

# ELECTRONIC service dealer

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THE BUSINESS JOURNAL FOR THE PROFESSIONAL  
ELECTRONICS DEALER..... FEBRUARY, 1968

## PROFESSIONAL IMAGE BUILDING BEGINS AT HOME



### IOWA

Looking Backwards and Forwards  
An Article By Glen Dickey

### KANSAS

KEA President Looks At Current Problems  
A Board Review By Robert Hermreck

### CALIFORNIA

CSEA Board Report

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YOUR BUSINESS

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Accessories Equal or Out Perform  
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# ELECTRONIC service dealer

THE BUSINESS JOURNAL FOR THE PROFESSIONAL  
ELECTRONICS DEALER . . . . . FEBRUARY, 1968

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# editorial



DONALD J. MARTIN, *Editor/Publisher*

**Last month we made the decision** to discontinue the Electronic Service Dealer as a California publication and to incorporate it as part of a national monthly. We had no idea that other state associations would be interested in following this program and we did not even suggest it as a possibility.

**For several years many thought** that the answer to state publications was one national that would include state sections. The one thing that seemed to make this unworkable was the fear of losing individual identity. Many states had been publishing their own magazines for years and to give this up in favor of one national was really unthinkable.

**However, no sooner had we** made this decision in favor of a national monthly, both Kansas and Iowa followed this lead and you will be able to find their sections in this issue of ESD.

**In order to illustrate how this** program can work we have included all three sections in the national circulation. As time goes on we hope to break these sections out of the main publication and run them only in their respective states. We will, however, include a summary report of each state section in a national round-up feature each month so that every member will know just what is going on in other state associations.

**At first we believed that each** section could be included in the national issue but it would be too easy for a national manufacturer to buy space in local sections, at far less cost than the national rate, and

still have the same circulation. Until such time as the complete sectional plan is put into operation, we will refuse to accept national manufacturer advertising in local sections and limit this advertising to general local distributor space.

**At the same time, we have completely** re-designed the Electronic Service Dealer and we sincerely hope that you like the new format. We hope to continue to improve the publication each month and feel sure that within the near future we will be able to offer one of the finest trade magazines in the electronic service industry.

**Our editorial approach will not** be technical in nature even though, at times, we might be able to obtain something of major interest along these lines. Our sole purpose will be to review and report association and industry activities to the best of our ability. In our opinion, there is no other publication in the country doing this type of job and it will offer readership to advertisers that cannot be obtained through other national trade journals.

**As owner and publisher of the** Electronic Service Dealer we guarantee that the editorial content of this publication will be of the highest integrity and will reflect responsible leadership and reporting.

It must also be understood, however, that anything that appears in this column is the viewpoint of the publisher and doesn't reflect the opinions or positions of any local or state association. Only under these circumstances can we "call them as we see them."



# ELECTRONIC service dealer

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THE BUSINESS JOURNAL FOR THE PROFESSIONAL  
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## features

- 10 PROFESSIONAL IMAGE BUILDING BEGINS AT HOME  
by **J. Harold Garner**. Service Clubs and Community Activities are basic tools in building the image of the individual within his area of operation. The dealer that takes a good look at himself first, in a few years will not have to worry about the Image of the Service Industry.
- 13 CALIFORNIA SECTION  
This month's California Section reviews the activities of the CSEA Board of Directors. It also contains a President's Message by Hugh Wilkins, A CSEA News Wire of Chapter events, a reprint of last month's industry price and wage survey and a review of current local trade talk.
- 23 IOWA SECTION  
With the dis-continuation of the Iowa Beacon, this section features a report by Glen Dickey on reviewing the past and future of our industry, an article on organizational strength by Vic Uker, a President's Message by Ed Vili-mek and the very popular Sync Buzz by r. l. k.
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# NEA president's report



by JOHN BETZ

As I sit down to write this report I can't help but feel that as the representative voice in the electronic service industry we have passed another milestone. The new make-up of our National Electronic Service Dealer Magazine and the participation and cooperation of our member state associations will make this magazine the true voice of the electronic service industry. Congratulations should go to CSEA of California, KEA of Kansas and TSA of Iowa for being the first three states to join in this cooperative venture. This is not too surprising, however, as all three of these states have always been at the forefront of any movement for the betterment of the entire industry.

Our national manufacturers stand to gain a great deal from this new type magazine as they will have one place to display their message rather than many smaller papers and magazines. The local distributors will have a place to put forth their message and it will still be seen by the people they are interested in contacting. The state associations will be relieved of a great deal of work in editing and publishing a magazine. Work that has been done by volunteer help at a time when everyone is so busy that they cannot afford to donate this necessary time.

There are many other states that have been discussing this new program and I am confident that in a short time this new publication will be the voice of many state associations representing many more service dealers than any publica-

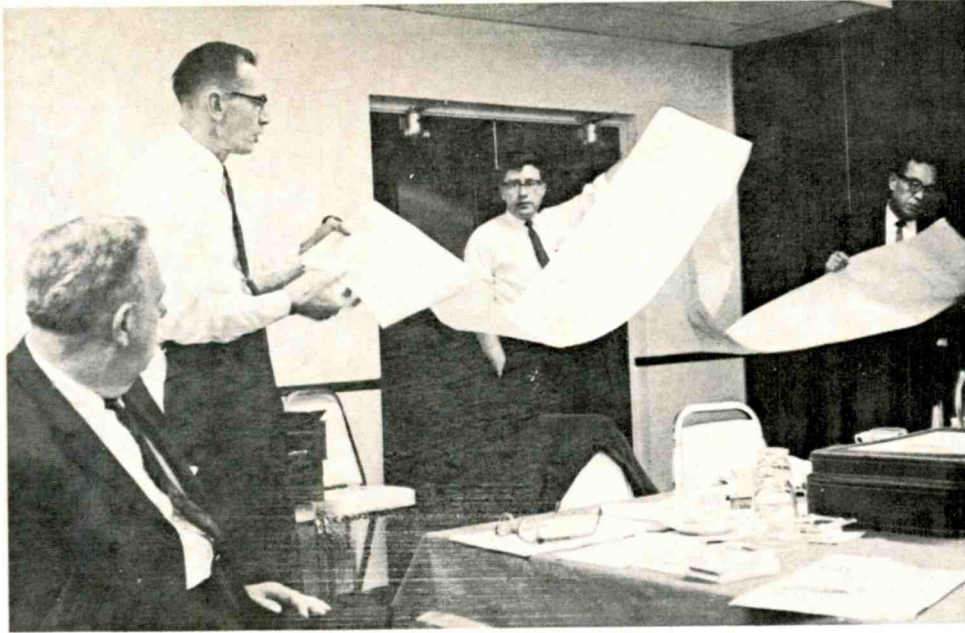
tion has in the past.

I returned yesterday from Omaha, Nebraska where the first state forming meeting of the Nebraska Electronic Service Association was held. I am pleased to report that they had a very good turnout despite bad weather and roads and that they signed up members from all over the state of Nebraska. This newest state association is a most welcome addition to NEA. This group evidently saw the benefits of the Certification Program as a large number of those present did take the CET examination.

Certification exams were also given in Detroit recently and a large group there also took the CET tests at one time and from all over the country, we are getting the same reports. It should make all NEA members feel very proud that this NEA sponsored program is at last starting to get the support and recognition it deserves.

I recently sent out a report from my office on the subject of quality of electronic equipment being produced and marketed and the related problems that this has brought to the service industry. I have received a great deal of response on this mailing which leads me to the conclusion that this is one of the areas that is causing us a great deal of trouble and is eating into what should be legitimate profits. It is also noteworthy that at long last there seems to be a slight indication that we are getting through to some of the other segments of the industry.





Shirt Sleeve Sessions  
Usually Highlight NEA  
Board Meetings

## NEA Directors To Meet In Pennsauken New Jersey Feb. 10

The regular bi-monthly meeting of the Board of Directors of the National Electronic Associations will meet on February 10 and 11 at the Ivy Stone Inn in Pennsauken, New Jersey.

This will be the first time the National Association has met on the East Coast and the feature of the two-day event will be the attendance of the Board members at the annual Tri-State Banquet.

On Saturday morning, February 10, there will be a panel seminar discussion program on State Licensing of Service Dealers. On the panel will be Saul Brown of Connecticut, Pete Fabbri of Michigan, Leon Howland of Indiana and Jerry Barkoukis of Ohio. The panel will be moderated by George Srdjak of Ohio and the group will discuss the many types of license laws, the implementation of these laws, the testing and qualifying of technicians, the problems encountered and basic conclusions.

In setting up the panel, it was decided that because of the upsurge in interest of license programs and

laws that this type of seminar panel discussion would be beneficial to everyone who attended. The complete resume of the meeting will be reviewed in ESD at a later date.

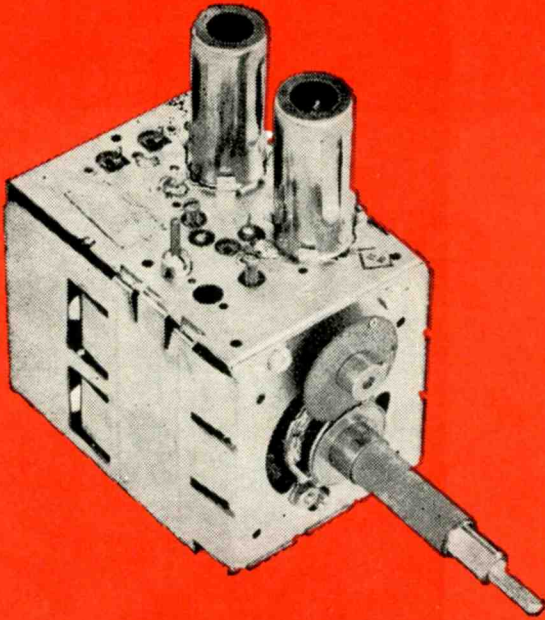
That afternoon Mr. Richard Tinnell, EIA Director of Training will address the group and will discuss the EIA training program and how the two associations might work together for the benefit of the industry.

This presentation will be followed by the annual Tri-State cocktail party and dinner that has traditionally been one of the most outstanding events in the country.

On Sunday, February 11, the regular board meeting will be held with full committee reports expected from all chairmen. On the agenda for discussion are such items as Apprenticeship Training, Membership, Insurance, Budget and Finance, Certification, Hall of Fame project, Publicity and the plans for the annual convention slated for Pasadena, California, in August.



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## Radiation Test Kits For Sale

It could only happen in California. A new firm has just announced a program that is built to capitalize on the radiation scare. The direct mail advertising to local Southern California dealers suggests the following . . . Now you can make an additional \$10 on every call. All you do is ask the customer if she has had her set checked for radiation spill. Of course she hasn't so offer to do a test for \$10. Using a special kit, the test is made and sent back to the company. Within a week the results of the amount of radiation is sent to your customer with a suggestion that she have it checked every six months. The kits cost the dealer \$120 for 24 and returns a profit of \$240.00. As if this isn't enough . . . the dealer can also subscribe to the service himself. For \$36 per year you can have yourself checked for radiation accumulation once a month.

## Des Moines News Story Places High Cost Of Color Tube Replacement On Service Dealers

A recent newspaper story in a local Des Moines, Iowa paper indicated that the high cost of replacing a color picture tube depended largely on the dealer. The story, about a local color picture tube rebuilder's operation, quoted the owner as stating, "black and white tubes retail for an average of \$40 and color tubes range from \$100 to \$200 — it just depends an awful lot on the serviceman and on what he wants to charge." The statement was made by Frank Avitt, manager of Hawkeye Picture Tube Mfg.

## Westinghouse Extends Service Program

A major breakthrough in providing in warranty labor costs was recently announced by Westinghouse with their extended "Sure Service Plan." Under the program, the firm will reimburse service dealers for labor required on stereo, phonographs and black and white television during the in-warranty period. It will also cover the firm's mini-combo and applies to most carry-in service. All table models, console television and stereo will be also covered for in-home service for 90 days.

## New York License Law Backed By Lindsay

The proposed New York license law received another shot in the arm recently when Mayor Lindsay of New York City endorsed the state license program. The Mayor also stated that, in the event a state law is not passed, he would propose a similar law for the city of New York. The law now under consideration is a true license law with ability and qualifications to service, a major part of the bill.



## California Dealer Adopts "Certified" As Shop Name

Two local California service dealers recently took and passed the NEA certification examination and immediately proceeded to change the name of their business to "Certified Color TV Service." Ed Scullin and Milt Lowell of Ridgecrest, California, received a two column newspaper story, as well as a picture of the two receiving their certification certificates from Ralph Johonnot of CSEA, and immediately took advantage of the publicity to rename their shop. "We feel the name Certified, backed with our NEA certificates, provides greater consumer acceptance of our ability to service their sets," stated Ed Scullin, "and the results have already proved this point."

## RCA To Train 2500 Technicians Per Year

RCA, it is reported, will open six major training sites throughout the country in an effort to train some 2500 new technicians per year. Under the program, each training center will turn out about 600 students per year or about twice as many as they are now producing. Although RCA plans to provide additional training for those already employed by the firm, new students will be recruited through newspapers. Students are expected to go through a four week class session and then go to the RCA facility for another 26 weeks of on-the-job-training. According to the report, men placed in this program will be considered students for the first 2½ years but upon graduation will be considered journeymen service technicians.



## With So Much Talk About Building a New Industry Image Many Dealers Forget That Image Building Begins With the Individual.

by J. HAROLD GARNER  
*Contributing Editor*

"I'm not a joiner."

"I don't have time for that stuff."

"I never made a nickel out of a membership card."

These are some of the comments made by service dealers when they are approached with the suggestion that they should make some effort to become identified, through membership in a civic or service organization, with the community in which they live and work.

Nevertheless, these dealers may be missing a good bet. The experience of some who did join such organizations as Rotary, Kiwanis, Elks, etc., would seem to indicate that there are opportunities for developing new business in this seldom-explored field.

Most of these organizations, for example, have what might be called a "business analysis" feature of their regular luncheons and meetings.

They call upon each of their members, especially new members, to make a brief talk about his particular business, how the member got started in it, and what particular advantages and problems the business holds.

This is an excellent opportunity for a service dealer to tell about his own establishment, what lines he carries, what types of service he is qualified to perform, and other subjects of interest and importance about his operation.

"I never made a talk before a group in my life before this," confesses one dealer in Southern California. "But I just got up there and spoke for 10 or 15 minutes about myself and my shop. They (it happened to be the Kiwanis) all seemed pretty interested and asked ques-

tions after the luncheon was over. It surprised me—pleasantly—that many of them had electronics problems and were hesitant about where to turn for reliable service. I made some new customers among them and got a lot of word-of-mouth advertising, too."

It is always an attractive bonus when an organization to which a dealer belongs turns out to have potential customers. This situation can more than pay for the cost of initiation fees and dues for the year. But this should be regarded as an extra benefit for joining. The dealer can and should expect to benefit in many other ways.

The major benefit, according to dealers who know from personal experience, is in the image which these memberships create in the minds of the public.

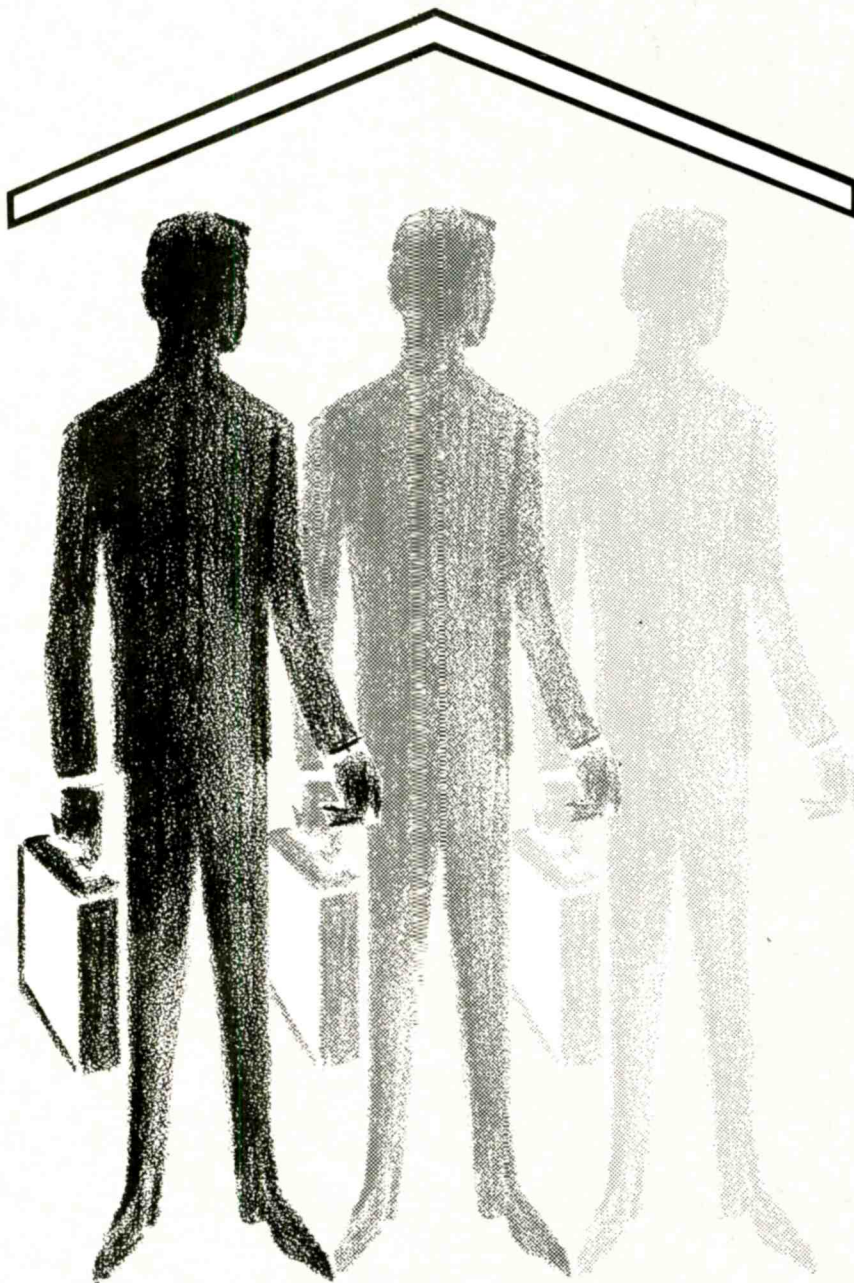
If there is anything the average layman fears, it is being "taken" by a serviceman in a field about which the layman knows very little. Every electronics service man at some time or another has met with suspicion and skepticism when he has inspected a piece of equipment and recommended in all honesty that a good many parts need replacement, or that the equipment needs a thorough overhauling.

On the other hand, if the customer knows that the service man devotes part of his time to community service and has shown evidence of being a responsible member of the business community, he is much more likely to accept the man's recommendations and give him the go-ahead.

In the same way, a customer is a good deal more likely to place confidence in a dealer who is a



# PROFESSIONAL IMAGE BUILDING BEGINS AT HOME



member of his local Chamber of Commerce than in a dealer about whom he knows nothing.

The dealer who is interested in creating a good community image, therefore, will not only join the organizations of his choice; he will also participate in as many of their activities as he can. This broadens his circle of acquaintances or contacts and almost certainly leads to a good deal of referral business.

The main purpose of civic and service organizations is to bring members of the business community together to accomplish desirable ends for their particular area. They may sponsor Little League teams, hold Community Fairs or other events designed to promote funds to carry on charitable work.

If an electronics dealer is a part of this worthwhile activity, he inevitably participates in the favorable publicity and becomes identified in the public mind with good service and high purpose.

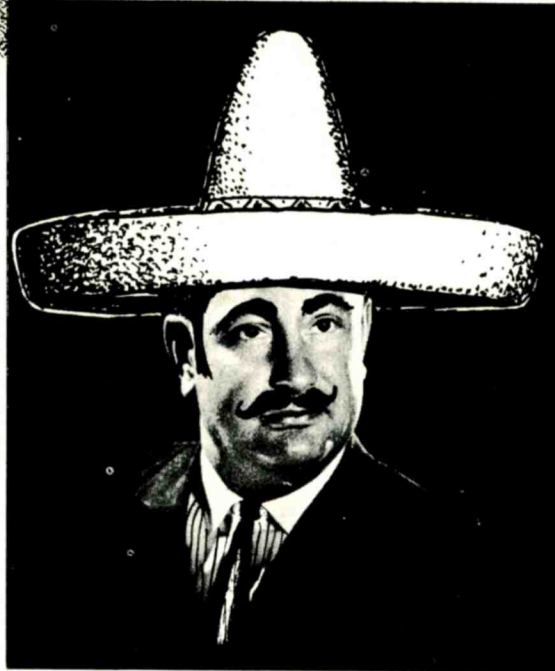
This is a fine thing in itself, but it becomes a definite business asset as well. It provides free advertising of the best kind. In addition, it makes boosters and friends out of the influential leaders of the community.

It also establishes the dealer himself as one of the community leaders, a man in whom trust and confidence can be placed.

The dealer who can create this image for himself through community service has gone a long way toward decreasing consumer resistance, increasing his business volume, and adding one more link to the chain of industry image building.



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WHEREABOUTS OF  
FRESNO - MAY 30-31-JUNE 1-2

- I PLAN TO PERSONALLY COME THAR FOR WATCHIN HIM GIT PROPERLY CONVICTED
- I WILL PERSONALLY SEE THAT OUR CHAPTER PRESIDINT & DELEGATE ARE ON THE JURY
- I'M BRINGIN MY GAL  LEGALLY HITCHED WOMIN  YOUNG UNS
- SAVE ME ..... BENKS AT THE FRESNO HACIENDA
- I PERFER CORN LICKER  RED EYE  POTATO SQUEEZINS  SASPERILLY
- I LIKE DANCIN  SMOOCHIN  DRINKIN  SWIMMIN  WOMIN  GOLD
- FISHIN  FUNNIN
- I LIKE THE IDEAR OF THIS BEIN WESTERN & I'LL WEAR MY BOOTS TO BED

AS USUAL THER'LL BE PLENTY OF CONFERENCES, DISCUSSINS, VOTINS, SWEARIN INS,  
GOODTIMES FOR EVERYBODY INCLUDIN THE WOMINS & LITTLE TYKES.

WE NEED THIS INFERMATION DURN SOON AS SO WE, KIN TELL THE SPONSORS HOW  
MANY FEED BAGS WILL BE NEEDIN FUR THE AFFAIR. YOU'LL BE CONTACTED AGIN IN  
MAY AN DON'T FURGIT TO ASK A FRIEND WHO DON'T NORMALLY COME AROUND TO  
COME WITH YOU.

MY NAME IS \_\_\_\_\_

MY WIFES (?) NAME IS \_\_\_\_\_

MY HOUSE NUMBER & STREET \_\_\_\_\_

MY TOWN \_\_\_\_\_ STATE \_\_\_\_\_

MY PHONE RING# \_\_\_\_\_

**TEAR OFF** AND PUT ON THE WALL FOR YOUR MEMORIES SAKE  
**RALPH JOHONNOT** OFFICIAL HOSTER





# ELECTRONIC service dealer

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## CALIFORNIA SECTION

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*At the recent Board of Directors meeting in Los Angeles, a number of Association and Industry problems were discussed and action taken.*

*First of all, the State Director, Ralph Johonnot, reported on a letter recently directed to every State Assemblyman and Senator regarding the Association's stand in favor of the continuation of the Bureau of Electronic Repair Dealer Registration. The letter followed a recent survey of the service industry indicating that the vast majority of dealers in the State did favor the BERDR and did not want it discontinued as recommended by the Little Hoover Commission. Replies indicate that the majority of the State's legislators are still in favor of the registration law but the CSEA committee on State Legislation will continue to advise the Association on further activities in Sacramento.*

*Another report made to the Board indicated that individual CSEA members in the National Electronic Associations has reached over 150 members and continues to climb each month. It is hoped that California will soon have the largest membership of any State Association in NEA.*

*The proposed CSEA membership Directory is still in the planning stage with a number of members yet to send along their phone numbers and Zip codes. It is important that all of this information*

be obtained in order to make the Directory as complete as possible. There is also a possibility that the Directory will contain the names, addresses, phone numbers and key personnel names of distributors.

*A few months ago CSEA opened their membership to dealers without the cost of an initiation fee. In the past the cost had been \$25 but was dropped under the open enrollment plan of the insurance carrier. Last month the Board voted to reinstate the initiation Fee but set a maximum of \$10. This goes into effect on February 1st.*

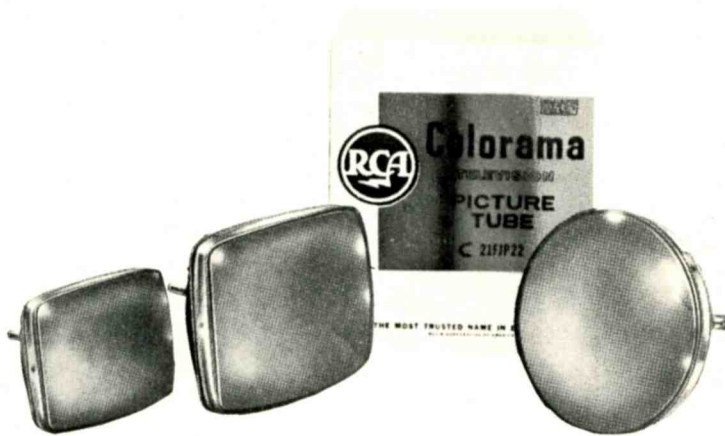
*Starting this year, the State office will make available plaques for out-going chapter presidents to the chapter themselves. An especially designed plaque will be made upon receipt of an order from the chapter. The costs will be posted to the individual chapter and will be debited from the chapter's account.*

*The latest report of the Board indicated that every chapter in the State Association has now agreed to central billing on a monthly basis from the State office. This new system has been so effective that, for the first time, a complete up-to-date membership roster is available and every member is current. Under the system, every member is billed each month according to the local chapter, zone and other benefits he has accepted. All dues are collected by the State office and a re-cap of the collections are*

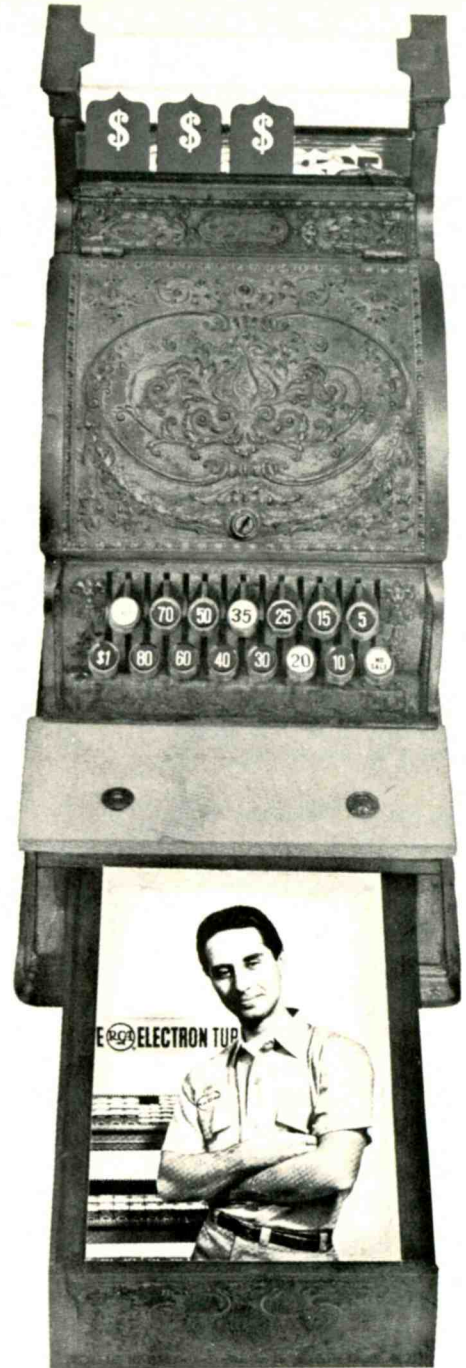
*(Continued on page 30)*

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# CSEA president's report



by HUGH WILKINS

simple steps which could very well get us over the hump.

Because of the realities of the average independent service shop's way of operating, income protection is actually "business protection."

This may make me sound like an insurance salesman but I hasten to deny that role. On the contrary, my pursuit of this subject has been occasioned by several rather sad occurrences among t.v. shop-owners which have come to my attention recently. These were cases wherein the owners were stricken by disabling illnesses and had no income protection insurance of any kind. I was astonished to find that some did not even know that, as self-employed persons, they could have placed themselves under the disability insurance provisions of the California Unemployment Insurance Code.

Under the State plan, the shop-owner calls up his local Department of Employment office and requests an application form be mailed to him. The form is self-explanatory. He remits 1.25% of his earnings each quarter up to \$1875 maximum earnings at the close of each calendar quarter of his participation. The State bills him and sends him an envelope for the return. Thus, if he is drawing from his business an average of a little less than \$145 per week he would pay about \$23.44 cents per quarter and be eligible for the \$80 per week benefit schedule and \$12 per day hospital benefits up to 20 days, subject to rules governing. I am basing these figures on a folder entitled, "Disability Insur-

ance Provisions — State Plan," DE 2515 Rev. 20 (1-67), issued by the State of California Department of Employment.

To further help us protect our businesses from disaster during personal disability there is the very excellent CSEA Income Protection Plan, which is underwritten by the All American Life & Casualty Company. Under this plan we can, as members of CSEA, receive up to several hundreds of dollars per month during disability for very reasonable rates. We carry all kinds of insurance against fire, theft, damages, etc. What is more logical than that we should carry insurance against "blowing" the whole operation through lack of funds when most needed.

Since hospital and medical expenses occasioned by disabling illnesses or accidents can also help to sink the business ship of many shop owners, insurance coverage in this direction should also be given serious consideration. In this connection, CSEA offers an excellent plan which has brought timely financial assistance to many of its members.

There is another kind of business protection enjoyed by members of CSEA which is not covered by any kind of policy at all. It springs from associations and friendships developed through working for common goals as members of the organization. Many a CSEA member has pitched in and helped carry the load of another member temporarily "grounded" by illness. Since honesty and good customer relations are part and parcel of each member's code, this kind of help can be accepted with a feel-

## Business Protection

In the small business category, such as we in the home electronic service industry find ourselves, our physical capability of carrying out our daily business and professional activities can very well determine the success or failure of our enterprises. Insofar as the majority of us are concerned, the flow of money into our respective "cash drawers" depends very greatly upon the efforts which we personally contribute to our operation. If disability should take us out of the picture for any extended period of time, our income would very likely fall off to a trickle. Since most of the costs of doing business will go on as usual so long as we maintain our business establishment, our reserves will very soon vanish and we will be forced out. We will, that is, if we have failed to take a few



ing of confidence and can go a long way towards keeping the operation on an even keel.

The demands upon our time which are made by the line of work we are in sometimes tend to freeze us into a zombie-like adherence to practices, customs and habits (and omissions) which unnecessarily expose us to serious hazards. This is because we do not leave ourselves time to think things out. I sincerely hope that what I have said above will keep some of you, at least, from being the principles of more sad stories of the type which caused me to discuss this subject with you.

### An Important Postscript

In my January "Message" I devoted most of the space allotted to me to a presentation of what I regard as the many compelling reasons why the independent television service shop should be affiliated with CSEA. However, I left out one very important reason which I now want to present as a postscript to January's article:

Equally as important as are the

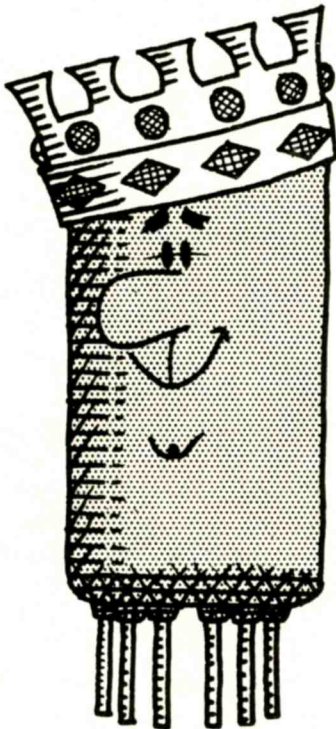
CSEA programs for your benefit is the very sincere and dedicated man who, day in and day out, guides them to fulfillment: our Executive Director, Ralph Johonnot. When Ralph was assigned to this post by the CSEA Board of Directors last Spring, he came fresh from operating a successful t.v. sales and service business. He had just sold that business with the idea of entering a new field of endeavor.

As a member of our industry, Ralph had worked many years at organizing it for its own salvation, and serving as Board member, Vice-President and President of CSEA. During those years he had given much thought to the needs of the industry. His work in shaping up and carrying out CSEA programs to meet those needs in his present role as Executive Director can best be described as "Top Performance."

### Heads in the Sand?

For some strange reason or other there is a strong tendency among businessmen to regard as taboo any frank and intelligent discussion of

the pros and cons of our nation's present deep and costly involvement in Vietnam. However, with American casualties reaching tragic proportions, an increasing number of concerned and responsible business leaders are beginning to join forces for an examination in depth of this subject as it affects the real interests of the United States and, for that matter, the real interests of the Vietnamese. Cutbacks in MDTA programs and help to small businesses due to the war budget will affect our people, without doubt. Of greater importance, many large cities are becoming deeply concerned over Federal failure to deal effectively with urban renewal programs in time to head off new ghetto violence, all because of cutbacks in domestic spending in favor of Vietnam spending. President Johnson has indicated that he wants to govern by national consensus. How can such a consensus be developed if we thrust our heads in the sand and refuse to examine such issues as patriotic and concerned Americans?



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GENERAL  ELECTRIC

288-05B2



# CSEA news wire



RALPH JOHONNOT, CSEA Executive Director

\*\*\* SAN MATEO \*\*\*

A beginning class in Transistor Equipment Repair, organized expressly for persons in the television and radio repair service industry will start on Wednesday night, January 10th, at the Sequoia High School, Broadway & Brewster, in Redwood City. Will meet each Wednesday night from 7:00 to 10:00 p.m. under the direction of Mark H. Bradley, engineer for Ampex Corp. Topics will include Transistorized Auto Radio, Hi-Fi Systems, Transistor T.V. Interested persons may register and pay the quarterly fee of \$3.00 at the first class session.

\*\*\* SAN FRANCISCO \*\*\*

The new Kaiser million watt facility started operations January 1st. CSEA members were invited to a kick-off party on Jan. 3rd. This new station will do everything possible to promote local CSEA members in the area.

\*\*\* SANTA CLARA \*\*\*

Jim Ballard, President, reports a very successful meeting with the California and National CATV people in their state and National conventions in San Diego and a more thorough understanding between our two industries. A list of all CSEA members has been given to the Calif. State office of CATV for them to recommend CSEA dealers to the public.

\*\*\* POMONA \*\*\*

Ed Murrall, President, reports a four-year apprenticeship program has been started at Chaffey College under the direction of his chapter and the help of Federal and State departments. A large number of interested students have been enrolled. Chapter still growing, 26 members.

\*\*\* DESERT CHAPTER \*\*\*

Milt Lowell & Ed Scullin passed their NEA certification exam, started a new business called "Certified Color T.V. Service." No end to the ideas that come from those who passed the exam.

\*\*\* TULARE \*\*\*

Word from George Morgan, President, that chapter is planning new activities for 1968.

\*\*\* SAN DIEGO \*\*\*

Ed Nevoty, President, reports very successful conclusion to color class started last fall and plans to repeat course next fall.

FIGART'S SELECTS

# JERROLD

**COMPLETE  
MATV SYSTEMS**

Anything From  
1 to 1,000 Outlets

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Experts Will Design Custom  
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At No Charge!

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## FIGARTS RADIO SUPPLY

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### TIRED OF HALF FAST SERVICE

THEN

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CO-AX FITTING • MATV SYSTEMS

**FIGARTS IS DELCO**

AUTHORIZED EXACT DUPLICATE RADIO PARTS  
BUICK, CHEVROLET, OLDS, PONTIAC, CADILLAC,  
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**FIGARTS IS BENDIX**

ALL FORD, LINCOLN, MERCURY, DODGE, JEEP,  
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**FIGARTS IS SPRAGUE**

OVER 1800 TVL EXACT DUPLICATES  
COMPLETE QUANTITIES OF QUALITY

**FIGARTS IS FRIENDLY**

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### Figarts Radio Supply Co.

6320 COMMODORE SLOAT DRIVE  
LOS ANGELES, CALIFORNIA 90048

AMPLE PARKING DAILY UNITED PARCEL



\*\*\* PASADENA \*\*\*

The Board of Directors of Chapter requested the State office to take over monthly billing of dues and insurance plans effective 12/1/68.

\*\*\* SANTA MONICA \*\*\*

President Harry Bernstein states that he plans technical meetings for 1968.

\*\*\* PASADENA \*\*\*

Plans are getting started to host the National Electronics Assoc. annual convention in Pasadena in August, reported by Ray Doyle, President.

\*\*\* ALAMEDA \*\*\*

The New Year brings annual membership drive, so stated by Phil Fisher, Chapter Secretary. "The many advancements of manufacture design will predominate the Chapter's monthly meetings," Phil also reported.

\*\*\* SONOMA \*\*\*

Held annual Christmas party and is moving enthusiastically ahead with plans for 1968.

\*\*\* MARIN \*\*\*

Still holding fast on Monday closing of service, sales departments open. May start a newspaper advertising campaign.

\*\*\* \*\*\*

Association's new Workman's Compensation group plan starts April 1st with Republic Indemnity. Suggest that any shop whose policy terminates prior to starting date, sign up individually through his own agent or CSEA State office, will automatically go into pool April 1st. The more members in the pool the greater the savings.—Sign up now!!!!

\*\*\* \*\*\*

#### TIME MARCHES ON

Now begins the pilot edition of this new concept of our own State magazine growing into a National edition. This shows the foresight of our publisher. Hats off and a round of applause to our editor!! Don has given me the privilege of gathering and editing the news of our State Chapters. I need news and need your cooperation. Deadline for publication news is the 15th prior to month of publication. Won't you give me a hand and your chapter some publicity?

\*\*\* BY-LINE \*\*\*

**PLAN BOOKLET TO STEP UP TV SERVICE IMAGE NEW YORK**—A consumer booklet designed to improve the image of television servicemen is being planned as a joint effort by the Electronic Industries Association and the National Better Business Bureau.

The proposed booklet will be of a non-technical nature and is expected to delve into the various factors that can determine whether a television set needs to be serviced in the owner's home or the repairman's shop. It also is anticipated that the booklet will explain how prevailing local cost of living standards can affect service charges.

The booklet project is understood to reflect NBBB's desire to get out from underneath a deluge of complaints about television servicing procedures.

## CHANNEL MASTER

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### ANDREWS ELECTRONICS

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San Bernardino: TU 5-6807  
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## MILLER'S ELECTRONICS

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Oakland, 834-9185

IN

Santa Rosa, 542-5423  
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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®** **OPTI-CHROME**

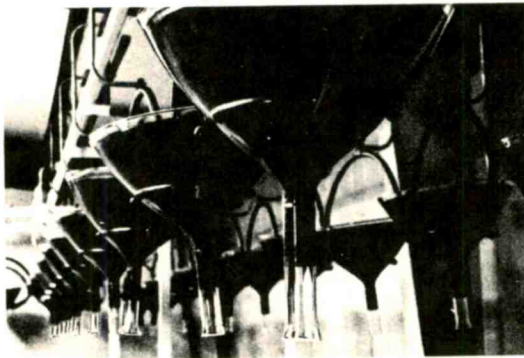
RARE EARTH PHOSPHOR COLOR PICTURE TUBES

**ALL NEW** from the country's  
most modern Color tube plant

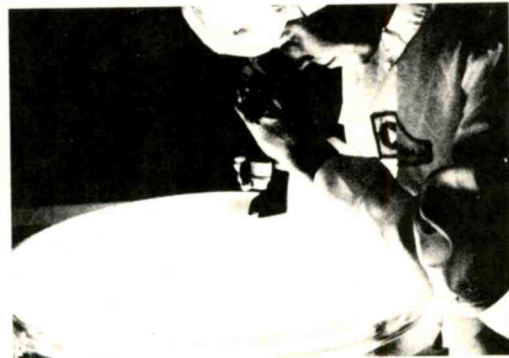
• NEW GLASS • NEW SCREEN  
NEW GUN • RARE EARTH PHOSPHOR

Unfortunately the needs for the replacement market have come second with every CRT manufacturer...except Channel Master.

Every tube (color or black & white) that Channel Master manufactures is built for you -- the service dealer.



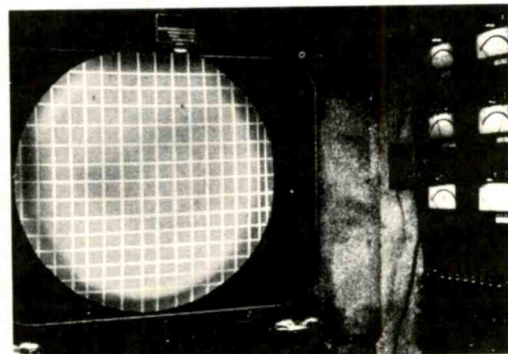
Before glass funnels are joined with their screen panels and shadow masks, they receive an interior coating of dag to insure perfect electrical conductivity.



After each phosphor is applied, the screen panel is microscopically checked for dot size, position, thickness and uniformity.



To serve the needs of the replacement market, Channel Master color tubes of every size and shape can be mass produced simultaneously.



Before it leaves the plant, every color tube is individually checked for convergence to make certain it matches the superb performance potential of modern color television sets.

## **CHANNEL MASTER**

Color Tube Division, Ellenville, N.Y.

And remember: for the economy minded, Channel Master offers a complete line of highest quality sulfide color replacement tubes.

# California Electronic Service Industry Price and Wage Averages

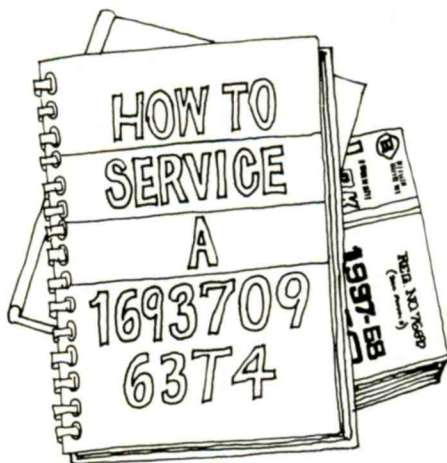
	No. Calif.	Central	L.A. Metro	San Diego	State
Black & White Service Call Rates	\$ 10.00	\$ 8.50	\$ 8.40	\$ 8.00	\$ 8.70
Color Service Call Rates	\$ 11.20	\$ 10.50	\$ 10.30	\$ 9.90	\$ 10.60
Inter-com	-----	-----	-----	-----	\$ 9.39
Stereo	-----	-----	-----	-----	\$ 9.10
Time Allotted per call	-----	-----	-----	-----	30 Minutes
Minimum Checking Charge for B/W	\$ 5.76	\$ 8.71	\$ 5.72	\$ 5.41	\$ 5.65
Minimum Checking Charge for Color	\$ 8.65	\$ 9.00	\$ 7.09	\$ 9.81	\$ 8.61
Minimum Checking Charge for Stereo	\$ 6.10	\$ 6.24	\$ 5.69	\$ 5.69	\$ 5.93
Minimum Checking Charge for Radio	\$ 3.18	\$ 3.52	\$ 3.30	\$ 3.31	\$ 3.32
Rate Charge per hour for in Shop Work	\$ 11.50	\$ 9.15	\$ 11.10	\$ 9.81	\$ 10.39
Rate Charge per hour for Outside Work	\$ 12.80	\$ 10.00	\$ 10.42	\$ 10.10	\$ 11.05
Do You Handle Service Contracts (Color)?	56% Yes	13.9% Yes	39% Yes	20% Yes	32.2% Yes
Do You Handle Service Contracts (B/W)?	18% Yes	1.3% Yes	12% Yes	1.9% Yes	8.5% Yes
Do You Handle Service Contracts (Stereo)?	3% Yes	1.3% Yes	5% Yes	1.9% Yes	1.7% Yes
What is your 90 day Contract Charge (Color)?	\$ 30.00	\$ 30.00	\$ 35.00	\$ 27.50	\$ 35.00
What is your one year Contract Charge	\$ 85.00	\$ 97.00	\$ 85.00	\$ 89.00	\$ 89.00
What is your 90 day Contract Charge (B/W)?	\$ 15.00	-----	\$ 12.00	-----	\$ 15.00
What is your one year Contract Charge (B/W)?	\$ 40.00	\$ 17.50	\$ 35.00	\$ 45.00	\$ 40.00
What is your 90 day Contract Charge (Stereo)?	-----	-----	-----	-----	\$ 10.00
What is your one year Contract Charge (Stereo)?	-----	-----	-----	-----	\$ 20.00
Do You Install Outside Antennas?	84.3% Yes	89.1% Yes	91.3% Yes	68.1% Yes	83.2% Yes
Average Charge for VHF/UHF/FM Antenna	\$ 75.00	\$ 75.00	\$ 58.50	\$ 75.00	\$ 71.00
Average Charge for VHF/UHF/FM W. Rotor	\$178.10	\$145.00	\$120.00	\$120.00	\$127.00
Average Charge for VHF Antenna Installation	\$ 40.00	\$ 75.00	\$ 35.00	\$ 38.00	\$ 52.00
Average Charge for UHF Antenna Installation	\$ 41.00	\$ 41.00	\$ 25.00	\$ 25.00	\$ 35.00
Do You Repair Auto Radios?	71.7% Yes	70% Yes	63.4% Yes	55% Yes	65% Yes
Charge for Removing & Installing Auto Radio	\$ 5.10	\$ 4.50	\$ 5.50	\$ 5.42	\$ 5.01
Bench Charge for Auto Radios (per hour)	\$ 10.00	\$ 8.50	\$ 9.84	\$ 6.80	\$ 8.78
Do You Install Auto Stereos?	29% Yes	20% Yes	16.-% Yes	16% Yes	20.9% Yes
Bench Charge for Auto Stereo (per hour)	\$ 12.48	\$ 10.00	\$ 8.00	\$ 7.50	\$ 9.48
Do You Repair Tape Recorders?	73.8% Yes	54% Yes	72.7% Yes	65% Yes	66.2% Yes
Tape Recorder Minimum Charge	\$ 12.10	\$ 8.50	\$ 10.00	\$ 9.50	\$ 10.20
Tape Recorder Charge per hour	\$ 12.60	\$ 9.00	\$ 11.28	\$ 10.00	\$ 10.08
Do You Repair Any Other Electronic Item?	36.9% Yes	20% Yes	25% Yes	30% Yes	28% Yes
Do You Charge for Handling Warranty Parts?	36.9% Yes	34% Yes	46.1% Yes	28% Yes	38.5% Yes
How much do you charge?		(No pattern—Anywhere from 50¢ per part to \$3.00 total state ave. 1.89)			
Number of Technicians Working in shop	3.4	3.8	2.7	2.4	3.07
Rate of Pay For Bench Tech (Week)	-----	\$152.00	\$166.50	\$160.00	\$160.00
Rate of Pay for Bench Tech (Hour)	-----	\$ 3.95	\$ 3.39	\$ 3.44	\$ 3.72
Rate of Pay for Outside Tech (Week)	-----	\$143.00	\$150.90	\$143.00	\$147.00
Rate of Pay for Outside Tech (Hour)	\$ 4.11	\$ 3.33	\$ 3.20	\$ 3.15	\$ 3.38
Rate of Pay for Apprentice	-----	-----	-----	-----	\$ 1.89 Hour
I Am "FOR" the BERDR	66.6%	69.3%	83.6%	80%	74.0%
I Am "AGAINST" the BERDR	9.8%	8.3%	5.4%	10%	8.0%
Did Not Answer This Question	23.5%	25%	10.9%	10%	17.9%

**Additional Note:**

The survey indicated that 24% of those surveyed are one man shops while 60% had 2 to 4 technicians and 16% reported 5 or more technicians. This would indicate that 76% of the dealers in California have two or more technicians employed. The average is 3 per shop for a total estimated employed technicians at around 18,000. This figure does not include the factory service companies.



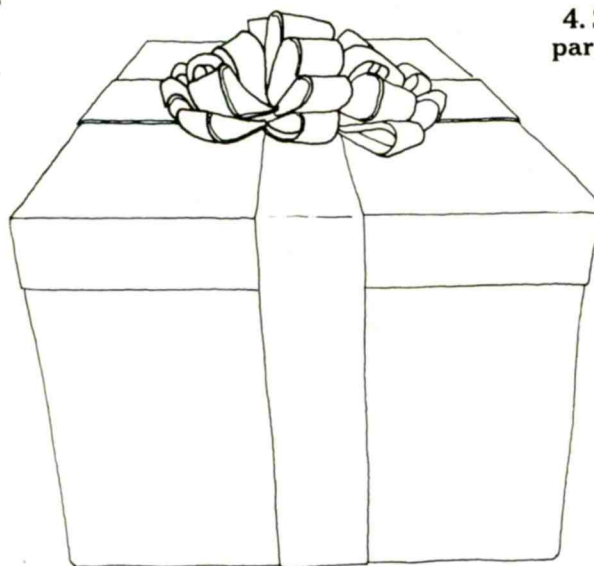
# If none of these things attracts you to the Parts and Service location at our Open House, there's always the free doughnuts.



1. Free manuals and trouble-shooting guides.

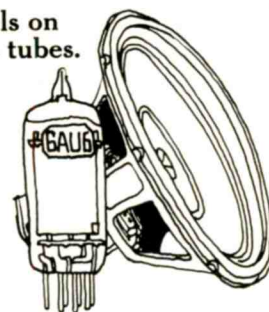


2. Training on new products.

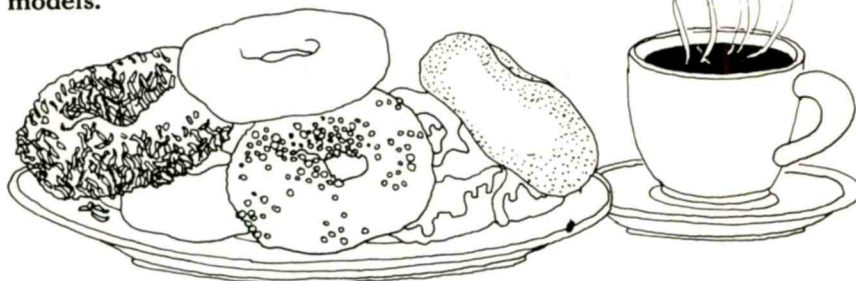


3. Free gifts and door prizes.

4. Specials on parts and tubes.



5. Preview of new models.



If you're feeling a little hungry during January or February, drop into our Open House at your Philco-Ford Distributor's or Parts and Service location.



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ONE-STOP  
INDEPENDENT  
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### Walt Pasner Named RCA P. & A. No. 1 Distributor For '67

Los Angeles, California—The RCA Parts and Accessories Division has just announced that Walt Pasner of RCA Victor Distributing Corporation in Los Angeles, was their number 1 distributor for 1967.

In making the announcement it was noted that the local distributorship is the largest single store operation for RCA in the United States.

In recognition of his achievement the division presented Pasner with a special award.

### Bob Whitmore Enters Mutual Fund Industry

Lakewood, Calif.—Robert Whitmore, past president of CSEA, has announced that he has entered the Mutual Fund Industry as an asso-

ciate with Mutaul Fund Associates Inc. of Santa Ana. Whitmore will specialize in personal financial planning and can be contacted by calling 547-8878 in Santa Ana.

### CSEA Members Take Part In Kick-Off Program for Ch. 44

San Francisco, California—Over 135 members of CSEA in Northern California were the guests of KBHK Channel 44 last month as the station kick-off its initial program.

The new UHF station is working with the association members in promoting the new station and CSEA. Under the promotion, CSEA members are giving free UHF hangers to their customers, when they are on a service call, so that they can receive UHF. At the same time, tent cards are placed on sets that do not have UHF tuners that explain the new station and what must be done to receive the UHF programs. In exchange for this service cooperation, the station is plugging CSEA member shops twice a day.

The kick-off party was highlighted by a special program featuring Joe Dolan and was followed by a cocktail party and late evening supper buffet.



Larry Schmitt, CSEA Zone B. Director left, is shown congratulating Bill Graham KBHK's transmitter chief, on the excellence of the new stations broadcasting. Looking on is Joe Dolan and Jim Hill of the station and, on the far right, Mike Fusaro of the San Francisco Chapter of CSEA.





# ELECTRONIC service dealer

## IOWA SECTION

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CLARK POHL, Vice President  
Perry, Iowa

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CLARK POHL  
Section Editor

## Looking Backwards and Forward

by GLEN DICKEY

HOW TIME FLIES when one is engaged in a worth-while venture. It seems like yesterday that I first introduced myself to the group of young men who have just completed their first semester of training toward becoming ELECTRONISTS of the future.

It is indeed gratifying to know that a few more young lads are directing their paths toward a future in ELECTRONICS. — My only hope is that the efforts of the many, many dedicated men who have given so freely of their time toward upgrading the profession of the ELECTRONICS SERVICE TECHNICIANS will not have been in vain — and that when these deserving young men finish their two years of training, positions of merit will be awaiting them — with pay equal to the efforts they have put forth to obtain their training.

The time has arrived for us to realize that we are providing a service which is on a *slightly* higher level than mowing lawns or baby sitting. We are providing a luxury service for the public. We are providing the public with a service

which requires many hours of study and training, plus a substantial investment in hard-earned dollars so that he (the public) may enjoy the miracle luxury of this modern age: ELECTRONICS ENTERTAINMENT. Those of us who choose to charge floor-scrubbing prices for this service are really admitting (both to ourselves and to those we serve) that we are not really worth professional prices.

Recently I read a very enlightening article in the "HOOSIER TEST PROBE" by our old friend "THE ARKANSAS TRAVELER." Forgive me O.W., for quoting you without permission — but this was one of the most truthful, straightforward articles I have read in many months. I hope to see our entire article published, not only in the "beacon," but in every electronics magazine in the country — but I would like to give the technicians of Iowa an advance preview. To quote: "In my opinion, WHEN A SHOP CHARGES LESS THAN HIS COMPETITOR IS CHARGING, HE SIMPLY ADMITS TO THE PUBLIC THAT HIS SERVICES ARE NOT WORTH AS MUCH AS HIS COMPETITORS



ARE. HOW MUCH BUSINESS IS THE LOW PRICED SHOP FAILING TO GET WHEN HE ADMITS HE ISN'T WORTH AS MUCH AS HIS COMPETITOR? . . . "BE THE HIGHEST PRICED SHOP IN TOWN AND BE PROUD OF IT, IF YOU ARE A PROFESSIONAL, AND YOU'RE WORTH IT."

Truer words were never spoken, O.W., — the electronics service industry has been groveling in the dust for years, afraid to charge professional prices for professional services! . . . The brick-layers, the plumbers, the carpenters, the barbers — I could go on and on — are not hesitant about charging prices consistent with the rest of the economy. Then WHY — someone *please* explain this to me — are many electronics technicians (or are they really technicians) still charging 1938 prices for 1968 services?

Thank God for such little things as the article I clipped from the Des Moines Register after our NEA convention last August and which now occupies a predominant place on the bulletin board in our classroom. This was the article about the very informative talk which our good friend Miles Sterling from California gave about the rising price of TV service. I continually refer the students to this article when asked about the financial aspects of their future careers, and re-assure them that this is the beginning of a new era in electronics, and that where pioneers lead, others will follow.

We cannot all be leaders, but let us have the intelligence to tread the smoother path which has been broken for us, rather than to continue beating our way through the brush with our battered tube caddies and empty purses.

I really do have faith in the future of the true ELECTRONIST, because I know that the state of the art is advancing so very rapidly that within a few years the "fix-it man" and the "tube-jockey" will become as obsolete as a "livery stable operator." Those who fail to

upgrade their knowledge continually will be going back to driving trucks and scraping carcasses in the packing houses. I *know* that the public is going to DEMAND good service on the sophisticated equipment which is still on the drawing board of the design engineers — and I know that *only* highly trained specialists will be capable of providing this service. These specialists will be men who will demand — and GET — the price of professionals for their services.

Perhaps this would be an appropriate spot to inject a word directed toward the large retail operator who is now content to operate his service department at a slight loss and charge it off to sales expense: Now is the time to start re-appraising your service operations — service IS a valuable commodity, and should be *sold as such!* The time is very near when the cost of a competent service technician to operate your department will more than consume your profit on sales! NOW is the time to begin re-evaluating your service charges and get them on a paying basis *before* the crisis arrives. Otherwise, you may suddenly find that the theory of increasing your volume of sales on the basis of "cheap" service is a fallacy which will be impossible to correct overnight.

Thank God for 1968 and its profusion of Color TV: Solid State: Integrated Circuits, and many other sophisticated electronic configurations in the making — for this will be the making of the TRUE ELECTRONIST OF THE FUTURE.

Thank God for men of vision and foresight who are hardheaded, persistent, and who have the ambition and dedication necessary to join with others to work for the future of our cause. Mediocrity will soon perish from our vocabulary if we follow them.

May God bless you this year with a CET Certificate and a true knowledge of your worth — and an income to match.

## IOWA PRESIDENT'S MESSAGE

by ED VILIMEK

V. P. Clark Pohl working another great agenda for coming State Convention. He says, "The heck with the flu this year."

"Membership still increasing in the Good Fund," says Vic Uker.

Rex Ray, Sec. representing our state at Indianapolis, Ind., gave good accounting of meeting.

Doyle Kelso, Ames Chapter, is representing TSA of Iowa on the Advisory Committee for Area XI Community College.

Much as we hate to discontinue the BEACON, we have a better plan. California and Kansas are with us and it will only be a question of time till we will have a true National Magazine.

This is the first issue of NESD and it can't help but be successful with such cooperation from States. Iowa is always happy to be a leader or among the leaders. I know this is what our Association has needed. We have a great Editor and with the cooperation we shall receive from the Industry it can't miss — GoGo — N E S D.

### NEWS NOTE:

The new location to house Radio Trade Supply Company, Des Moines, Iowa, will be located at 1013-1017 High Street, effective January 29, 1968. The new quarters will allow for not only lengthening but also strengthening of electronic lines, many which were curtailed after the disastrous fire in February 1967.

Temporary quarters have been at 1220 High Street. The new location will feature 24,000 square feet of display, office and warehouse space, three loading docks and is entirely fire-proof.

Radio Trade Supply Company, "Everything in Electronics," features RCA and GE electronic products, Channel Master Antennas and accessories, Voice of Music, Sunbeam traffic appliances and Edison Air Conditioning.



## ORGANIZATIONAL STRENGTH

Vic Elker  
Secretary TSA of Iowa

Everybody who belongs to an organization wants it to be strong, so it can do the work it was intended to perform. Any other kind is a nuisance, draining members' energies just to keep alive — and the money for dues is so much down the drain. No industry or profession can afford a weak organization, but strong ones come by design and not by accident.

Like a pyramid, one of the strongest structures known to man, a strong organization tapers upward from a broad, expansive base. The strongest wind can't blow it over, and there is no limit to its height, so long as the base is scaled in proportion. Another stout device is the arch, which can support incredible weight because every brick or stone bears its full share of the burden.

Any organization is only as strong as the support it receives from all its members. The members comprise the broad base of the pyramid, which grows bigger and more imposing in proportion to their willingness and ability to interest more people in joining. We can say stones in the arch symbolize the committee chairmen and members, who cannot shirk their responsibilities; because failure in one sector could topple the wall.

Of course, rendering support is an active, not passive, quality. No matter where one stands at present in the organization, all members have something to contribute, over and beyond their dues. For example, they should attend meetings; read all the publications, reports and other mail, accept and perform committee assignments, and keep themselves always in the stream of activity.

The stones in the arch or pyramid were put there to do their job. But membership is different, being

*(Continued on Next Page)*

## IOWA HEADQUARTERS



### TV ANTENNAS AND MATV EQUIPMENT

Ask your Mid-State  
salesman about Wine-  
gard's big full page, local  
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## MID-STATE DISTRIBUTING COMPANY

Des Moines - Ottumwa - Iowa City - Spencer - Marshalltown -  
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## Your New "ORDERING CENTER"

*"EVERYTHING IN ELECTRONICS"*

FEATURING Electronic Components and Devices



THE MOST TRUSTED NAME IN ELECTRONICS



## ORGANIZATIONAL STRENGTH

(Continued)

self-determined, self-propelled. The same self-interest that motivates people to join should keep them building together to construct and maintain a stronger, more effective organization.

Unskilled labor can tear down or demolish a building, but it takes skilled labor to build a beautiful and enduring structure. Ask yourself: Am I the unskilled, whose only work is to tear down; or do I work with skill and help to build and enrich the structure?

In nature's ebb and flow I know of nothing which develops much of a benefit to itself or to its surroundings without indulging in aggressive activity. You know even the oyster has to work to produce its pearl.

So wake up sleepy chapters and members, and jump actively into the stream of your community's and profession's lives. At first, you may be jostled a lot, because others are there too. You will get a lot of inactivities scraped off your mental and physical joints, but you will soon find the action pleasantly, excitingly, invigorating and presently you will find that it is paying off in many kinds of worthwhile dividends.

**GET WHERE THE ACTION IS. BETTER YET BE PART OF THE ACTION.**

One should ask what can I put into this chapter so we can all benefit and be better instead of asking what will I get out of it.

## NEXT MONTH'S ISSUE

### An Interview With M. L. Finneburgh

**A LOOK AT 1968 AND  
A BLAST AT FREE GOODS  
HYSTERIA**

# SYNZ BUZZ . . . .

by R. L. K.

**A very interesting article** in the latest edition of Merchandising Weekly gives facts and figures compiled by N.E.A. on the shortage of trained T.V. Technicians. Total manpower needs given is 15,600 technicians, competition between shops remains intense and is understandable when you divide the total number of shops (38,200) by that figure.

**The apprentice program** in Des Moines was also mentioned, other figures of interest were of the total (38,200) shops about half are one man operations but the other half (shops with more than one technician) do 75%-80% of the retail service work and employ 52,000 technicians. None of these figures include Factory service outlets, or distributors service operations. Mighty interesting figures. And I believe the answer for trained men lies in a co-operated effort on the part of existing shops. Anyone interested in hearing my ideas let me know, I'll present a plan I think is workable.

**Most all transistorized T.V. sets** are both A.C. and D.C. The most common ailment I find is in the power supply or the Regulator circuit. A good way to isolate the trouble to the regulator circuit is to feed a 12 Volt D.C. source off of a battery directly into the plus line and if the symptom is gone, go to work on that regulator circuit. Of course Transistors are your most likely suspects along with the Zenor Diode.

**With the advent of all transistorized T.V.** a lot of servicemen are finding out that the knowledge they built up over a period of years just doesn't apply to these circuits. So from time to time the Beacon is going to print tips received from anyone as to do's and don'ts in servicing of solid state T.V.

**From what I hear the service call** charges in Des Moines has taken a jump up, probably as a result of some good talks from experts at the convention. Say bosses don't forget the men should be included in that hike, wages are still too low comparably with others in related fields.

A few years ago, as well as today, servicers were complaining about factory service and or captive service, by T.V. set manufacturers. The sad fact is that these same men, when a customer walks into his shop with a small portable, looks at it like a bull at a bastard calf and says we don't service that junk take it down to the people that made it. So the customer takes it to the factory captive service outlet, has it serviced, buys a service contract and the independent servicers have lost another customer. The moral behind this is what do you care if it is, in your opinion, junk. The more junk that is manufactured the more job security you have. How long would you be in business if all sets were made so that they hardly ever required service? The only thing to guard against is that you do not subsidize the manufacturer with cheap no profit service and that's your fault if you do. Get paid for your time and knowledge regardless if the set sells for \$60.00 dollars or \$600.00 dollars.

**Several months** ago I asked where and what had become of several persons. I found out right quick where Bob Carlson was. He dropped by to see me while in town for the NEA convention. Bob is district sales manager for 11 mid-western states for Sylvania and lives in the Chicago area. And I knew him when ———. — Real good to see and talk to him again.





# ELECTRONIC service dealer

## KANSAS SECTION

### PRESIDENT

Robert Hermreck

### TREASURER

Emmett Hughes

### 1ST VICE PRESIDENT

Lloyd Milham

### 2ND VICE PRESIDENTS

David Smitherman

R. A. Swan

Kenneth Marcy

### SERGEANT-AT-ARMS

Stanley Gresham

### SECRETARY AND NATIONAL DIRECTOR

Wilford Carden

### MEMBERSHIP

Lauren Matson

## KEA President's Message

by ROBERT HERMRECK

Our State mid-term Board Meeting was held in Hutchinson, Kansas, January 6 & 7, 1968. Despite icy roads and a very cold evening, we had a good turnout for our Board meeting.

Among some of the business presented at the meeting, it was decided to discontinue our publishing of KEA Notes, and to join our National magazine and be a part of it. We feel our State organization will receive a lot more publicity and also help our National magazine.

It was also decided to have our next Board Meeting in Wichita on March 3, 1968. This will be in preparation of our State Convention to be held May 3, 4 & 5, 1968.

A group of KEA men also were in attendance January 13 & 14 in Omaha, for Nebraska's Board Meeting. Nebraska made a real showing and we want to wish them much success with their organization.

It seems the Television Technicians have now caught the political eye. Just recently a bill was introduced into the State of Kansas Legislature to have all Television Technicians licensed to do their work.

This bill was introduced by a representative from Topeka, Kansas. It seemed his personal set had very large repair bills on it in a short period, and he therefore believes that the Television Technicians are all out to cheat the American public.

He stated as further proof, a test made in new York State where out of 19 sets, 3 were repaired with the proper bill. The other 16 sets had bills from 50 to 90 percent higher.

It is a sad thing that one technician's dishonest behavior has to affect all of us, but our representative from Kansas feels we all need to be licensed. We are hoping to show him that we in KEA do have good moral standards and are not out to cheat the public, but to fix his set in a proper and just manner and still be allowed a fair charge in order to keep our businesses going. It seems charges go up for every other service, but the Television Technicians must be very cautious as to his prices.

Public Television is also being pushed. Recently the House of Representatives in Washington, D.C. passed a bill to create a Public Television Network. This network would be free of commercial compulsions and government control, and will concentrate on what is important and enduring in American life, rather than what is commercially successful.

The bill passed almost unnoticed in the shuffle, but has been recognized by a remarkable company of Americans. Frank Stanton of the Columbia Broadcasting System has not only approved the experiment, but committed a million dollars to get it started. The question now is whether the public shows some interest in supporting it politically and financially.

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A Complete Supply of all  
other Electronic Parts, TV  
Antennas and Accessories.

## FROM THE EDITOR

by LLOYD MILHAM

In our continuing efforts to bring you a bigger and better KEA Notes magazine and with the possibility of insuring you a publication each and every month for the first time in several years, KEA at our semi-annual membership meeting January 7, 1968 at Hutchinson, Kansas, voted unanimously to join with other State Associations in NEA to merge our publications with the NEA magazine NESD, thus providing our TV Service Dealers in Kansas with copy of the NESD publication and copy of State Association news from many other States.

Although this move is financially necessary to bring you a publication each and every month, I would still be in favor of this merger on other grounds. First of all we are helping NEA and NESD by requesting that all National Advertisement go directly to NESD. Second, we are helping the National Manufacturers, that have been supporting us, to get more value for their Advertising Dollars. Third, we are helping ourselves.

KEA takes great pride in joining with TSA-Iowa and CSEA-California in this merger of publications with NESD. We are hopeful that several other State Associations, at their next Board meeting, will vote the same way that we did.

## NEWS NOTE

### Kansas Legislature House Committee O.K.'s License Bill

TOPEKA — The House State Affairs Committee voted 11-1 Thursday to recommend passage of a bill aimed at regulating television repairmen.

The measure, sponsored by Rep. Bill Bunten, R-Topeka, now goes back to the full House of Representatives for debate.

The bill would create a state licensing authority and prohibit TV repairmen from operating in Kansas without a permit from the board. The measure also would empower the licensing authority to hold hearings on complaints against TV repairmen, and revoke their licenses for making dishonest repairs.

Several members agreed with the principle of the bill, but said its provisions would be hard to enforce.

### NEA Board To Review Dues Structure

A committee report has been submitted to the Board of Directors of NEA that recommends that the annual dues should be increased to \$24 per year from the current \$12.

If adopted by the Board of Directors, the increase would go into effect on July 1, 1968.

### Pittsburg Radio Supply

212 S. BROADWAY • PHONE AD 1-2150 *Serving the Four State Area Since 1927*  
PITTSBURG, KANSAS (Distributor Of FINCO Antennas)

### ACME RADIO SUPPLY, Inc.

TOPEKA, KANSAS 66601  
135 Kansas Ave.

MANHATTAN, KANSAS  
SOUTH HIGHWAY 177

Wholesale Distributors For  
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# ESD...state by state news round-up

## OHIO

TESA in Cincinnati has elected new directors for 1968. Acting as chairman of the local association, which is affiliated with TSA of Ohio, is Bob Meyers. Directors include Art Sphar and Bill Blust. The group meets the first Thursday of every month.

## OKLAHOMA

Things are back to normal for TESA of Oklahoma members as the group met last month to discuss the up-grading of the service profession. The association, headed by president Mel Bonenberger of Oklahoma City as President, reported an outstanding holiday program in their recent "Antenna" magazine.

## NEBRASKA

The formation of the Nebraska Electronic Service Association took place last month in Omaha. The new state association, at the same time, became affiliated with NEA and received its charter from national President John Betz. The formation event was under the direction of Roger Brehem and consisted of a three day affair. At the same time, in Lincoln, Nebraska, the Lincoln chapter of the new state association elected its officers for 1968. Cay Enyeart was named as President while Les Sabalka was named as vice president. Garry Zager was reelected as secretary-treasurer and board members included Don Barmore, Cloyd Steeves, John Sperry and Rodger Brehem.

## NEW JERSEY

Plans are underway for the Tri-State Banquet to be held February 11th at the Ivystone Inn in Pennsauken, New Jersey. At the same time, the bi-monthly board of directors meeting of NEA will be held at the same place on the 10th and 11th. The affair is under the direction of Lew Edwards, Tony De Franco and Ray Dellinger. The Tri-State Banquet is one of the most outstanding events anywhere in the Service Industry.

## CALIFORNIA

Plans are progressing for the annual NEA Convention that is slated for the Huntington Sheraton Hotel in Pasadena, California in August. Fine cooperation is reported from CSEA on the event and special attention is being given the event by the Pasadena Chamber of Commerce. The four day convention will feature the tops in national speakers and will offer convention goers the ultimate in fine entertainment and special events. A night at the Lawrence Welk Show, tours through a major studio and a day at Disneyland are all part of the current plans. A special teenager bar will be set up at the hotel and there will be plenty of fun for kids of all ages.



## OHIO

A report indicates that John Graham is working hard on the new apprenticeship and training program started recently in Columbus. At the same time, NEA made a special recognition certificate presentation to WTVN-TV in Columbus. The award was made in recognition of the stations daily publicity, on live television, of the ARTDS group. The picture above shows Ed Koprivier (left) chief engineer of WTVN-TV, receiving the certificate from Don Sisk, President of ARTDS of Columbus.

## MICHIGAN

Recent word indicates that the Detroit service organization has been able to put down an attempt by the local trade union to discontinue the city's license laws. Just another example of the outstanding organization in Michigan and fine leadership in the person of Pete Fabbri.

## NEW YORK

The Television Service Association, for the Northeastern part of New York State, recently elected Franz von Bank as the new President for 1967-68. Jack Dedrick as elected as the new vice president and Bill Schaf was named secretary. Lou Ristau was elected as the new treasurer of the group.

## MISSOURI

Vince Lutz of Lutz TV has just been named as the new Business Agent for the Electronic Specialists and Technicians Union of Greater St. Louis. Lutz is well known throughout the United States and has long been a major figure in the development of associations and Association activities. In his new role, he will visit Union Shops to collect suggestions and to investigate complaints as well as to call on non-member shops regarding the Association.



## INDIANA

The Indiana Electronic Service Association will hold their annual convention on March 30-31 at the Club Olympia in Fort Wayne Indiana.

According to the announcement by chairman Bob Maxwell, "the two day event should be one of the best we have ever held. The program will feature top speakers, outstanding social events and a fine calendar of association business."

Reservations should be made as soon as possible by writing to IESA 1968 Convention Committee, 3020 Pittsburg Street, Fort Wayne, Indiana. Non-members and guests are also invited to attend.



New officers of TSA of Youngstown are (l. to r.) President Carl Hepp, Secretary Fred Stone and Vince Tondy, past President of the group.

## OHIO

The TSA of Youngstown Ohio held their annual elections last month and Carl Hepp was named as the new president. Also elected were Fred Stone as Secretary and Russ Hill as Treasurer. Ralph Cooper was named as the new Director and he will also be chairman of the coming TSA of Ohio Spring Convention that is slated for Youngstown on April 27-28. Russ Hill and Tom Green were named as the membership committee and W. S. Buzzard will head the Ethics committee. The group also announced their annual "Sweetheart Dance Meeting" for February 14th.

## CSEA BOARD REPORT

(Continued from Page 13)

made to the chapter for each month. A check is then drawn for the amount of dues collected and sent to each chapter or zone for their own treasury.

The Red Carpet Service has been changed to the "RED BANNER SERVICE" and new brochures are being made up for distribution to all of the members. The action was taken by the board in an effort to avoid any confusion between the CSEA Red Carpet Service and the Maytag Red Carpet Service. Under the new program, special banners will be designed to fit on trucks and in stores to advertise the Red Banner service. One idea was to leave a small red banner with each customer as a re-

minder of when she needs service to call a red banner dealer. Another idea was to give away Red Banner balloons to the children when working on a customer's set.

Concern regarding a growing trend by Judges to rule in favor of the consumer was brought to the attention of the Board. It was felt that a survey should be taken of the dealers in California to find out how many law suits they have been engaged in in the last year and what has been the outcome. It is felt that there is a need to educate the judges as to the validity of the Service Dealer claims, in such matters of technical knowledge, and to gain more equitable decisions. The State office is planning on following through on the survey idea and to report the results in a future issue of ESD.

## CLASSIFIED ADVERTISING

### HUNDREDS OF WORKING USED LATE MODEL THIN LINE—PORTABLES

Low shipping costs anywhere  
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SAVE more than 40% on your Hospitalization Plan. Call J. Wartels—Insurance Counselor to Electric League.

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Shipped throughout the United States—Write for brochure and price list.

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## Application For Membership

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Kansas Electronic Association

California State Electronic Association  
Iowa Television Service Association

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FIRM NAME \_\_\_\_\_ Owner's Name \_\_\_\_\_  
Business Address \_\_\_\_\_ State Resale Permit No. \_\_\_\_\_  
City \_\_\_\_\_ Zip Code \_\_\_\_\_ State Refistration No. \_\_\_\_\_  
Phone Number \_\_\_\_\_  
Single Ownership \_\_\_\_\_ Partnership \_\_\_\_\_ Corporation \_\_\_\_\_  
If partnership or corporation, name partners or officers \_\_\_\_\_  
Number of years in Radio and/or T.V. business \_\_\_\_\_ Number of years at present location \_\_\_\_\_  
Number of years past location \_\_\_\_\_  
Nearest office of Better Business Bureau \_\_\_\_\_  
Name of Bank \_\_\_\_\_ Branch Address \_\_\_\_\_ City \_\_\_\_\_  
Name of Suppliers \_\_\_\_\_



# The cool new "C." It has more life.

When the horizontal deflection tube in a color TV set goes dead, chances are you've been replacing it with our 6JE6-A.

(You learn by hard experience what's best. Who needs callbacks?)

But this doesn't mean that what's best can't be made even better. At least it doesn't to Sylvania electronic engineers.

That's the reason for our third-

generation 6JE6-C. (We skipped "B" altogether.)

The "C" is the new workhorse of color television.

We've given the plate wings.

It's been so designed that it acts as a superior heat sink. It holds more heat. Radiates it out from a larger surface. Dissipates it more quickly.

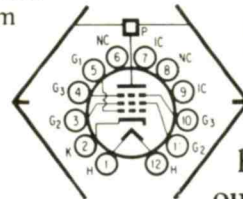
The new tube runs

cooler and has longer life.

And it still costs the same as the "A".

It should mean fewer replacement calls.

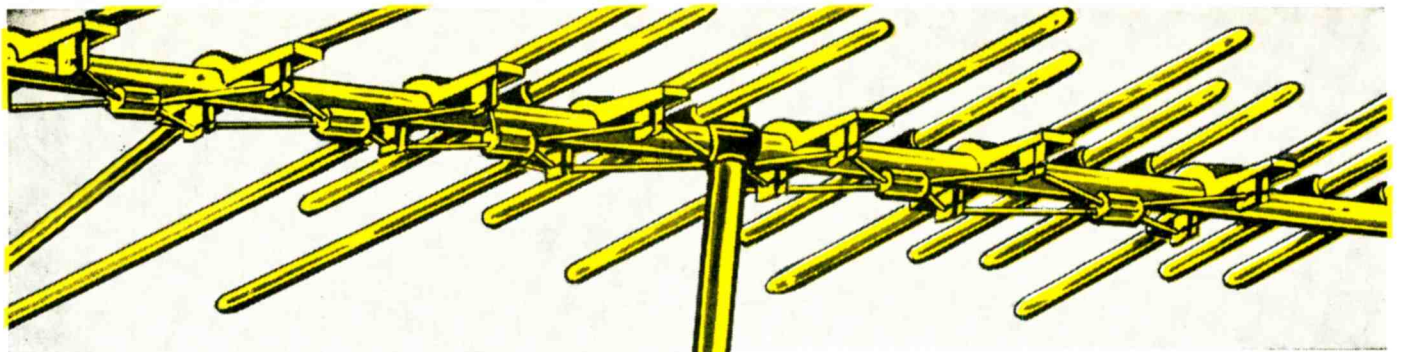
Try the "C" and see.



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Big plate fins absorb heat and radiate it out of the tube.





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But anybody can make claims. We're ready to back ours with objective proof, anytime, anywhere. The proof is simple. Using our specially equipped vans, we check your favorite antenna on a field strength meter and a color receiver simultaneously. Then, we replace your antenna with a GAVIN antenna, about the same size and costing the same or less. So far, we've never lost.

If you'd like to see a side-by-side comparison test, contact your local GAVIN representative or write us a note. We'll drive the van to your door — let you make all the adjustments and set up the test yourself, if you like.

This challenge applies to all distributors, installers, and antenna manufacturers. Any takers?



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