Richard Morgan, owner TV D— In Registration revoked effective 6-30-67

**VALLEY APPLIANCE CENTER**

5320 Folsom Blvd  
Sacramento

**CRIMINAL PROSECUTION**

Carl A. Berti, managing employee of Valley Appliance, convicted one count of 9842 B&P Code and two counts of 9843 B&P Code.

**ADMINISTRATIVE ACTION**

Pending

**VALLEY ELECTRONICS SERVICE**

130 Ellen Avenue  
Modesto

**CRIMINAL ACTION**

Virgil Thompson, owner, Valley Electronics Service, convicted of petty theft.

**ADMINISTRATIVE ACTION**

Valley Electronics, Virgil Thompson, owner, registration revoked permanently, effective 3-3-67.

**ABBOTT'S T.V.**

940 Cummins Way  
Broderick

**NO CRIMINAL ACTION AGAINST OWNER**

**ADMINISTRATIVE ACTION**

Abbott's T.V., Gerald A. Strutz, owner, registration suspended for 15 days. Suspension period from 3-6-67 to 3-20-67.

# ARE \$15.00 SERVICE CALLS SUCCESSFUL?



—by Miles L. Sterling  
Electro-TV Mfrs. Service Corp.  
Garden Grove, California

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*Editor's note—Miles L. Sterling, the author of this article, has very likely the broadest knowledge on TV service pricing in the United States today. He has traveled thousands of miles to speak and listen to hundreds of servicing dealers all over the country. He has freely given his time to show shops everywhere the formula of his own firm's financial success. He has been a guest speaker before such groups as the NEA, national convention in Des Moines, Iowa, before the CSEA state convention in Fresno, and before many local CSEA chapters in California. He is the one man most responsible for the decent service rates now becoming so popular in the TV servicing industry.*

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Four years ago, if someone would have told me that in 1967 we would be charging \$15.00 for service calls, I would have thought that he was some kind of nut, unless he was kidding. Our prices then were \$5.00 for black & white service calls and \$7.50 for color.

Just two years ago, if someone would have told me that in 1967 we would be paying our experienced field technicians at least \$4.00 an hour, I would have considered it impossible. Although the technicians might well have deserved such wages, based on what others were making in other fields, I still would have thought that a minimum of \$4.00 an hour could not happen in this business, at least so soon. We were then paying from \$2.50 to \$3.00 per hour.

Impossible as it may have seemed, today in 1967 we are now routinely charging \$15.00 for service calls on any stereo or color TV, and \$12.95 for service calls on black & white sets. In just two short years technician's wages at our firm have jumped to a minimum of \$4.00 per hour.

You should have seen me that evening just three and a half years ago. Five of us were having a drink in a cocktail lounge just after a CSEA meeting. Three were trying to convince me that I could charge more for service and it wouldn't hurt the business a bit. But frankly, I was very much afraid to raise our rates. I gave some pretty convincing arguments too. \$5.00 was certainly high enough.

Apparently they were better convincers than I, for as the evening went on (and so did the drinks) they seemed to make sense. If they were able to charge more, why couldn't I? Therefore, right then and there, I boasted to them all that the next day I was going to raise my prices 95¢ on black & white and 45¢ on color.

I went home that evening and told my wife, Myra, the startling news. She said "You're drunk!"

Who would have thought then that we'd be raising our rates again the next year to \$6.95 and \$8.95; and then last year to \$10.00 and \$12.50; and then this last spring to \$12.95 for either black & white or color; and then again this fall to \$15.00 for color or stereo.

Who would have thought, even just a few short months ago that today we would be paying our technicians a minimum of \$4.00 an hour, and in addition, paying 100% of their family health insurance premium.

In 1964, when we raised our service call rates to \$5.95 and \$7.95 we had no trouble what-so-ever. (Just like my

drinking buddies had said.) In 1965 when we went up to \$6.95 and \$8.95 it worked the same way. So it was true last year when we went to \$10.00 and \$12.50, and then this year, first to \$12.95 across-the-board and then to \$15.00 on color and stereo. The volume of our business has just continue to grow. It seems that with the TV business, the only ones who worry about prices are the TV men themselves.

To answer my own question "Are \$15.00 service calls successful?" You bet they are! Just ask my banker (or my wife).

## TEST SHOWS (In Service) PRICE DOES NOT EFFECT VOLUME

Early this year, when our rates were still \$10.00 for black & white calls and \$12.50 for color, we surveyed the amount of black & white calls we were getting as compared to color.

Just this past month, before we raised our color and stereo rates to \$15.00 we took a survey once again.

Between the time of the two surveys we had been charging \$12.95 for both black & white and for color calls. Logic might have said that since we were charging the same higher rate for both black & white and for color that we should have lost some of our black & white business.

Surprising, even to me, was the fact that even with the much higher black & white rates, our ratio between black & white calls and color calls had remained EXACTLY THE SAME.

To me this was just that much more proof that prices make no difference in the amount of service volume one gets.

## ARE \$15.00 SERVICE CALLS JUSTIFIED?

The question that rises on many lips, especially from those of us who were so recently charging only \$5.00 is "Are \$15.00 service calls justified? Could it be that maybe we've gone too far?"

Believe me, I've been asked this question many times, not by our customers or by the public, but by the people within our industry. It is very good question, but it seems as far as our customers are concerned, they couldn't care less.

The best way I can show justification is to quote some figures:

1) Raising service calls on stereo and color sets to \$15.00 and raising other shop rates (as shown further on in this article) the overall income of an average shop will rise \$5.30 for each \$100 worth of business at the former \$12.95 rate.

2) Raising technician's wages 50¢ (to \$4.00) would raise the expenses of a typical TV shop \$4.60 for each \$100 of income.

3) If a shop were forced to raise its office wages too (approximately 10% because of the new minimum wage law) this would raise the shop's expenses an additional \$1.20 for each \$100 of income.

Thus the above figures show that if a shop went to the

(Continued Next Page)



new \$15.00 rates and at the same time raised its technician's wages by 50¢ and also raised its office salaries, *this new raise in rates wouldn't be enough!* The raise would add \$5.30 to the income, for each \$100 worth of business done, and the higher wages would take \$5.80. In other words, the company would come out with 50¢ less for each \$100 worth of business than it has now.

#### IS \$4.00 PER HOUR JUSTIFIED?

Is raising the field technician's wages to a minimum of \$4.00 per hour (with benchmen above this) justified? My best answer is to quote some comparative wages earned today in other fields.

To obtain these figures I took two surveys. One was made by simply calling the Department of Industrial Relations and various unions. The other survey was made by comparing the various salaries made by industrial electronics technicians (who have, at one time, worked part time for our firm).

A few comparative figures from the building trades, on a journeyman's hourly basis are: Bricklayers \$5.15; Carpenter \$5.09; Drywall Installer \$5.10½; Electricians \$6.55; Plasterers \$5.29½; Hod Carriers \$4.54; Painters \$5.08; Plumbers \$5.64; and Sheet Metal Workers \$6.00. Foremen are, of course, higher. For example an Electrician Foreman makes \$7.29 an hour. Better yet, a General (Electrician) Foreman makes \$8.03. When I asked Mrs. Wright of the Apprenticeship Standards Division what she had on file for TV technicians, she answered dryly "That's about the minimum wage."

The survey of the salaries of electronics technicians in industrial plants came up with an average of \$4.50 per hour (plus the availability of time and one half to double time for overtime).

If based on the above evidence, you feel that TV technicians are worth \$4.00 and a lot more, I then ask you: Where can the additional wages come from, if not from service calls of \$15.00 or even higher?

#### OTHER RATE CHANGES

Besides the new \$15.00 service calls, other rate changes have also become effective:

#### OVER-THE-COUNTER MINIMUMS

B & W TV—Was: \$7.50—Is now:	\$ 9.50
Color TV — Was: \$10.00—Is now:	\$12.50
Record changers, Auto radios (already removed from car), and HiFi radios—Was: \$7.50—Is now:	\$ 9.50
Portable or Table radios—Was: \$3.50—Is now:	\$ 4.50

#### SHOP RATES

Black & White (no change)	
Pickup .....	\$12.95
Shop analysis .....	28.50*
Delivery .....	7.50
Total .....	\$48.95

\*Transistor sets add \$10.00

Color	
Pickup —	Was: \$12.95 — Is now: \$15.00
Shop analysis —	36.50 38.50
Delivery —	10.00 10.00
Total	\$59.45 \$63.50

If convergence is necessary add —	9.50 9.50
Total —	Was: \$68.95 — Is now: \$73.00

#### DEPOSITS IN ADVANCE OF SHOP WORK

Color: \$30.00; Black & White: \$25.00

Over-the-counter: Same as minimum fee, above.

How does the public accept these new rates? We have want-ads in three newspapers looking for additional technicians. (Need I say more?)

I don't like to see prices go up in our country any more than any other good American. This industry, through years of inaction, has made for itself a real problem, however, which it is finally beginning to straighten out.

All of us know what we have a truly difficult career. While the higher paid industrial electronics technician usually goes to work in the morning and is able to have his evenings free, our men must often work all hours that people are awake.

The industrial electronics technician is usually given a job to do which is often simple compared to that which is expected from the lower salaried TV technician. The electronics technician can count on his regular coffee break each morning and afternoon. The pressure on him for the amount of work he must turn out is considerably less. Most of all, the electronics tech does not have to deal with the many problems caused by some of the public. He doesn't have to take the insults, go into some of those foul smelling or overheated homes. He doesn't have to be caught at by the customer's sick children or be told as he leaves the house "By the way, I hope you've had the Chicken Pox. I forgot to tell the office when I called in."

Besides taking the abuse, the TV technician should be an expert in phonographs, tape recorders, intercom systems, and be knowledgeable of every model of every make of set ever produced. On top of all this, he must be a bill collector too.

Now, the best way to decide if \$15.00 (or even higher service calls are justified, is to put yourself in the position of a young man trying to decide on which career he would prefer.

#### IF YOU TOO WANT TO CHARGE \$15.00

If you want to raise your rates to those shown in this article, I have some advise:

1) Don't worry about your neighbor's prices. If you go up and he doesn't, he won't get your hard earned trade. I can state this from our experience and from the experience of many other shops. I have spoken to TV shops all around the country and I have never seen this rule broken. A competitor may get some of your sales business by selling sets at lower prices than yours, but in service it surprisingly doesn't work that way, even if your lower priced competitor is just a block down the street. Lower prices in service has never meant greater volume.

2) If you want to raise your prices but are afraid (like I was), plan on only a trial basis, say for just two weeks. You couldn't possibly lose much in that time. Then if you wanted, you could still go back to your former prices. (However, I have never met the man who has gone back yet.)

3) Advertise your service business, of course, but avoid the price promotion methods. There are a number of good ways to build your service business other than by pushing price. If you attempt to use price as your attraction it will not give you any more volume than the other methods and yet it will keep your prices down with those who may have the least knowledge (and least profit) in this business.

4) Don't you believe it, if you think that low prices help sales.

#### YOUR PRICES ARE YOUR CHOICE

As a last point, I would like to bring out that this article is a story of our own success and that of many others. In this article are facts which you may or may not wish to use. In any event, whatever you do with your own pricing, IT MUST BE YOUR CHOICE, and your choice alone! No one, not I nor anyone else has any place telling or even suggesting what you should charge. Your future is, fortunately, entirely up to you!



# electronic service dealer

## TRADE / TALK

### HURLEY AND SYLVANIA CO-SPONSOR LOCAL GOLF DAY

Long Beach, California — Hurley Electronics of Long Beach and Sylvania Electric Products were co-hosts at a golf day at Ros Alamitos Golf and Country Club.

In the field of seven four-somes, prizes were awarded to Joe Korrick of Sterling Electronics, Wilmington for low score of the day, Bob Delozier, Bob's TV, Wilmington, for the hole-in-one contest and a special award to Oscar Rainwater of Bellflower for the highest score. Other awards went to Bob Drapue of Bud's TV, Torrance, for the longest drive and to Dorothy Paige, whose husband, Mike, is the owner of Paige's TV in Long Beach for low score among the lady golfers.

According to Fred Newton of Hurley's, "many of the losers were overheard, as they visited the 19th hole, commenting on 'Wait until next year.'"

### IRV TJOMSLAND ELECTED PRESIDENT OF NEDA IN SOUTHERN CALIFORNIA

Los Angeles, California—Irv Tjomsland, principal of Hurley Electronics in Inglewood, California has just been elected as the new President of the NEDA Southern California Chapter.

Other officers elected to serve for the next year included: Dick Weatherford of the R. V. Weatherford Co. as Vice President; Norb Dean of Dean's Electronics as Secretary Treas. and Mike Rosenthal of Ametron as chapter director.

Committee assignments included: Charles Sexton as honorary chairman; Andy Futchik as chairman of the dealer committee; Phil Hollyfield "over the counter" chairman; Oward Richey as industrial chairman; George Unkeless as hospitality chairman and Jack Wartels as assistant to the national executive vice president Gail S. Carter.



### PHILCO PARTS STORES TO OFFER TRAINING

Los Angeles, California—The Philco Parts Stores throughout the California and Arizona area will be sponsoring a series of technical seminars on color television starting this month.

According to Carl Huber, Regional Parts Manager, "this series of seminars are open to our dealers and will be geared to up-date their technical knowledge. In Los Angeles they will be offered on certain Wednesday evenings but those interested should contact Ed Dean for the exact dates. The same type of technical seminars are planned for other Philco Parts Stores and complete information can be obtained from the store in your location.

### SEL KREMER NAMED NEW JERROLD SALES MANAGER

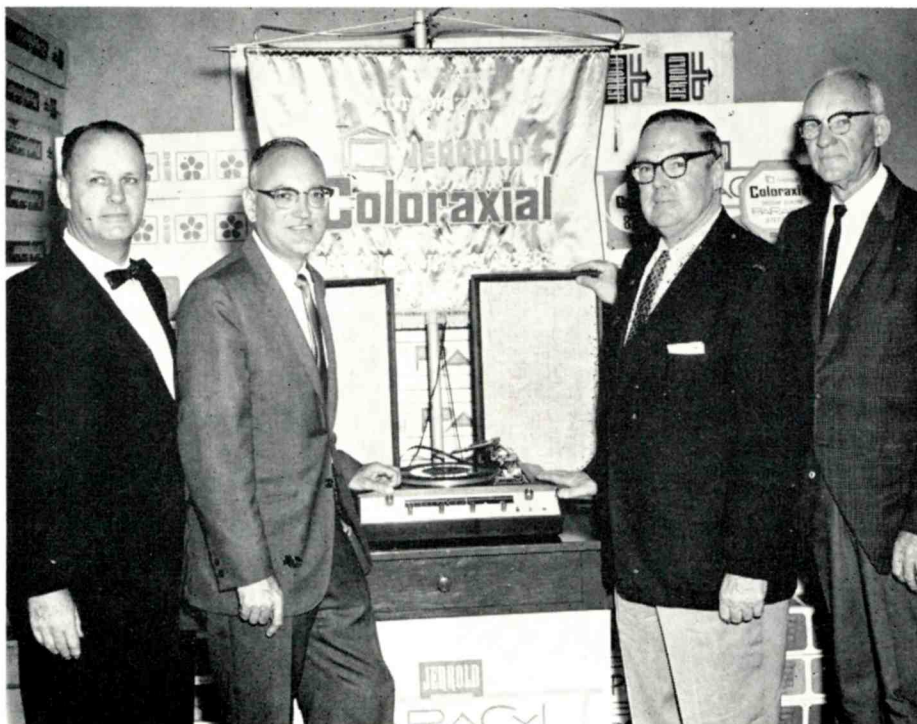
Philadelphia, Pa.—Selman M. Kremer has just been appointed as the new Distributor Sales Manager for Jerrold Electronics, according to Paul A. Garrison, V.P. of Operations for the firm.

Kremer is well known in California for his work as Jerrold Advertising and Sales Promotion Manager for many years. A former electronic technician in the television service industry, he is well versed in the problems of the service dealer.

### NEW MASTER TECH GROUP FORMED

A new association of master technicians is being formed in Southern California as a means of gaining and comparing the latest in information on television servicing.

The basis for membership will be the ability to align color television and to have the proper equipment to do alignment work. Organizational meetings have already taken place and a full review will be presented in the next issue of ESD.



TV Dealer, Paul Lonneke, of San Diego is being awarded a Harman-Kardon Compact Stereo System as a Sweepstakes Prize Winner in the Jerrold "Jack in the Box" Contest. All dealers who purchased Jerrold Antennas qualified for a chance at various prizes. Pictured from left to right are: Bob Paul, Owner of Southland Electronics, the Jerrold Distributor for San Diego, Hal Roades, Jerrold Representative for the Jack Berman Co., Mr. Lonneke, and Jack Carson, salesman for Southland Electronics. The award was presented on September 23, 1967.





T. S.  
KNIGHT

### KNIGHT NEW MANAGER FOR G.E. DIST. SALES

CHICAGO—Thomas S. Knight Jr., Clifton, N.J., has been appointed Manager—Distributor Sales for all General Electric electronic components including tubes, semiconductors, capacitors, and others.

The appointment was announced by William D. Lee, General Manager of GE's Electronic Components Sales Operation (ECSO), which serves both the equipment manufacturing the distributor markets.

Mr. Knight has served as Manager—Northeastern Distributor Zone since January, 1965. In his new position, he succeeds Olavai H. Halttune who moved to another position.

#### FIGART'S SELECTS

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### COMPLETE MATV SYSTEMS

Anything From  
1 to 1,000 Outlets

Jerrold Factory Trained  
Experts Will Design Custom  
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At No Charge!

TAC-4 All-Channel  
Coax Solid-State Amplifier  
only \$72.50 List

## FIGARTS RADIO SUPPLY

6320 Commodore Sloat Dr.  
Los Angeles, Calif. 936-6218

### HOWARD SAMS OFFERS TWO NEW SEMICONDUCTOR COURSES

Indianapolis, Indiana—The Howard W. Sams Company has just announced the creation of two new courses designed to help the technician up-date his semi-conductor knowledge through home study.

The one course called Semiconductor Fundamentals is an 8-lesson course that stresses semiconductors and circuits as well as testing techniques. The other book called Practical Applications to Transistor Basics offers a means of upgrading the technicians knowledge through 10 practical laboratory-type experiments.

The two courses are offered at \$37.50 each or may be purchased together for a total of \$69.00. Information can be gained by writing RR Fleck, Howard Sams Company, 4300 West 62nd Street, Indianapolis, Indiana.

### BILL WOODBURY NEW PRESIDENT OF SPRAGUE

North Adams, Mass.—R. W. "Bill" Woodbury has just been named as the new President of Sprague Products Co., distributor supply subsidiary of the Sprague Electric Co.

Bill is well known in the West since he was western regional manager for Sprague Products for over 15 years. Last year he was named as Assistant to the President of Sprague and transferred back to North Adams.

His appointment as President followed the retirement of Harry Kalker.



The grand prize winners in the Jerrold Distributor Sales Division's 'Jack-in-the-Box' Sweepstakes receive their keys in front of Underwood Ford Mercury, Ukiah, Calif. The sweepstakes drawing was held in Chicago at the National Electronics Week Show last June. Wendell Woody of Jerrold Electronics Corporation, Redwood City, presents Art Poma, Poma TV, Ukiah, with the keys to his Ford Econoline antenna truck. Leonard Thrash, distributor salesman from Basham Christensen Co., receives his keys from Don Thomsen, Jerrold's technical representative from the David H. Ross Co., San Carlos, Calif.

# ANDREWS ELECTRONICS

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ONE-STOP  
INDEPENDENT  
DISTRIBUTOR  
FOR ....



ORIGINAL EQUIPMENT  
SERVICE PARTS &  
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"Serving The  
San Fernando Valley  
and Vicinity"

RCA . . . The Most Trusted  
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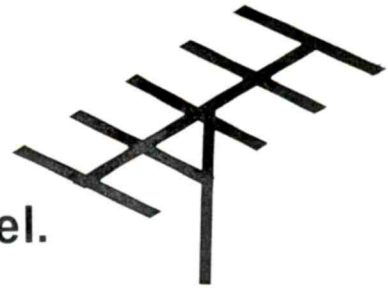
# ANDREWS ELECTRONICS

1500 W. BURBANK BLVD.  
BURBANK, CALIF.  
TH 5-3536 ST 1-3120  
VI 9-6014





From now on, the antenna is the only equipment you'll ever need change to make any MATV Installation 82-channel.

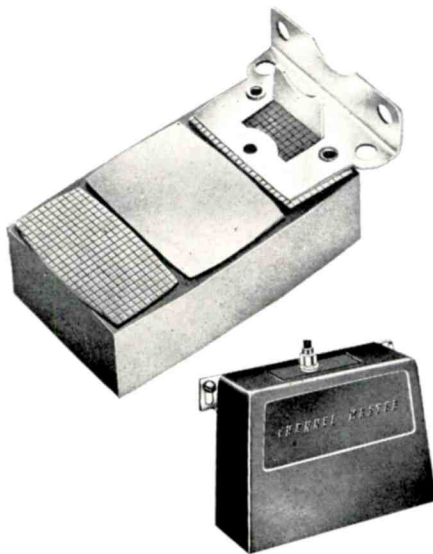


## **New Channel Master *CONTINUOUS* MATV Color Amplifiers bring in all 82 directly "on channel".**

They said it couldn't be done...continuous 82-channel, on-channel amplification in a single electronic circuit! But trust Channel Master... pioneer in coordinated MATV components...to find the answer. Now, with new Color Boosters, Color Tandem Amps, and Color Distribution Amplifiers, all 82 channels come in **directly** on frequency. Furthermore, continuous U-V coverage is obtained without com-

promising on any frequency or sacrificing gain to achieve bandwidth. When you install this new equipment any VHF MATV installation is automatically UHF-capable, too. The only thing you ever need change is the antenna.

So...if you're designing for VHF, use these amplifiers. If it's UHF, use these amplifiers. If it's UHF and VHF, use these amplifiers.



**15 DB COLOR BOOSTER** (Model 7264). Mast-mounted 75 ohm preamplifier with separate power supply. Also available in 300 ohm (Model 0062).



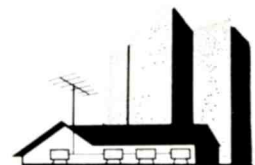
**15 DB COLOR DISTRIBUTION AMPLIFIER** (Model 7263). 75 ohm MATV distribution amplifier. Also available in 300 ohm (Model 7260).



**30 DB COLOR TANDEM AMP** (Model 7261). Separate 75 ohm preamplifier and amplifier. Also available in 300 ohm (Model 7262).

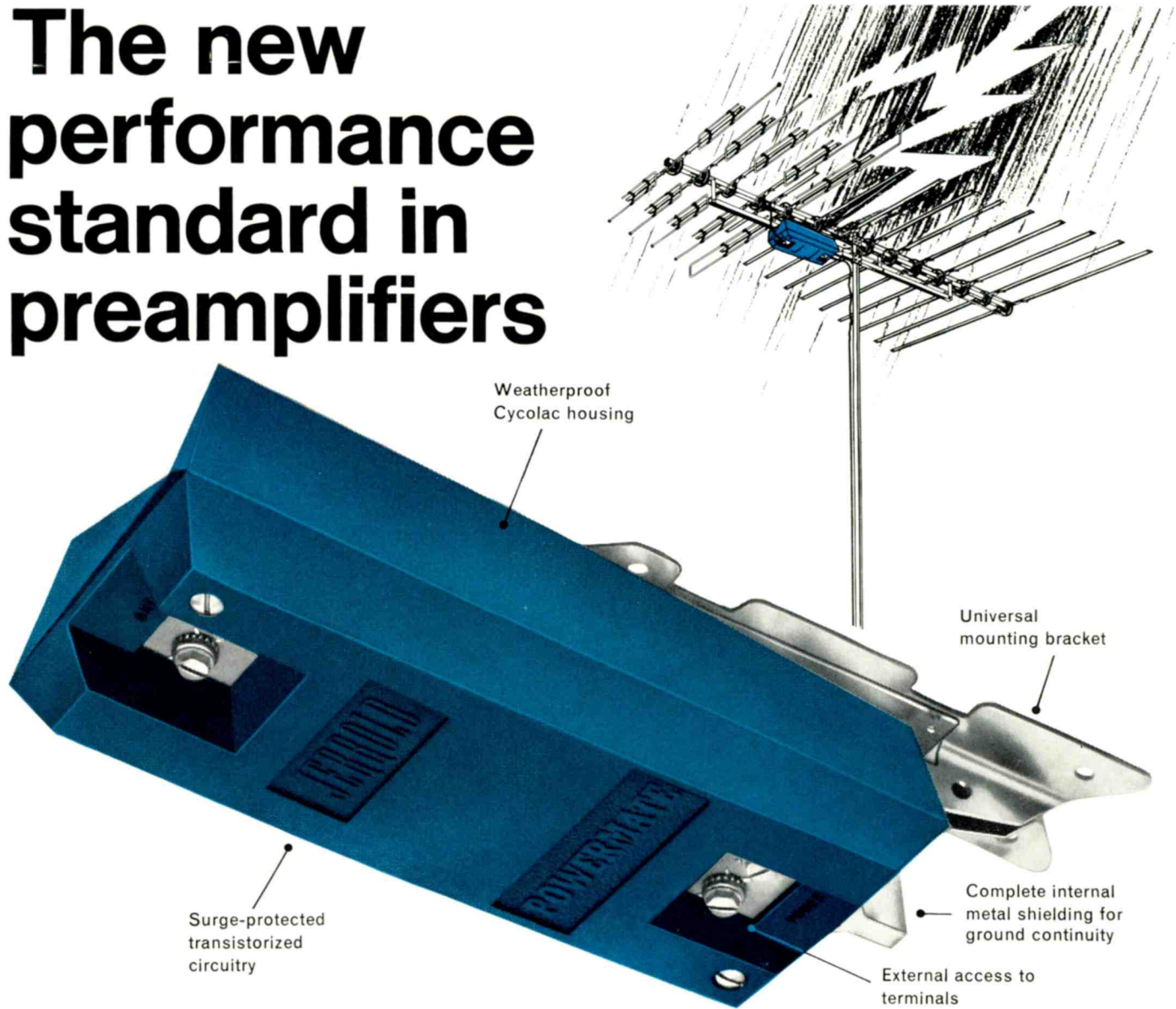
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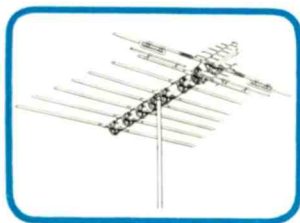


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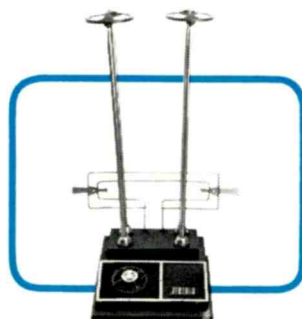
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