

ELECTRONIC service dealer

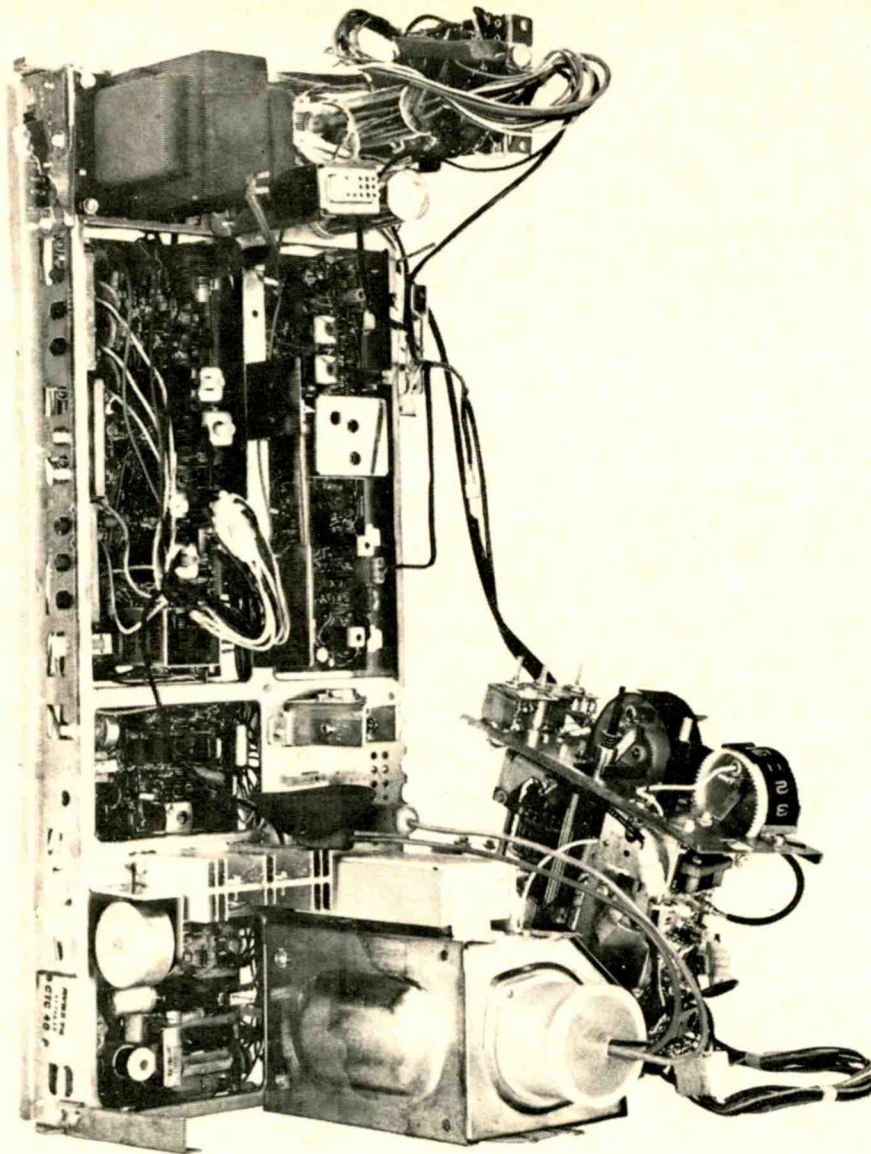


THE OFFICIAL PUBLICATION OF THE NATIONAL ELECTRONIC ASSOCIATIONS JULY, 1969



5th NEA ANNUAL ELECTRONIC SERVICE TECHNICIANS CONVENTION!

Quality Courts Motel - Interstate 84, Scott Rd. Exit, Waterbury, Conn., July 27, 1969



There's more here than meets the eye.

What you are looking at is RCA's solid-state* color chassis—the CTC-40.

A whole lot went into that chassis. Like fifteen years of technical research. Pioneering in the development of Solid State. And the backing of a national workshop program like nobody else's.

That's where you come in.

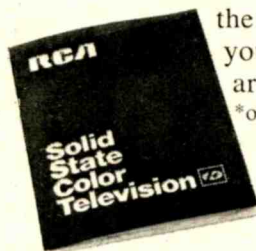
We've written a technical manual on the CTC-40 especially for Electronic Service Technicians. It has color

diagrams, pictures, and everything there is to know about our CTC-40.

You can buy it from your RCA Consumer Electronics Distributor, but there's a better way.

Attend the next RCA Consumer Electronics Distributor CTC-40 Workshop and get the manual free. Our distributor can tell you when it will be held next in your area. See you there.

*one tube rectifier



RCA

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Editor & Publisher

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ELECTRONIC service dealer

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

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letters

Dear Mr. Glass:

Thank you for your letter of April 28 and for the arrangements to send me copies of existing and proposed State legislation concerning television repairs. We have already received some of the material.

As I explained when you visited the Bureau, we have an interest in the promotion of efforts at various levels to assure the public that every action has been taken to protect it from unnecessary exposure to radiation from color television receivers. We

are interested in the work of groups such as your own National Electronic Associations and similar television servicemen organizations in the United States whose activities support this objective.

I will be in touch with you in the near future. Again, we were pleased that you could visit the Bureau.

Sincerely yours, J. Arthur Lazell
Office of the Director
Bureau of Radiological Health, Maryland

Dear Sir:

There have been many letters to the editor recently which are letters of complaint about our business of electronic servicing. This seems to be the age of complaint and dissatisfaction in *all* areas of human existence.

I would like to compliment the independent electronic service business for a change.

I know of no other business where a young man can become involved in work of such a technical nature — without a college degree.

My own case is a good example. I was never interested in school, never really had any idea what I would like to do when I had to make my own way in the world. I was always interested in science and technology, but the school system didn't make the classroom seem relevant to daily life. Due to this failure on the part of the school system, I didn't make very good grades — about average (C). Because of these low grades, I could not have entered college if I wanted to. Any technical future was out of the question — except for electronic servicing. Due to the opportunity in electronic servicing, I have progressed to the point of being the highest paid electronic technician in my geographical area. Due to studies of my own I hold a 1st Class FCC license and I am a Certified Electronic Technician. I have been in this business 12 years.

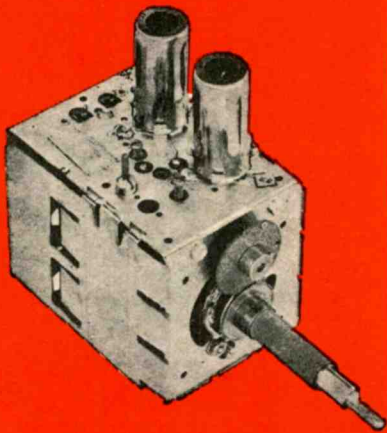
There are oddities about this business though. It is the only business I know of where the customer knows nothing at all about what the technician does and what he must know to complete his job. Yet our customers take the attitude that they know all there is to know about electronics. We could all recite our experiences of customers who knew exactly what was wrong with their set — all we have to do is "put in that little tube that takes the auto ignition interference out of the picture."

Somewhere along the line we have made our business look too easy to the customer and we have failed to educate him to the intricacies of some of the problems encountered in this business. They expect TV technicians are well paid — but "George" should be the one to pay.

Because of the difficult situations in which a TV technician finds himself, due to customer ignorance, I would like to see a few articles on psychology as related to customer satisfaction. In my opinion a successful electronic service business is 10% technical know how and 90% psychology (or that dirty word to a technician — salesmanship). Not that technical competence is not important but technical competence alone is not nearly enough.

Sincerely, Mervin Collier, CET

TUNER REPAIRS



\$9.75

FOR COMPLETE OVERHAUL

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

**24-HOUR SERVICE with
FULL YEAR WARRANTY**

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

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

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

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

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



SARKES TARZIAN, INC.
TUNER SERVICE DIVISION

See your distributor,
or use this address

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

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

ELECTRONIC service dealer

THE OFFICIAL PUBLICATION OF THE NATIONAL
ELECTRONIC ASSOCIATIONS JULY, 1969

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editorial



DONALD J. MARTIN, *Editor/Publisher*

One of the first problems I ever encountered when we started publishing ESD in 1961 was the picture tube and, especially, the rebuilder. At that time, there must have been hundreds of these type manufacturers and they could exist because of the big difference in price between the major manufacturer's black and white picture tubes and their own rebuilt tubes.

Even as early as that, the major manufacturers started cutting prices and slowly but surely most of the larger independent picture tube manufacturers started going out of business. Since the price gap was not great enough there just wasn't a place for this type of manufacturer.

As prices of black and white picture tubes continue to drop the quality of the rebuilt tube also dropped with many backyard operators simply re-juvenating the tube, cleaning it up a bit, and replacing it in a carton for resale. Of course, they carried a one-year guarantee but who was the fall guy when the tube went out in less than 90 days? The dealer, of course, since he had the problem of doing the labor without charge. The rebuilder didn't care since he simply replaced the tube and played the come.

In 1964 we were able to work with the FTC and a local tube manufacturer to pass a regulation calling for the placing of what was new and what

was used on the outside of the carton, on the warranty card, etc. This, of course, did the job of protecting the dealer from inter-state commerce but did nothing to stop the intra-state shipping by local backyard operators. All these people did was use the same cartons with the same wording but, since it was not inter-state commerce, the FTC had no authority.

By 1965 the BERDR came into existence in California and we attempted to back this same type of regulation up stream by regulating the service man through the BERDR and he demanding from the manufacturer to know what was new and what was used in the picture tube rebuilt. We also devised a system of grading tubes as to the degree of rebuilding and this became part of the registration law.

Since this seemed to have little effect on the rebuilders we took a bill that was the same as the regulation and was able to have it passed by the legislature and made into law. The major manufacturers complied at once and, to a degree, the rebuilders followed.

What then is the problem? From all of the information we can obtain the law is being ignored by the vast majority of the smaller manufacturers or backyard operators. While some are making every effort to comply with the law, these people simply continue to defraud the dealer and the consumer with false and mis-leading claims of product.

Who is supposed to police the picture tube manufacturing business? This is simple. It is a State law and any violator should be reported to the Attorney General's office for prosecution. This is out and out fraud and

is no different than the fly-by-night siding, roofing, painting, etc. frauds that have been stopped by the Attorney General. However, nothing is going to happen until someone enters a complaint to that office. In many cases we know the people who are building these tubes do not have the equipment to do a complete job and yet they use boxes and labels indicating "A" tubes when it is completely impossible for them to produce an "A" tube.

Since the picture tube business involves our industry almost exclusively maybe another approach would be the placing of picture tube manufacturing under the control of the Bureau of Electronic Repair Dealer Registration. It would seem to me that they would have the equipment and the technical people needed to obtain evidence of fraud for presentation to the Attorney General. I don't know how it could be done but it is obvious that something has got to be done in order to stop this type of practice. Of course, the one sure way to stop it is for dealers to stop buying from manufacturers they know cannot produce an "A" or "AA" type tube. In my opinion, if a tube is a "B" it should be labeled a "B" and sold as a "B" to the dealer and to the consumer. The entire idea of the grading system was to give the dealer an opportunity of selling different grades of tubes depending upon the choice of the consumer. If there is no choice then the dealer is going to find himself back replacing color picture tubes within 90 days without a labor charge. This can only mean a dissatisfied customer, a dissatisfied dealer and a black eye for the industry. Someone should do something and the sooner the better. ■

NEA president's report



by EMMETT MEFFORD, C.E.T.

The importance of the National Electronics Association, present and future, is the advantages it offers to its members. Better forthright communications among its members and the electronics industries to mutually solve the problems that effect all of us.

Benefits within NEA are numerous if one would only take advantage of them, such as having the Prestige of being an owner of a NEA Certified Electronics Technician Certificate. Receiving Public Relations material which has been designed to enhance the operation of any service shop, be it large or small. To incorporate these aids into your local business operation is the decision of the individual Dealer or Technician.

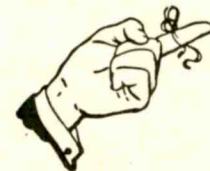
The local Chamber of Commerce and Better Business Bureau offices are very receptive to these programs of upgrading the quality and integrity of the electronics trade with better business practices and technical abilities. Space will not permit my enumerating on all of the benefits available to Dealer/Technician with an NEA membership.

Members are the key to any organizations success and the greater the participation of its members the more the advantages the Association

has in dealing with the economic structure of the Electronics Industries. In turn the greater the benefits for its members.

I am sure there are potential members in isolated and unsolicited areas who would like to become affiliated with NEA if they were only informed of the advantages of belonging to the Association.

I would like to extend a cordial invitation to you as an Electronic Dealer/Technician to join the ranks of members of the National Electronics Association. If your state has an association you join through it. If there is no electronic association in your State you may join NEA direct and work for State Association affiliation with NEA. ■



Remember!

5th
ANNUAL
NEA
CONVENTION

THIS GUIDE CAN HELP YOU, TOO!



IT'S SPRAGUE'S ELECTROLYTIC CAPACITOR REPLACEMENT MANUAL

...and it's free!

This comprehensive 36-page reference booklet can save you time, money and trouble. It contains replacement information on Type TVL Twist-Lok® and Type PCL Print-Lok® electrolytic capacitors for TV sets; home, auto, and CB radios; and hi-fi equipment.

Covering sets manufactured since 1947, the manual includes 284 brand names, from Admiral to Zenith, alphabetically. With original part numbers listed alpha-numerically, each entry indicates capacitance and voltage ratings of the part as well as the catalog number and list price of the Sprague TVL or PCL replacement.

You can get your copy of the Sprague Electrolytic Replacement Manual K-109 by simply mailing a postcard to:

SPRAGUE PRODUCTS COMPANY

591 Marshall St., North Adams, Mass. 01247



from the V.P.



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

show the small shop owner, the "mom and pop" store, how to go about making their business a success.

Then recently another hard-working member, who runs a \$400,000 a year, service only, business confided that he and other large operators felt that while NEA was certainly worth much more to them than the dues cost, that the rank and file NEA member simply does not speak the same language as the big operators. He felt that NEA should concentrate more on service management problems, Warrantys, Service symposiums and the like, if these large operators were to be able to contribute successfully and withdraw the maximum in profitable information and ideas.

And since 80% of our NEA members are not only service dealers, but are also Television - Appliance - Furniture merchandisers also, it was not much of a surprize to find myself involved in a series of conversations with a successful Iowan member, who seriously feels that NEA should be concentrating more heavily on Business Management and Sales programs, as the efforts were more needed in this area and could produce the greatest dollar gains for the members.

I agree with all three!

I even agree with those technicians who feel the CET exam should be broken down to allow a category for "Audio-Visual" techs, for "Communications and two-way" techs and possibly others.

Well then, what is the problem? Why isn't NEA doing these things on a greater scale than it has been? Well, it isn't a case of a lack of desire. And it

would be possible to do any one of them well. But with our short few years of existence (5), and with our limited finances, and with very little hired help, to do that one well would require that we drop everything else. And just as there are three or more ideas on what we should concentrate on above, there are dozens of other projects that others feel are mandatory that the NEA Board concentrate on.

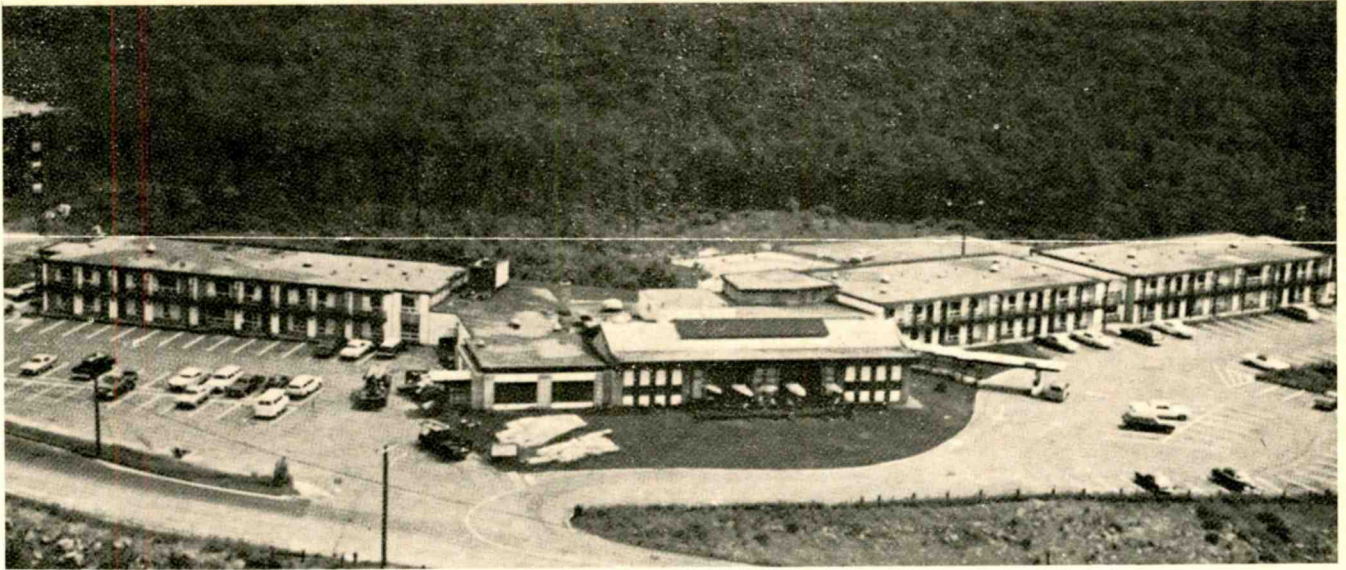
Happily, though, membership is increasing rapidly, the dues have gone up to a realistic amount, and we should be able to put more emphasis in all of these areas which affect our members. The real KEY however, to efficiently doing a lot of things well in any association, is a lot of members doing something, not sitting back and relying on the "Board" or the "Office" to do it.

The Certification Committee can use 20 technicians more, who are willing to put some thought and time into making CET even greater than it is. The certification of Antenna technicians project is dormant and needs a chairman to take this well outlined program and make it as important as the CET program.

And then, the answer to the first three ideas of what NEA should do, is the same. And while the Board will be able to concentrate more on those three areas, to do more on it faster means those who are most interested in them can promote maximum action by volunteering now, to contribute their ideas and actions. My address is in this book. President Mefford's is P.O. Box 828, Fontana, Cal. 92335. We'll direct traffic! Volunteer! ■

NEA is Your Kind of Place!

Not too long ago, one of the most dedicated association people I know told me that NEA was doing a lot of good deeds by working on Apprenticeship, and Certification, and serviceability, and etc., but that what was much more needed was for NEA to give some direct help to its member shops. That is, NEA should possibly design a program that would help to



5TH ANNUAL NEA CONVENTION TO OPEN ON JULY 22ND WITH FULL WEEK'S ACTIVITIES

TOP SPEAKERS, SPECIAL PANELS AND BIG SOCIAL
CALENDAR HIGHLIGHT NATION'S SERVICE DEALERS CONFAB

The 5th Annual National NEA Convention is about entering the home stretch, within less than four months NEA delegates and their families from throughout these United States and Electronic manufacturers representatives for television sets, TV tubes, TV test equipment, TV antennas and from all walks of the electronic industry along with famous national speakers for the trade and countless other dignitaries will be setting their sights for the Quality Courts Motel, in Waterbury, Connecticut, during the week of July 22, 23, 24, 25, 26, and 27th, 1969.

Telsa of Conn. who will be the host of this magnificent spectacle is preparing to lay the red carpet for all concerned. The Mayor of the city of Waterbury, along with the Chamber of Commerce are elated in having the NEA, 5th Annual Convention convene in the Brass Center of the World and for this he will proclaim in the city of Waterbury, NEA DAY.

The convention will begin *Tuesday, July 22nd*, with registration, in the evening a bus ride to Wallingford, Conn. where the delegates will be

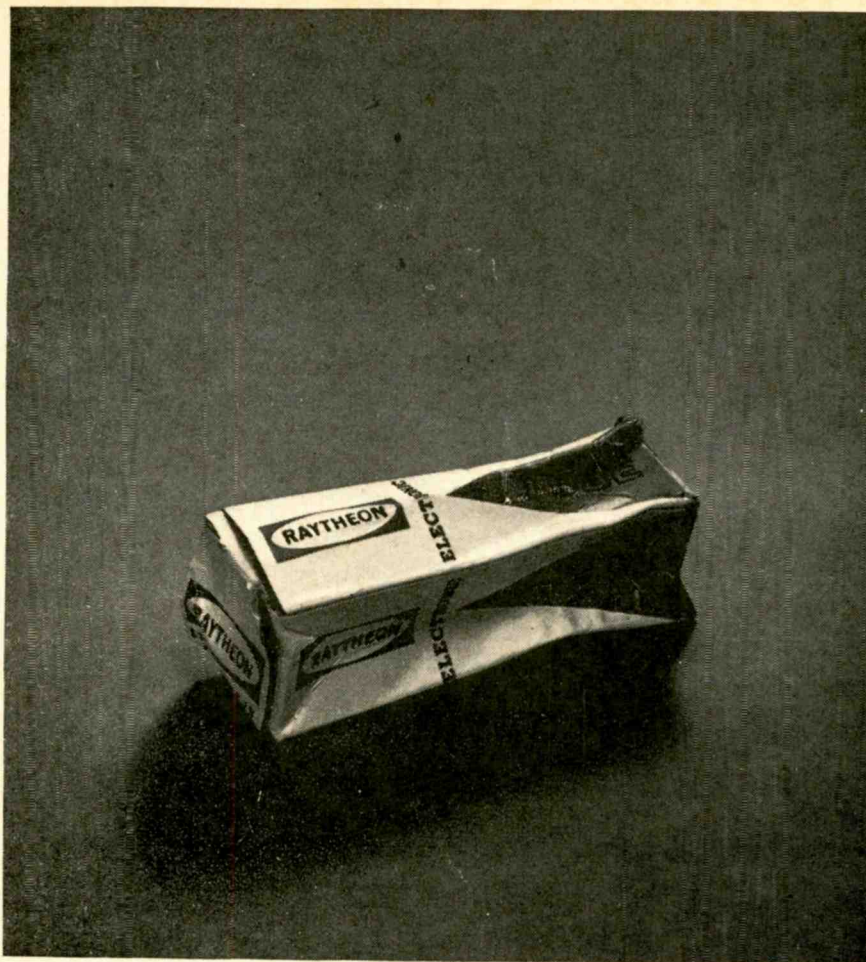
entertained with a live show, at the Oakdale Outdoor Theater. *Wednesday, July 23rd*, there will be a New York Tour, here the visitors will see the New York skyline, UN Building, Empire State Bldg., Statue of Liberty, the Bowery, Chinatown, etc. in the evening, movies from past NEA conventions will be shown. *Thursday, July 24th*, an all day Clam Bake at Lake Quassapaug, Middlebury, Conn., where the delegates and their families not only will they be eating all day, but there will be swimming, boating, amusements for both young and adults, plus games for all to participate, included also for Thursday will be a golf and bowling tournament. *Friday, July 25th*, a Hartford Tour and lunch at Sturbridge Village is planned for the women and children, here they will view the State Capitol and areas of important significance, for the men, many seminars and panel discussions of importance both in the morning and afternoon. In the evening a relaxing cocktail hour, topped off with a Luau Dinner at poolside and finally dancing by the pool. *Saturday, July 26th*, a Holy Land Tour for women and children, where they will view

Jerusalem, the Holy City in miniature, this area is famous from throughout the East, for the men, seminars and panel discussions will continue. In the afternoon tours of famous places for the women and children, and for the men business meetings and election of officers. In the evening a cocktail hour, followed by a regal banquet and immediately following the banquet, there will be speeches made by men of national prominence, followed by awards, and prizes, to complete the day, a Presidential Ball is planned. The Hospitality Rooms will be opened for everyone's convenience. *Sunday, July 27th*, Brunch will be served and in the afternoon a board of directors meeting is planned.

Six of the Industries' top leaders have accepted invitations to address the 1969 national convention of the National Electronic Associations to be held July 23rd through the 27th in Waterbury, Connecticut.

Headlining the list is the new RCA Vice President of Consumer Electronic Sales, Mr. Robert J. O'Neil. Mr. O'Neil was just last month appointed to the new position with RCA and was form-

(Continued on next page)



A dud in 500 million?

Now and then, our big competitors knock us—because they'd like to have our share of your business. But they can't knock our product.

Because Raytheon receiving tubes are universally regarded as the most reliable in the industry. Ever since we produced the first vacuum tube, we've made them to just one specification: the highest quality standards.

All of our tubes have to shape up—to pass rigid electrical and mechanical performance checks.

That's why you rarely find a "dud" among the more than 500 million Raytheon receiving tubes we've made. It's also why you get fewer call-backs...earn greater customer satisfaction with your work...while

making more profit per tube. And it's the reason why Raytheon is the leading independent tube manufacturer serving the independent service dealer today.

Like to know more? Ask your distributor why he gets fewer Raytheon returns than with any other brand...and about his latest deal for you.

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



Remember to ask
"WHAT ELSE NEEDS FIXING?"

erly Western Regional V.P. for the nation's largest manufacturer of home electronic products.

Another top notch industry executive who will address the delegates is R. W. Woodbury, President of Sprague Products and chairman of the service division of the Electronic Industries Association. Well known for his service to the industry over the years, Mr. Woodbury has been the prime mover of the "What else needs fixing" program of E.I.A.

Representing the trade publishing segment of the industry is Mr. Aaron Neretin, Editor-in-chief of Merchandising Week. An outstanding advocate of service as an important part of the industry, Mr. Neretin's appearance will be an important part of the convention program.

Of particular significance will be the first appearance of Mr. George W. Bartlett, V.P. for Engineering for the National Association of Broadcasters. In addition to Mr. Bartlett will be Mr. Robert Flanders, Director of Engineering, of WFBM stations in Indianapolis.

An important addition to this year's convention will be the first appearance of Mr. Gail S. Carter, Executive V.P. of the National Electronic Distributors Association. The part of the distributor in our industry can not be minimized and his appearance should be one of the highlights of the convention.

Rounding out the big six will be Dr. Robert L. Elder, Associate Director, Bureau of Radiological Health from Washington, D.C. Dr. Elder has been involved with the PL 90-602 throughout its legislative history and is actively working on the implementation of the Radioation Control for Health and Safety Act of 1968.

The entire problem of radiation from color television and electronic ranges is now being discussed with industry representatives prior to final regulations being submitted for passage. His presentation should be an outstanding contribution to the convention.

There is also a possibility that Rufus Wilson, Chief of the Bureau of General Restraint of the Federal Trade Commission, may be with us but this will have to wait until the last minute in order to work it into his busy schedule.



NEA CONVENTION PROGRAM



JULY 22 - 27 - WATERBURY, CONN.

TUESDAY, July 22 - Registration - Evening, Oakdale Theater.

WEDNESDAY, July 23 - N.Y. City Tour - Home Movies NEA Conventions.



GORDON BURNS

THURSDAY, July 24 - Lake Quassa-paug Clam Bake - family outing - all day NEA/Winegard "Open" Golf Tourney. M&M Forms Bowlinw Tourney.

FRIDAY, July 25 - Breakfast (Coffee and Rolls) Host Speaker, NEA President, Emmett Mefford, CET. Fontana. Guest Speaker: Robert Elder, Public Health Service.



DR. ROBERT L. ELDER

Panel: "Let's Take the War Out of Warrantys." Mod.: C. Milton Lowell, CET, Wisconsin; Tom Goode, CET, Michigan; R. L. Shoemaker, RCA Indpls.; Sol Fields, Matsushita Elect. NYC; Ralph Jhonnot, Ex. Dir. CSEA, L.A. Cal.

Panel: "What's Happening to Service Prices." Mod.: Miles Sterling, CET, L.A., Cal.; Joe Risse, I.C.S. Scranton, Pa.; Stan Byerly, ARTS, Peoria, Ill.; Joe Rufo, Holyoak, Mass. ETC of Mass.; Jerry Jackbson, Baltimore, META; Joe Vitt, Cust. Service, H. W. Sams Co.

FRIDAY, July 25 - Luncheon Host: NEA affiliated state assns.

Guest Speaker: Aaron Neretin, Merchandising Week.



AARON NERETIN

Panel: "Serviceability: A prescription that improves the whole family." Mod.: Tony D'Annebale, FR TSA of Pa. Philadelphia; Forest H. Belt, CET, Louisville, Ky.; Ed Gaiden, Motorola, Chicago; Don Pinkston, Chickasha, Okla.; Dean Mock, CET, Elkhart; Mike Marino, TELS A, Conn.; John Doble, G.E., Portsmouth, Va.

Panel: "Technician Development: No Problem!!" Mod.: Jim Ballard, C.E.T., San Jose, Cal.; I. Harry Hyman, BAT, St. Super. Conn.;

Charles Cave, CET, NEA Director of Training; Gene Koschella, E.I.A. Wash. D.C.; Ed Vilimek, C.E.T., Des Moines; Leon Howland, CET, Indpls; John Guinan, Philadelphia.



RUFUS WILSON

FRIDAY, July 25 - Ladies and Children New London tour Ocean swim

FRIDAY, July 25 - Cocktail Party, evening. LUAU, Sponsor, Motorola. Host speaker: Ed Gaiden, Chicago. Guest speaker: Duke Wilson, FTC,



R. W. WOODBURY

Wash. D.C.; Guest speaker: R. W. Woodbury, Sprague. Dance.

FRIDAY, Teenagers - All day live band - dance.

FRIDAY, Technicians — All day seminars, test equipment, Product service.

SATURDAY, July 26 — Breakfast. Sponsor, Leader Corporation. Host speaker, Jack McGruder, Los Angeles, California.

Guest speaker, Jack Betz, Waterloo. Information officer NEA.

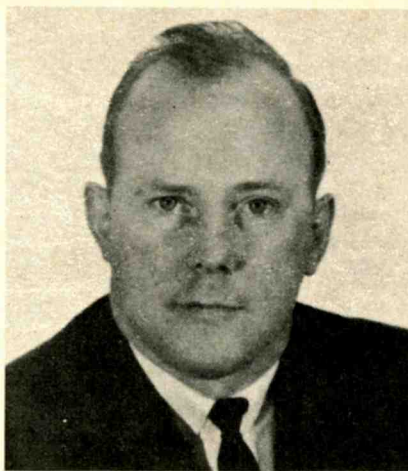
SATURDAY, Technicians — Seminars on test equipment, Products.

SATURDAY, Certified Electronic Technician Tests.

SATURDAY, July 26 — NEA Business



GAIL CARTER



ROBERT J. O'NEIL

meeting. Emmett Mefford Presiding
SATURDAY — Luncheon: sponsor Sylvania. Host speaker: John Borlaug, Nat'l Service Mgr., Batavia, NY; Guest speaker: Gail Carter, Exec. V.P. NEDA, Chicago.

Evening: Cocktail Party, sponsor Howard W. Sams Co., Indpls.

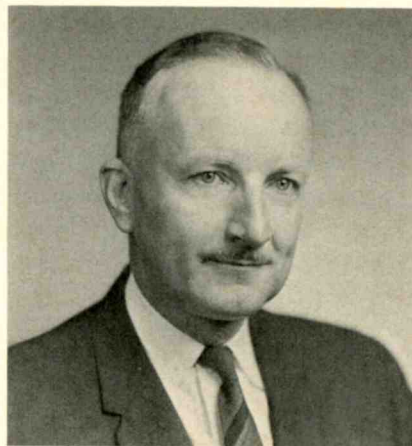
Banquet: Hall of Fame, sponsor RCA Tubes and Components. Host speaker: Lysle Shanefelt, RCA Comp. and Devices. Guest speaker: Robert O'Neil, RCA Sales Corp.

SATURDAY, July 26 — Dance.

SUNDAY, July 27 — National Service Conference (formerly Eastern Ser. Conf.)

SUNDAY, July 27 — Panel: CATV TODAY. Mod.: Saul Brown, TELSA M. D. Tedrow, CET, Winston-Salem Julian Belcher, Danville, Ill.; James Jerone, Scranton, CET; R. L. Knighton, Charleston, W.Va., CET.

Brunch: sponsor General Electric Tube Division. Host speaker: Gord-



GEORGE BARTLETT

on Burns, G.E., Tube Division, Oak Brook, Ill. Guest speaker: George Bartlett, Vice Pres. National Association of Broadcasters, San Diego, Cal.; Robert Flanders, Executive Secretary, Society of Broadcast Engineers, Indpls, Ind.

SUNDAY — NEA Board of Directors Meeting P.M.

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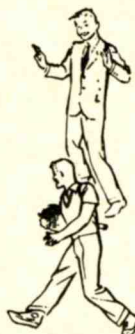


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ELECTRONIC SERVICE DEALER

GOOD HOUSEKEEPING MAGAZINE ASKS FOR C.E.T. TO INVESTIGATE LOCAL PROBLEM

The value of the C.E.T. program is certainly gaining in stature. Good Housekeeping Magazine recently inquired for a C.E.T. in a small town in California to investigate a complaint of a customer about a product advertised in their publication. The editor was referred to the local Bureau of Electronic Repair Registration but declined in preference to a C.E.T. They did not want any law enforcement Bureau but rather a qualified electronic technician to look over the product in question. They were referred to several in that area who were C.E.T.'s and not necessarily members of NEA or CSEA.

W. VA. TECHNICIAN REGISTERS HIGHEST C. E. T. EXAM OUT OF THE 3700 GIVEN

Charles F. Schultz of Wheeling, West Virginia is one of the newest C.E.T.'s in the United States but in addition to that, he has achieved the highest score ever registered by any of the 3700 who have taken the exam. Mr. Schultz only missed two questions out of the 126. The previous highest score was a miss of seven out of the 126.

CSEA ADOPTS RESOLUTION HONORING ESD

The Board of Delegates, chaired by Chet Chapin, C.E.T., passed a resolution last month during the 15th annual CSEA convention honoring the Electronic Service Dealer Magazine and its publisher Don Martin. The resolution stated that, "the secretary was directed to express our warm appreciation of the magnificent job you have done on behalf of the California State Electronics Association for the 1968-69 year. Without the services of men as yourself, this association and all that it stands for could not be possible."

LEON HOWLAND VISITS SYLVANIA'S NEW TRAINING CENTER IN BATAVIA

Leon Howland, C.E.T. Chairman, recently visited the new Sylvania Training Center in Batavia, New York. John Borlaug, C.E.T. chief of operations and national service manager for Sylvania gave Leon a complete tour of the plant and outlined much of the program.

PHILCO-FORD SETS UP NATIONAL SERVICE COUNCIL ON INDUSTRY PROBLEMS

Philco-Ford is now in the process of setting up two national service councils at which servicing dealers and service shop operators will be asked to discuss industry problems with top Philco-Ford management people. The new program will include the discussion of topics related to Major Appliance and Home Entertainment service including warranty programs, technician shortages, management problems, etc.

TEA OF TEXAS TO HOLD CLINIC JULY 31

TEA of Texas will hold their 17th annual clinic starting on July 31st and running through August 3rd in Galveston, Texas. This year's clinic will feature a complete course in TV alignment as well as a business management program that will include Managing Yourself, Managing your business and Managing your employees. Always one of the nation's most outstanding business clinics, everyone is invited to participate. Full information can be obtained by writing J. W. Williams, Executive V.P., TEA, 2708 W. Berry, Ft. Worth, Texas.

FLORIDA GROUP HOLDS FIFTH CONVENTION

The Florida Electronic Service Association held its fifth annual convention in June at the Statler Hilton Inn in Orlando, Florida. Main speaker for the event was Morris L. Finneburgh, Sr. of the Finney Company and his presentation was greeted with a standing ovation. According to FESA President D. W. Averett, C.E.T. exams were held during the meeting. Sponsors of the event included Cain-Bultman, Inc. for Zenith, The General Electric Company, Thurew Electronics for Winegard, Hammond Electronics, Inc. for Motorola and the Finney Company.

ARTS OF PEORIA ILLINOIS HOLDS CET EXAM

Jim Bridges, President of ARTS of Peoria, Illinois reported that they held C.E.T. exams recently at Bradley University with 12 Techs taking the exam. In other news, Peoria has been tentatively slated for the NEA Board of Directors Meeting in February along with the third meeting of the "National Service Conference." Bob Griffin, C.E.T. and President of The Bloomington Electronic Technicians Association announced that they have held their 3rd CET test session with a fine turnout of technicians. In this particular organization, C.E.T. certification is necessary for membership. Anyone joining the association has three months in order to pass the C.E.T. test before his membership becomes permanent. Illinois is one of the fastest growing areas for NEA members with over 70 individual members throughout the state.

SURVEY OF 277 SHOPS THROUGHOUT USA INDICATES AVERAGE COLOR CALL AT \$9.20

A recent survey of 277 service dealers throughout the average color service call rate was \$9.20. Color set-ups averaged out at \$13.11 and the average price for total shop repair of color television was \$35.32. Stereo home service call rates reported an average of \$7.43 while stereo shop repair came out to \$25.95. Black and White Television service calls averaged \$6.44 while B/W shop charges was \$23.59. Average labor on all carry-in portable television sets was \$8.02.

A Message To Service Businessmen

My analysis of Philco product service and replacement parts availability has convinced me that the best consumer service can be performed by independent firms and servicing dealers if they will organize to do so. Thus, I favor Philco-Ford's close association with independent service. This arrangement gives us a multiple service facilities system, with competent Philco repair shops close to all customers. We believe we have an advantage over the manufacturer-owned company with its single base for service vehicles and technical personnel. A local service firm has a community reputation to build and maintain, and therefore offers faster, more efficient repairs, even during periods of peak service load.

Since we are purposefully committed to a close association with our servicing dealers and the independent firms, I am determined that this association shall be of greater mutual benefit. Our plans and our policies must assist you in every way possible . . . helping you to improve the profitability of your business, to handle Philco product repairs with more efficiency, and making it easier for you to obtain product information and the needed replacement parts, without delays.

I feel that we can greatly improve the actions we are taking to bring all this about. Let me explain:

At Philco-Ford, we have established a Service Support Project Team, which serves as a corporate committee and whose membership has been drawn from our engineering, manufacturing, and marketing staffs. I have asked this team to study product quality and product service, meshing with service those areas (such as manufacturing) over which service has no direct control. Our objective is to manufacture products of highest quality that are easy to service and that you will not hesitate to recommend to your customers.

Philco-Ford has a good record of technical product training. Your technicians are receiving individual assist-

ance at Philco-Ford's Service Training Centers. There are an ever-increasing number of "shirt-sleeve" training sessions for intensive instruction and larger group meetings being scheduled throughout the country. Plans call for a continuing flow of technical information through the Philco Tech-Data Library Service. It is our aim to better these programs.

To help us do so, I am pleased to tell you that we are establishing two National Service Councils. Servicing dealers and owners of "service-only" shops — will be invited to meet with members of Philco-Ford's management. Topics for study and discussion will include Philco product service, service literature, warranty policies, parts availability programs, ways to relieve service technician shortage and improvement of service training. The discussions will also cover service shop layout, equipment and tools, and service business management.

To obtain meaningful results, National Service Council meetings will be attended by representatives of Philco-Ford's product planning, distribution, marketing, engineering, quality control, manufacturing, and service and parts departments. One series of Council meetings will be conducted to cover electronics servicing, with another series of meetings for appliance and home laundry. Participants from independent service will be invited to attend on a rotating basis to assure maximum benefits to Philco Qualified Service Centers throughout the country and to gather the broad range of useful information we need for improving Philco-Ford service, parts and warranty programs.

In further actions, we are embarked on an intensive study of what I believe to be the finest consumer service program in operation in our industry — Philco Qualified Service. Already this effort has resulted in plans for identifying Philco Qualified Service Centers in their respective communities, for additional arrangements that will give



Robert E. Hunter
President and Chairman
of the Board
Philco-Ford Corporation

our Centers profitable advantages, and for a refinement of Philco Qualified Service procedures.

One such refinement involves the electronic processing of service data provided to our national headquarters by Philco Qualified Service Centers. This system speeds direct payments to PQS Centers for services performed. It is providing extremely useful information to our engineering, quality control and manufacturing operations, and it will enable us to streamline our replacement parts handling procedures by continuously identifying the parts for which you will have the greatest need.

This kind of information-gathering, together with the insight we expect to gain through the meetings of our National Service Councils, will help us achieve our consumer service objectives and the closer cooperation with independent service towards which we are diligently working.

Mr. Robert E. Hunter became President and Chairman of the Board of Philco-Ford Corporation September 30, 1968, and was elected a Vice President of Ford Motor Company, parent firm of Philco-Ford, October 10, 1968. Prior to joining Philco-Ford, Mr. Hunter was General Manager of the Euclid Division of General Motors Corporation in Euclid, Ohio. He had been a General Motors executive since 1937, except for a 2-year association with United States Steel Corporation (1941-1943).

PHILCO



For More Information Call or Write:

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San Diego, 283-7361

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Burlingame, 692-3835

Jim Brady

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Phoenix, AL 8-3965



ELECTRONIC service dealer

CALIFORNIA SECTION

CSEA president's report

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RALPH JOHONNOT

Executive Director

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Hawthorne, California 90250
(213) 644-4636

By VIRGIL GAITHER



Let me introduce myself. You will no doubt be subjected to this deathless prose for the next twelve months and at least you should know from where and whom it emanates. I am a member of the Pasadena Chapter of CSEA, with a Sales and Service Store called Television Central, located in the Eagle Rock Section of Los Angeles.

CSEA has just completed their most successful convention ever, the spirit — the fire of the members has never been greater — yes, the past year has been a truly successful one for our Association. So many members have contributed so much it would be impossible to name them all.

Larry Schmidt, our Past President, can be extremely proud of his accomplishments and the steady hand he has exerted. There were some moments — some problems — during the year when an experienced retread like Larry was a great asset. Larry, ease up and rest this coming year, you've earned the privilege.

Ralph Johonnot, the nation's best Executive Vice-President accomplishments are many. Every member throughout the state is familiar with the changes and improvements he has

made in the operation of the Association's State Office. We salute you, Ralph, for a great year and unlike Larry — no easing up, no resting. Just work.

Goals and Aims? Where do you start? With the new Zone "D" located in bustling San Bernardino County bursting at the seams with activity — Napa-Sonoma with eight new members the past week — San Diego requesting one hundred twenty five CET examinations for their June meeting. Ralph off to Sacramento June 12th for a symposium — consisting of four judges, two senators and six assemblymen, where he and Director Dick Curtis will detail the problems peculiar to the television service industry. The activity is here, directing and channeling it to where our Association will gain the most is the primary concern of this office.

Committees will be formed where we will reach to the Zones and the Chapters, and gentlemen we know that the response will be there. We will count on you to help us make this a year of progress. A year when CSEA can say, "We are the voice of the Industry." ■

CALIFORNIA NEWS NOTES

San Antonio Chapter Holds Free Steak Dinner Meeting

The San Antonio Chapter of CSEA held their annual free steak dinner last month at King's Victoria Restaurant in Long Beach and welcomed into the association English TV of Downey, Frank's TV, Lynwood; Lynwood TV, Lynwood; Van Gessel's TV, Para-

mount and Prentice TV of Downey.

The big event was for the election of new officers for 1969-70 and to hear a convention report from Vic Seekman.

RCA's Bob Kreuzer Addresses Convention Delegates

Bob Kreuzer, newly appointed Manager of the Western District, RCA

Electronic Components and Distributor Sales, was a major speaker last month during the CSEA convention held in Fresno.



Kreuzer is a former manager of a wholesale distributorship in Milwaukee prior to joining RCA in 1956. He was most recently field salesman for RCA in the Washington-Baltimore area.

Two More Dealers Cited By BERDR in So. Calif.

The California Bureau of Electronic Repair Dealer Registration announced recently that an Ontario man, whose registration with the Bureau was previously revoked, has been sentenced to a term in the San Bernardino County Jail.

According to Bureau Chief Sigurd Hansen, the Bureau revoked the registration of Adrian J. Ste. Marie, who does business as Telecheck Mobile TV, 212 North Palm Avenue, Ontario, on August 17, 1968 after he had been found guilty of fraud and dishonest dealing. At that time, Ste. Marie was also convicted of petty theft in a municipal court and assessed a \$65 fine and placed on probation for one year.

The most recent court action which took place in San Bernardino County Municipal Court, resulted in Ste. Marie's conviction on two counts of operating with a revoked license (registration) and one count of petty theft. He was sentenced to serve 60 days in San Bernardino County Jail and is now incarcerated.

In another action a hearing was held before State Hearing Officer Carl A. Pierson in Santa Ana, California, and Mr. Ted Cotton of Ted's TV Service, 8772 Brookhurst, Anaheim, California,

(Continued on page 20)



EXCLUSIVE

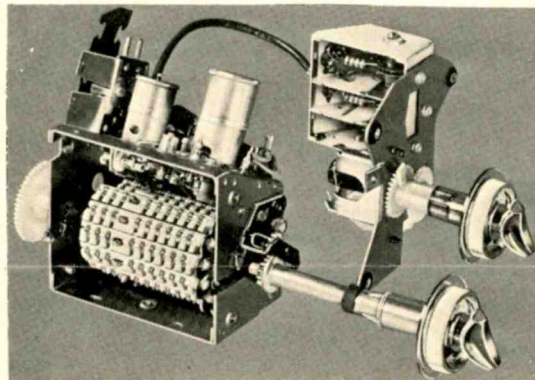
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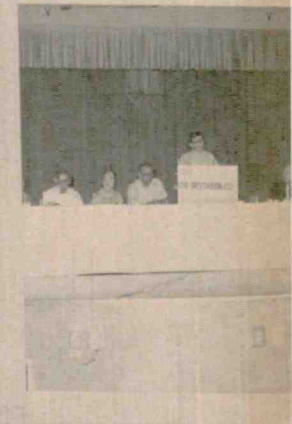
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California Convention Snaps



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ROBERT J. RYAN

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

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

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

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

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

Robert J. Ryan Company

422 South Western Avenue
Los Angeles, California 90005

386-8651

CSEA news wire



RALPH JOHANNOT, CSEA Executive Director

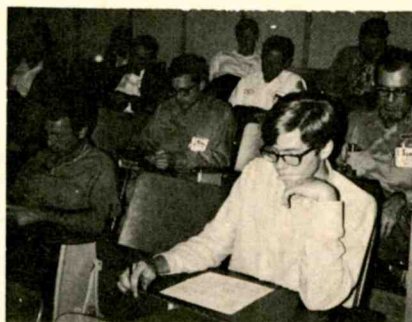
Convention Summary

Three-hundred and forty-two dealers and their wives attended the three day CSEA convention in Fresno, May 30 through June 1.

On Thursday evening, May 29, over two-hundred attended the kick-off Hawaiian Luau. Ed Porto's Quartet completed the evening with music for poolside dancing. On the following three days Association business, meetings of the Board of Directors and State Delegates, panel discussions, and seminars occupied every minute of the time of those attending. Because of the large reception we are already planning next year's event to include more manufacturers displays, larger dining and meeting facilities, and more reservations for rooms as we overflowed the Fresno Hacienda into the nearby motels.

San Diego CET Program

On Wednesday, June 11, the San Diego Chapter of CSEA gave the CET examinations to 113 technicians at Mesa College in San Diego. This is, to the best of our knowledge, the largest number to ever take the examination at one time. The exams were under the supervision of Ivan Lauritzen of the San Diego School System, who also conducted a refresher course to those desiring in the weeks pre-



A few of the 110 persons taking the CET test in San Diego on June 11.

ceding the exam. Considerable interest was shown by non-members of the chapter and several new membership applications were submitted. The median age of the group was 47 with 20 above the median age and 93 below. The youngest to take the test was 18 and the oldest, an active 70. They are planning a dinner meeting to award the new CET's their certificates and show them the honor they deserve with proper newspaper and television coverage.



Hank Thomas, age 70, oldest of the 110 technicians taking the CSEA course and test.

CSEA Convention Highlights

At the CSEA convention held in Fresno, May 29 through June 1, two absentees were heard from in novel ways. The first, Mr. Morris L. Finneburgh, Sr., Chairman of the Board of The Finney Company, found it impossible to attend because of the illness of his charming wife. A ten-minute tape recording of his keynote speech was played through the public address system to greet the conventioners. The second was the newly elected State President, Virgil Gaither, who found it impossible to attend because of his annual clearance sale. Immediately after the election Mr. Gaither's voice was heard via telephone over the same PA system.

Newly elected officers for 1969-70

CSEA news wire
Continued

are Virgil Gaither, President; Oakley Dexter, Vice President; Vern Hassett, Secretary; Everett Pershing, Treasurer. Officers filling out the Board include Roy Grybowski, Santa Barbara; Harry Midkiff, Compton; Richard Curtis, Rancho Cordova; and Harold Baughman, El Cajon. Immediate Past President Larry Schmitt remains as an advisor to the Board.

Dates of CET Examinations

June 25 - Colortronics - 33 Clayton Valley Center, Concord.

July 9 - 303 So. Winchester, San Jose.

July 16 - 550 Sylvan Way, San Francisco.

Sept. 24 - Al's TV Clinic, San Leandro.

Monthly exams are given the last Wednesday of every month at 13666 So. Hawthorne Blvd., Suite 6 at 8 p.m.

**SACRAMENTO CHAPTER
HOLDS INSTALLATION
DINNER**

Over 70 dealers and their wives attended the recent installation dinner of the Sacramento Chapter of CSEA. The event was held in late March at the Holiday Inn North in Sacramento with Richard Curtis being installed for the second year.

Other officers included Donald Surette as V.P.; Joseph Rodrigues as Sec./Treas.; and Board members: William Boyle, Michael Liviakis, Rene Blanc and Andrew Smith. Al Cox was named to represent the chapter on the board of delegates. He has represented the Zone on the Board of Directors of CSEA for the past two years.

CALIFORNIA'S C.E.T.'S

California C.E.T.'s now number 187. Many exams have been given since this number was announced by N.E.A. These ungraded exams should bring California to well over the 200 mark. Continued from the March issue of E.S.D. are the names of our proud California certificate holders:

- 97. Robert Birnbaum—Capistrano Beach
- 98. James Gallagher—Stockton
- 99. Richard Smith—Modesto
- 100. Kenneth Trygstad—Vista

- 101. Myron Simon—Los Angeles
- 102. Wilber Bowen—Ontario
- 103. George Barnes—Marion City
- 104. Allen Firman—San Rafael
- 105. Otto Gramlich—Mill Valley
- 106. Glenn Retke—San Anselmo
- 107. Neil Gardenheir—Modesto
- 108. Alfred Medeiros—Merced
- 109. James Williams—Fairfield
- 110. Herbert Thomas—Stockton
- 111. Irving Sladen—West Sacto
- 112. John Curless—Yuba City
- 113. Kenneth Parker—Stockton
- 114. Gerald Carr—Stockton
- 115. Kenneth Sutterlin—Fairfield
- 116. Dale Sinkey—Oroville
- 117. Charles Morris—Rancho Cordova

- 118. Manuel Cardoza—Los Banos
 - 119. Robert Courtney—North Hollywood
 - 120. Rodger Shour—Millbrae
 - 121. Jack King—Daly City
 - 122. John Jennings—San Francisco
 - 123. Wayne Fitzer—Harbor City
 - 124. Fred Oliver—Inglewood
 - 125. David Grubb—San Pedro
 - 126. John Leisten—Harbor City
 - 127. Henry Billodeau—San Pedro
 - 130. Raymond Upton—Azusa
 - 131. Richard Burchell—Upland
 - 132. Joseph Verbanic—Oceanside
 - 133. Manuel Prazeres—Inglewood
 - 134. Ray Crump—Livermore
 - 135. Alec Zitterkopf—San Leandro
- (Continued next page)*

**ANNOUNCING SPACE AGE
FOAMING ACTION
TUN-O-FOAM**



**CLEANS, POLISHES,
& LUBRICATES CONTACTS
EACH TIME CHANNEL
IS CHANGED**

**SPACE AGE
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DOESN'T DRY OUT
FOAMS AWAY
DIRT AND CORROSION**

TUN-O-FOAM is a new generation of tuner sprays. It is not simply a cleaner with a little residue of lubricant. It is a space age lubricant that cleans as it lubricates. Ordinary lubricants are hydrocarbon compounds which dry out rapidly. TUN-O-FOAM is a space age lubricant in which the carbon has been replaced by a rugged, synthetic element. The result is a long-lasting lubricant capable of withstanding extremes of temperature and maintaining lubricity over thousands of channel changes. Thus, no matter how hot the chassis runs, TUN-O-FOAM will not cake up or dry out. Especially well suited to silver and gold plated contacts, it is the same type of lubricant used in today's spacecraft — the finest ingredients ever put into a can. Each time the tuner is rotated, the contacts are cleaned, polished and lubricated. Yet TUN-O-FOAM is non-abrasive. It will not wear away contacts, and it cannot cause detuning.

TRY TUN-O-FOAM. IT'S GUARANTEED TO BE THE BEST TUNER LUBRICANT/CLEANER YOU'VE EVER USED OR YOUR MONEY REFUNDED.

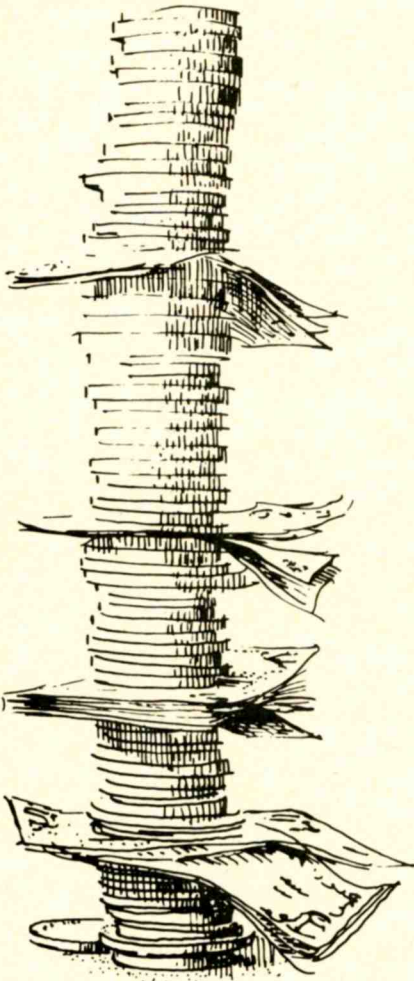
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- 136. C. E. McPherson—Berkeley
- 137. John Falkenrath—Lorenzo
- 138. Richard Ford—Turlock
- 139. Donald Magos—Sacramento
- 140. Donald Focha—Modesto
- 141. David Rowe—Sacramento
- 142. Anthony Collonea—Sacramento
- 143. Paul Wolf—Sacramento
- 144. Thomas Sippola—Loomis
- 145. Frank Hoelsing—Sacramento
- 146. Clifton Henle—Sacramento
- 147. Lindley Steward—Modesto
- 148. Herman Collier—Sacramento
- 149. Lloyd McCants—Redding
- 150. Peter Henningsen—Auburn
- 151. Bill Hehn—Stockton
- 152. Kenneth Preston—Stockton
- 153. Roger Wright—Roseville
- 154. William Shambaugh—Roseville
- 155. Dee Keener—Sacramento
- 156. David Roberts—Orangevale
- 157. George Rogers—Roseville
- 158. Frank Tindell—Stockton
- 159. L. I. Wilson—Sacramento
- 160. William Bailey—Sacramento
- 161. A. J. Meyers—Rancho Cordova
- 162. Joseph Dempsey—Sacramento
- 163. Thomas Poston—Daly City
- 164. Walter Kinney—Sacramento
- 165. Alan Turner—Carmichael
- 166. James Carmen—Auburn
- 167. Stanley Wilson—Carmichael
- 168. Ronald Hummer—West Sacramento
- 169. Robert Boerkmah—Folsom
- 170. Charles Ridling—Lodi
- 171. Dick Prichard—San Diego
- 172. Charles Cox—Lakewood
- 173. Paul Weiser—Burbank
- 174. Marvin Packett—San Leandro
- 175. Ben Griffin—Culver City
- 176. Kenneth Lawrence—El Cerrito
- 177. John Morris—Pittsburg
- 178. David Jones—Oakland
- 179. Larry Boracci—Antioch
- 180. William Hammock—Oakland
- 181. Peter Guidici—El Cerrito
- 182. Charles Schmidt—Berkeley
- 183. B. L. Tuchtenhagen—Muir
- 184. Richard Bullock—Long Beach
- 185. Henry Withrow—La Crescenta
- 186. David Soule—Hawthorne
- 187. Harry Auth—Northridge



CSEA POMONA CHAPTER
ON MAY 14th, the Pomona Chapter held
it's annual installation dinner — 32 ounce
steaks, was the order of business.

California News Notes

Continued

had his registration revoked effective May 18, 1969. State-owned television sets, were run through Mr. Cotton's facilities and his registration was revoked for the following reasons.

1. Fraud and dishonest dealing (subject charged for and installed 2 used tubes in a state set representing that the tubes were new. Only 1 of the tubes was needed to repair the set. Mr. Cotton did not leave the old parts with the customer. The tube that was replaced unnecessarily was intentionally burned out by Mr. Busman, the state's field representative, and Mr. Cotton was recalled to repair the set. When he returned he repaired the set by replacing the intentionally burned out tube with the same tube he had replaced previously and which was identified by its state markings.)

2. Failure to return the old parts.

3. Furnishing the customer with a false and misleading invoice.

4. Gross Negligence.

In addition to the registration revocation, Mr. Cotton was found guilty in a criminal action of petty theft and failure to return the old parts to the customer and received a suspended 30-day jail sentence and was placed on probation for 6 months.

In a separate action, Larry Goldberg, dba, Mobile TV, 10122 Regatta, Whittier, California, and 1335 N. Detroit, Apt. 105, Los Angeles, California, was found guilty of operating without a valid registration and was ordered to pay a fine of \$125.00. He was also placed on a 2-year probation and ordered not to engage in the electronic repair unless registered. ■

**PLAN NOW
TO ATTEND
THE
FIFTH ANNUAL
NEA CONVENTION**

ELECTRONIC SERVICE DEALER

AS ADVERTISED IN TV GUIDE MAGAZINE

Meet A Man's Man

He's a husband, a father, a citizen, a taxpayer and an independent business man. He isn't known for his athletic prowess, though he may have it. And he's not a financial wizard for a large corporation. But he is a man to be admired.

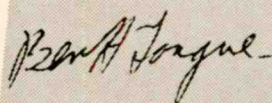
Few men in our competitive, frenetic society have the conviction, competence and honesty to build their own business. Our man has. He's your local TV Serviceman.

We at Barbey know him, trust him and respect him. We know he insists on the finest products so that he can serve you—the TV viewing audience—with the best available material.

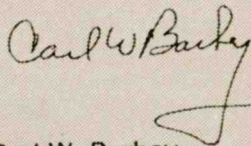
He isn't rich. In fact, we don't know any rich TV servicemen. But he has a wealth of friends, and that's a treasure in itself.

The next time your TV set requires repairs, or your TV signal demands improvement, turn to the man's man. We know you can trust him.

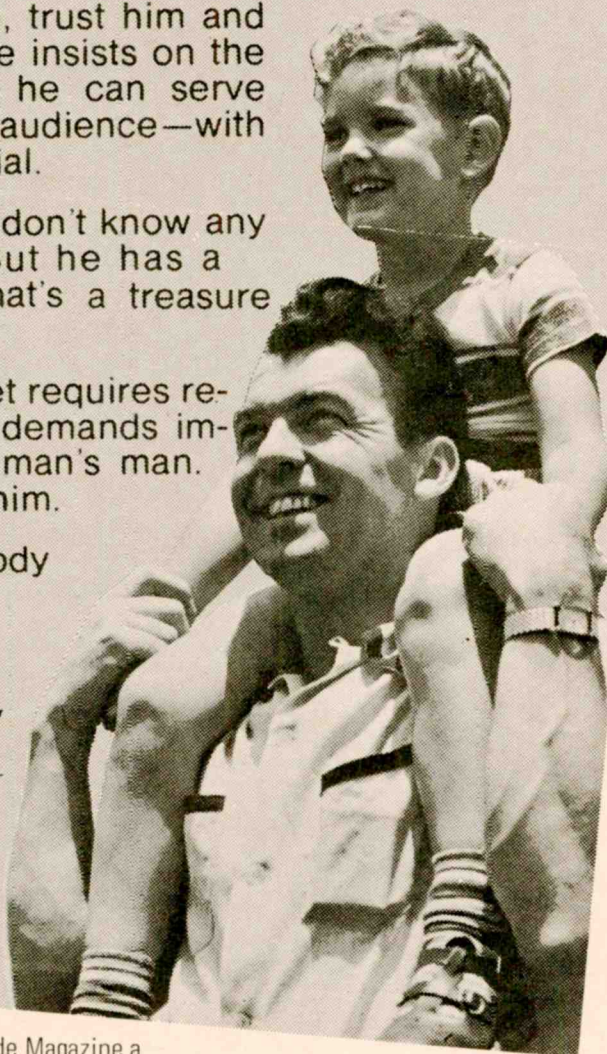
It's about time somebody put in a plug for him.



Ben Tongue
President
Blonder-Tongue



Carl W. Barbey
President
Barbey Electronics



This is a reproduction of an ad that appeared in TV Guide Magazine a few months ago. It is the combined effort of a local distributor, Barbey Electronics, and Blonder-Tongue to help build the image of the television service dealer. This type of cooperative effort can only help to build a bigger and stronger service industry. Our hats are off to these firms.



HOOSIER TEST PROBE

A SPECIAL ESD FEATURE

IESA OFFICERS & DIRECTORS

1969 - 1970

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Secretary-Treasurer

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N. Region Vice-President

DEAN R. MOCK, *CET*

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LARRY KING

South Region Vice-President

O. C. BROWN, *CET*

Special Director

THOMAS L. COOPER

Executive Vice-President

ED CARROLL, *CET*

INDIANA President's Report



JOHN SAUNDERSON

Now that the Convention is over, new Officers installed and an orderly transfer of offices completed, the Board Members of IESA are settling down to consider the Aims of the Association for the coming year.

It is my hope to double the membership, by visiting all Member Associations in Indiana and encouraging membership drives and dinner meetings. I feel that we do not take full advantage of publicizing our activities, meetings, etc. and I sincerely encourage all Member Associations to send me news — and pictures — of any or all activities, no matter how unimportant they may seem. This will give me the opportunity to obtain State & National publicity.

I plan to revise the Constitution and By-Laws of IESA. Strive to increase our CET Tests and to raise the standard of the Indiana Technicians in Professional appearance and Business Ethics. Congratulations to the members of ITTA on the purchase of a building which can be used for meetings, etc. I would like to see the State Headquarters located in this building and I understand there is a possibility that NEA will have an office there.

Plans have been made to hold a 3-day Scope School in Southern Indiana in August, with the possibility of a State Picnic in conjunction with same. More news about this later.

Last, but not by any means least, I would like to see a Ladies Auxiliary started. Let's face it Fellows, most of us would not be able to operate a business without the help of our Wives, and we should offer them a share in Association Social Activities.

A note in the Muncie Newspaper: Mr. Fix-it: Last weekend there were 175 of the best television technicians in Indiana assembled in the Van Orman-Roberts Hotel for the state convention of the Indiana Electronic Service Association. The serious business of the day was just ready to begin and one of the youngsters came from the hospitality room set up especially for the children. He had a message for someone in the meeting. That's right, the kids' TV wouldn't work so one of the repairmen volunteered his service to return the video set to normal operating condition. Then the meeting resumed. ■

Exclusive bi-modal director system

Twist-resistant square boom

Fully assembled snap-together construction

Golden Armor Coating for superior corrosion resistance

Vibration-proof, point-contact element locks

Rugged Cyclocol insulators add strength

82-channel signal grabber

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

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

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

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

ad ASSOCIATED DISTRIBUTORS, INC.
210 South Meridian Street — Indianapolis, Indiana 46225 — Telephone (317) 634-2591



ELECTRONIC service dealer

IOWA BEACON

IOWA president's report

CLARK POHL, President
Perry

REX RAY, Vice President
Washington

GERRY BROWN, Secretary
Ottumwa

VIC UKER, Treasurer
Clarion

BILL EASTMAN, Sgt. at Arms
Des Moines

DIRECTORS:

ED VILIMEK, Des Moines
Past Pres. and section editor

LEO SKELLENGER, Hubbard

DEAN MERRILL, Olewain

JAMES WAREHAM, Odebolt

GEORGE HELMEK, Clarion

FLOYD KEETON, Red Oak

FLOYD WEBB, Des Moines

BRUCE BOGLE, Bloomfield

KENNETH YOUNG, Washington



by CLARK POHL

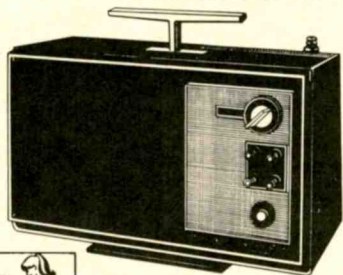
LOOKING BACK

TSA Iowa starts another year and we look back and ask ourselves what has been accomplished with the efforts put forth. We see that membership has not increased as we had planned last year. With this one downfall we can look up at the brighter side. Iowa has gained almost double in its certification program with now over 70 CET in the state. Iowa has gained the services of an executive secretary and now has its house quite well in order to give service to members. Iowa has made contacts and gained support of our TV and Radio stations along with the distributors this past year. We have just completed our state convention with the state being in the best financial condition for many years. The state office now has supplies previously exhausted for a couple years, such items such as Gulliver's

special tuner lube is available through TSA only, Sacks, drop cloths, emblems of new style with ad mats and reproduction proofs available, monthly minutes were sent out on time followed by President's notes giving two mailings a month besides the ESD magazine, technitips, NEA President's report and other valuable national information. TSA Iowa has produced the best news section of the ESD thanks to Ed Vilimek who put forth much time and effort. On a recent trip I visited with several dealers who simply have not been contacted and explained what TSA has to offer and they haven't taken the time to ask someone. Others don't seem to care what the next fellow is doing and still going along with \$4 to \$5 service calls and still figuring X dollars on a color set whether it be a low end model or a combination. Looking back I analyze these dealers as thinking they are doing great as they made more than last year. They don't realize that natural inflation and possible population increase in some areas is going to give more business without doing anything to upgrade their business on their own. On another subject, TSA Iowa has met with the advisory

board of Ellsworth College and also served on the advisory board of Area XI College at Des Moines. We are looking forward to the graduation of approximately a dozen students this fall who are trained specifically for the home entertainment industry. This is a result of time and effort of TSA members. Iowa State University has cooperated with TSA Iowa in asking opinions and sponsoring many schools around the state this past year. Some well attended and others not so good. A business seminar sponsored by ISU last August was attended by several TSA members. Unfortunately an antenna meeting sponsored by a local distributor had only 15 persons out of over 400 invitations sent out and would you believe they were all TSA members. It makes one wonder if the independent servicer wants to educate himself and upgrade his business practices. We sincerely hope so and hope he will take advantage of money and time spent by the manufacturers, distributors, and schools and associations to upgrade his profession. It only takes a minute and now is the time to start. Send for information at TSA Iowa, Box 215, Waterloo, Iowa 50704.

Get with the Groove Tube



\$119.95 MODEL 7950 personal portable TV with decorator-styled cabinet in ebony silver trim.

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

EMERSON

Mid-State Distributing Co.



1201 Grand Avenue
Des Moines, Iowa 50309

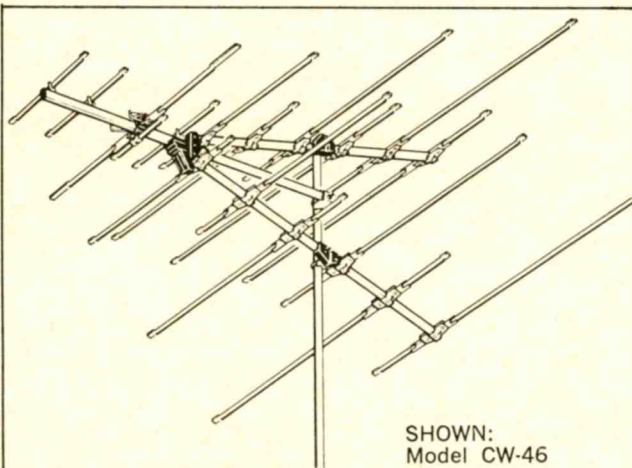
288-7231

Ames
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Oskaloosa
Spencer
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SHOWN:
Model CW-46

**NEW WINEGARD
COLOR WEDGE
DELIVERS BEST TV
ON ALL CHANNELS**

Now Available At

GIFFORD-BROWN, INC.

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



NOTES . . . FROM LES

Les Buchan, TSA-Iowa Executive Secretary

The 1969 Convention is now past history and those who attended were both informed and entertained. If you missed this year you had better start planning for next year now.

It all started Friday Evening with a fine Hospitality Party hosted by these distributors: A. S. Schneiderhaan, Radio Trades, Gifford Brown, Sidles Company and Mid States Distributing. At other times during the convention RCA, Finney Co., Sylvania, Channel Master, Winegard, General Electric and Raytheon sponsored various events. We are very gratefully to all these fine companies for helping make our convention a success. Why not give them a special vote of thanks the next time they contact you.

The next big event is the National Convention to be held in Waterbury, Connecticut during the last week of July. No doubt you have received or read the fine program planned for this convention. One of the nice features this year is the planned activities for the family. You can combine business with pleasure and take the whole family to Waterbury. Iowa is an active association and we should have a good representation at the National meeting.

We now have both parts sacks and drop cloths for sale through the office. Both of these carry the official seal of the Association and will mark your shop as a leader in the electronics field. Send in your orders now for the sacks and drop cloths you need.

IOWA NEWS NOTES

Sidles Announces, "Warranty 90" - Radio exchange program with RCA, good with all Sidle RCA Dealers, effective immediately.

Hey, Des Moines and Iowa members, remember Whitey Bohstedt, with Roycraft of Iowa for years. Well turn to page 13, June issue ESD 1969, bottom right corner a picture of the old Buzzer, not much older but yet he still plays a part in our program, C.E.T. was a pipe dream to him and now a reality. Good old Whitey, we all say Hello from Iowa

(Continued on next page)

Where is that boy of yours, EE or in the Space program? Drop Iowa a line.

California has a Motorola Engineer we all are familiar with, Carl Fenzor why not drop us a line between Quasars.

I hear Coach Miller of Iowa is dead, or might as well be. Any truth in it.

Who is going to announce the next new play?

The Cubs are doing fine these days, guess I'll have to get out my old Blue cap from the Moth Balls.

Let's all HAIL TO THE NEW CHIEF — Here we go
See you next month, Electronist and CET ELV

ISU Offers Two Programs For Electronic Personnel

Two short courses for consumer electronic servicing personnel have been scheduled for late July and August by Engineering Extension at Iowa State University.

The first program is a two-week workshop on television troubleshooting covering transistor and color television. The course will be July 29 through August 8.

The workshop will provide guidance and experience so participants can achieve a high degree of proficiency. More than 200 troubles will be investigated in lab settings supplemented by related lecture-demonstrations. The fee will be \$125.

The second course is a two-day conference entitled Consumer Electronic Servicing — Today, planned for August 19 - 20 at Iowa State. It is directed towards specific problems of the day.

The first day's program will cover technical subjects and the second will review business management. University and manufacturer personnel will provide the lectures and demonstrations. Panel and group discussions will include the participants. Several manufacturers will display equipment. Registration fee is \$17, with \$5 required in advance.

For more information on the meetings, contact Ron Crow, 110 Marston Hall, Iowa State University, Ames 50010. Phone 515/294-5060. ■

J. G.

John Graham, from the town of Columbus,
Has worked for the betterment of all of us;

So we'll honor his name

In our own Hall of Fame;

As an "Electronist" outstanding, plus!

If, then-ist

If I peddle my bike, I'm a cyclist; if I smile, I'm an optimist; if I draw a picture, I'm an artist; if I tell a tale, I'm a humorist; if I enjoy the woods, I'm a naturalist; if I contribute some money, I'm a philanthropist; if I drive a car, I'm a motorist; if I serve on a jury, I'm a jurist; if I don't agree with you, I'm an antagonist; if I control the electron, am I not an "Electronist"? ■




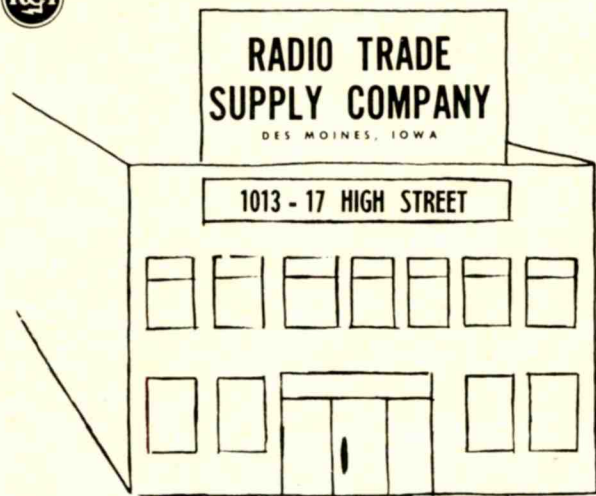
See Your
Schneiderhahn
District Sales Manager

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

Your "ORDERING CENTER" For 30 Years

"EVERYTHING IN ELECTRONICS"
FEATURING Electronic Components and Devices

 THE MOST TRUSTED NAME IN ELECTRONICS



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

1013 - 17 HIGH STREET

FORT DODGE—MARSHALLTOWN—WATERLOO

WILL THE MASSES REALLY MOVE?

By JIM YORDY

If there was ever a time for the people in the Electronics industry to stand up and be counted it would seem that *now is the Time*. Maybe we should examine some of the Reasons for this kind of thinking.

Some things are going around our fine Nation that should concern Elec-

tronics people. Let's be REALISTIC and admit that most Electronics people are not Happy about BIG Mergers, threatening to release much merchandise to such people as *teachers* or anybody that works for the Government at discounts from 30% to 50%.

Many people realize immediately

that this is a means of false advertising but there seems to be no law against such things.

Along with fiascos such as mentioned the really big man has decided that 20% merchandise is the thing he is going to push this season. With this thinking many Distributors could get Badly Bent if not completely Broken. Yet in many cases the Distributor refused to realize He and the Dealer are on the same side and the Dealer is the only person that can save him from becoming a *has been*. How can you give a 30% to 50% discount on 20% Merchandise? Excuse please, but Curiosity Prevailed.

So if School Teachers, to be School Teachers, has been School Teachers and Federal Gov't workers are entitled to a discount so are *Farmers, Factory Workers, Doctors, Attorneys and Businessmen*.

Now who are you going to do business with? With everybody with a discount even you as a Dealer can't save the Distributor as neither of you will be around.

The big man may not know it now but he may live to Rue the Day that he lost Both the Distributor and most of the rest of his sales force or the Dealer.

Somehow though there exists a feeling that the masses of Electronists in this Great Country are not Quite ready to lie down and play dead and like John Paul Jones they "Have not yet begun to Fight."

If this is true, then Large manufacturers, Broadcasting Companies, unscrupulous Advertisers and those wrong thinking Distributors had Better Beware Because they will be entwined in the tenacles of this huge Octopus, called the Service Business and crushed into Oblivion.

All this can be very Realistic if the masses decide to Move.

Associations may very well be the thing that activates these Electronists who are not nearly as *Dumb Now* as they once were.

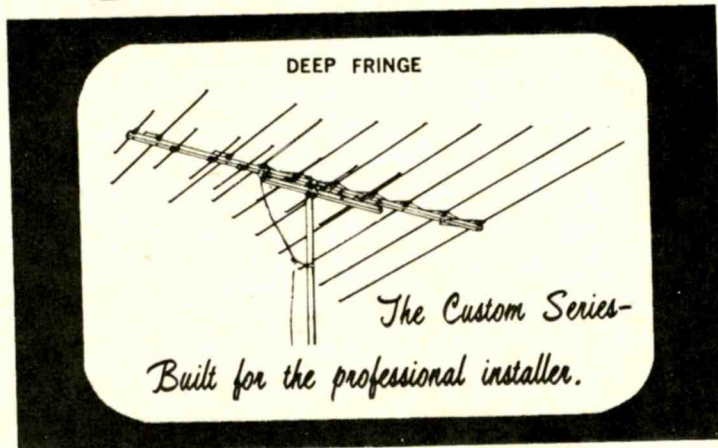
Don't be surprised if the *Masses Do Move*, thus, causing Great Changes.

One request,

Please Read This Twice. ■

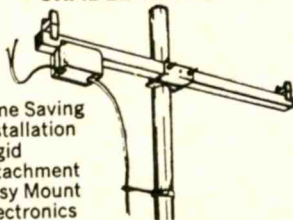
ELECTRONIC SERVICE DEALER

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



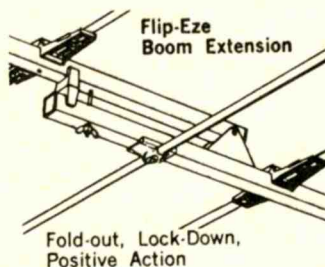
CRADLE-MOUNT

- Time Saving Installation
- Rigid Attachment
- Easy Mount Electronics



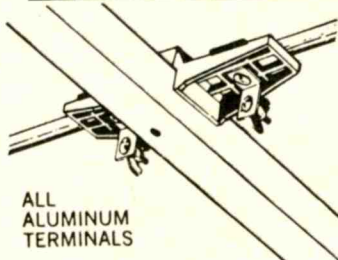
Flip-Eze Boom Extension

Fold-out, Lock-Down, Positive Action



Plastic Insulators

Extra-Wide, Extra-Strong



ALL ALUMINUM TERMINALS

Sidles

DISTRIBUTOR

ENTERPRISES, INC.

2205 Bell Ave.

DES MOINES, IOWA

Phone 244-7264



KEA NOTES

A SPECIAL ESD FEATURE

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Keith Nicholson

NEA DIRECTOR

Kenneth Marcy

PAST PRESIDENT

Lloyd Milham

SECTION EDITOR

Lauren Matson

KEA President's Message

by EMMETT HUGHES



Starting with this issue we will have one of our Vice Presidents write an article for the Magazine. By doing this we will try and get new ideas and suggestions from different areas of the State. The article for this issue will be by Mr. R.A. Swan, first Vice President.

The Hutchinson chapter of K.E.A. will host a school presented by Mr. Bob Coslett and Mr. Grover Giddens of Barton Distributors and Motorola. This school will be on Motorola Color TV and Transistors and will be held July 10, 1969 at the Baker Hotel in Hutchinson, Kansas 7:30 p.m.

The Wichita chapter is setting a date for the purpose of giving CET Tests. They have had several requests for the test, and also will try to get everyone in their area who has taken the test and did not pass, to take it

over. Also in the near future we hope to give tests in the South West, West Central and South East parts of the state.

Our next Board of Directors meeting will be held in Pittsburg, Kansas, July 13, 1969. We are planning to give CET tests after the meeting. This meeting is open to anyone who wishes to attend. ■

Newton, Hutchinson, McPherson

CHAPTER MEETING

July 10, 1969 7:00 PM

Baker Hotel - Hutchinson, Kansas

Topic: Motorola Quasar

*Speakers: Grover Giddens,
Bob Coslett*



WICHITA

RADIO SUPPLY COMPANY

SALINA

GREAT BEND

Incorporated



RCA

Tubes & Service Parts

Authorized Distributor for

FINCO

Antennas & Accessories



R. A. SWAN

GUEST EDITORIAL

BEING PREPARED

Wheat harvest in Kansas will soon be here. The farmer will be ready with the combines and trucks when the grain is ripe. He has spent several weeks in preparation of machinery care to forestall any possibility of breakdown during the harvest season.

The Electronic Businessman is similar to our friends, the farmers. He also must prepare himself for his daily task. The association meetings during the year helps in the everyday conduct of our business.

The annual Convention was our harvest of new ideas, such as:

New Color TV and Transistors by Motorola.

New Credit and Collections by Sylvania.

New MATV and colored circuit TV by Winegard.

New product opportunities by GE. And many other ideas by all our good sponsors including Tenny Co. and RCA.

The Committees are preparing now for a "bigger and better" Convention next year. ■



State President Emmett Hughes visits Wichita meeting.



Prospective members visit Wichita local meeting.



Very serious things are discussed over coffee.



Hutchinson Chapter visits local Junior College and visits with the instructor.



Wilford Carden buttons up a set for another Happy Customer.

PIX WE PICKED



SYLVANIA



WICHITA • HUTCHINSON • HAYS • DODGE CITY • TOPEKA

YOUR BEST SOURCE OF SUPPLY



WINEGARD

ELECTRONIC SERVICE DEALER

EVENTS

**RESERVATION & REGISTRATION FORM
5th NEA CONVENTION**

**Quality Courts Motel, Interstate 84, Scott Road Exit
Waterbury, Conn. Phone (203) 756-8123**

NAME _____
 ADDRESS _____
 CITY _____ STATE _____
 WIFE _____
 CHILDREN & AGE _____
 FIRM NAME _____
 CITY _____ STATE _____
 Member State Assn. _____ Publication _____
 Non-Member _____ Sponsor _____
 Manufacturer _____ Guest _____
 Distributor _____ Other _____
 I plan to attend Tues—Wed—Thurs—Fri—Sat—Sun—
 Date & time of arrival by car or bus to Motel _____ am
 _____ pm
 Date & time of arrival to Waterbury RR Station _____ am
 _____ pm
 Date & time of arrival to Bradley Airport, _____ am
 Windsor Locks, Conn. Flight # _____ Airline _____ pm

ROOM RESERVATION

All rooms with one or two Double beds (no twin beds)
 1 bed 1 person 12.50 per day # of days _____
 1 bed 2 persons 17.50 per day # of days _____
 2 beds 2 persons 18.50 per day # of days _____
 2 beds 3 persons 21.50 per day # of days _____
 2 beds 4 persons 24.50 per day # of days _____
 Roll away cots available at \$3.00 each per day.
 Suite rooms: 6 of each available.
 SMALL: 1 or 2 persons 19.00 per day # of days _____
 \$3.00 each additional (Max. 4)
 LARGE: 1 or 2 persons 20.50 per day # of days _____
 \$3.00 each additional (Max. 4)

REGISTRATION FEE FOR CONVENTION

Male \$25.00 _____ Female \$15.00 _____
 Young Adult \$15.00 _____ Child (12 or under) \$10.00 _____
 Total Registration Fee \$ _____ Check enclosed.

REGISTRATION FOR EVENTS & ACTIVITIES

| adult | child | event |
|-------|-------|---|
| — | — | Oakdale Outdoor Theater |
| — | — | New York City Tour |
| — | — | Clam Bake |
| — | — | NEA Open Golf Tournament (you MUST bring your own clubs) |
| — | — | Bowling Tournament |
| — | — | New Haven and Mystic Tour |
| — | — | Waterbury & surrounding area tour |
| — | — | C.E.T. Tests |

Registration fee will cover costs of 3 meals on Friday, 3 meals on Saturday and Sunday morning brunch, cocktail and cocktail parties and seminars.
 Limousine service is available from Bradley Airport to the Motel. However, by knowing time and date of arrival, we will be able to send up a bus to transport the conventioners to the Quality Courts Motel at a great saving to the delegates.

TUESDAY: Oakdale Outdoor Theater, Wallingford Conn. Martha Raye in "Hello Sucker" with an all star cast. This is a summer outdoor theater in the round with the stage in the center and people sitting around the stage. Very unique and entertaining.
 COST: \$5.00 per person including transportation and admission.

WEDNESDAY: New York Tour.
 Air-conditioned busses will leave the Motel at 9 am for a tour of New York City. Tentative plans include a trip through the United Nations Building, Hayden Planetarium, Museum of Natural History, the Ferry Boat ride to the Statue of Liberty, a ride through the Bowery, China Town and to the Empire State Building. Lunch is planned at some cafeteria to conserve time for visiting, and evening meal is planned at some Howard Johnson type Restaurant on the way home.
 COST: \$10.00 per person including transportation and admission. Cost of meals extra.

THURSDAY: Old fashioned New England Clam Bake Lake Quassapaug, Middlebury.
 Weather permitting, a full day of fun is planned for young and old alike. Good food, swimming, amusement rides, games etc. There will be special convention rates on swimming, boating, and amusement rides.
 COST: \$8.00 per adult, young or old, \$5.00 per child 12 or under. Cost of swimming, boating, and rides extra.

(Also on this day, weather permitting, the NEA Golf Tournament is planned for the morning, and the Bowling Tournament is planned for the afternoon.)

FRIDAY: New Haven and Mystic Tour.
 Air-conditioned busses will leave the Motel at 9 am for a very beautiful trip to New Haven and then along the Connecticut shoreland through New London with its Merchant Marine Academy, Submarine bases, ship-building facilities and at the Mystic Seaport, a very fine replica of the old whaling towns of New England. There is also a very fine display of early American tools, trades, customs and memorabilia. Connecticut, being one of the original 13 states, has much to offer tourists.
 COST: \$4.00 per person. Lunch money to be supplied by NEA Convention Committee. Admission extra.

SATURDAY AFTERNOON: Waterbury & Surrounding Areas.
 A tour of Holy Land, a miniature replica of Jerusalem and other Holy Sights, created and built by devout laymen of our city — a tour of Flanders Nature Center, maintained as a natural refuge for birds and animals native to this area — time permitting, a tour of historic homes in Litchfield.
 COST: Courtesy of NEA Convention Committee.

AGAIN WE ASK FOR PROMPTNESS IN REQUESTING RESERVATIONS AND REGISTRATION BY JULY 1 AT THE LATEST. THIS WILL GIVE US APPROXIMATELY 3 WEEKS TO CHARTER BUSES? ETC. FILL IN ALL BLANKS WHERE APPLICABLE SO WE CAN TABULATE OUR NEEDS.

On behalf of your host, TELSAs of Conn. Inc., and myself, we welcome the delegates, their families, representatives of Electronic Manufacturers, distributors, and friends to participate in this Gala NEA 5th Annual Convention.

George Dukas, Convention Chairman
 100 Larchmont Avenue
 Waterbury, Conn. 06708
 Telephone (203) 758-1033

IMPORTANT: KINDLY SUBMIT ALL RESERVATIONS, REGISTRATIONS, REQUESTS FOR INFORMATION, AND CHECKS TO THE ABOVE ADDRESS.

NEW FINCO®
Home entertainment
distribution wiring
system designed
for easy
installation



MODEL
HWK-75
(75 ohm)
MODEL
HWK-300
(300 ohm)

Packaged in a self-selling display
• for Color TV UHF-VHF • FM/FM Stereo

Get in on the MATV boom for more profits. Everything needed to wire a home for multiple set reception. Your service department can easily install this system.



**THE FINNEY
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[Washington, D.C.] The new "Truth In Lending" law that was recently passed by Congress will go into effect on July 1st. Under the law, retailers must inform their customers of all direct and indirect costs, terms and conditions of a credit arrangement. Failure to do so could lead to a suit by customers for twice the amount of the finance charge for a minimum of \$100 and a maximum of \$1,000 plus court costs and attorney's fees. If a dealer willingly disobeys the law he may be subject to a \$5,000 fine and one year in jail or both.

A Truth in Lending Law booklet, "What You Ought to Know About Federal Reserve Regulation Z-Truth in Lending; A Consumer Credit Cost Disclosure" is available. Any person wishing this booklet should write to Mr. Lee Eckel, Federal Trade Commission, 215 W. 7th Street, Los Angeles, California. ■

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- Both models of Color-Duct 82 use standard "F" fittings. In addition, the four parallel strain wires moulded into the cable are tinned copper to permit soldering where grounding of the shield is required.
- Color-Duct-82 is 100% swept and meets all requirements for "non-contamination".

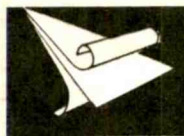


BLACK-JACKET
Model 9537
1,000' spools
Model 9536
500' spools
WHITE-JACKET
Model 9373
(unimprinted)
1,000' spools

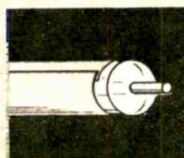
"100% SHIELDING" literally creates a direct line to color.

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

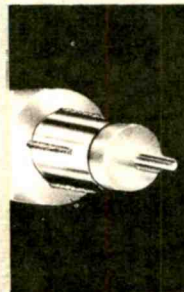
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DB LOSS PER 100 FEET

| VHF | RG-59/U | COLOR DUCT-82 |
|------------|---------|---------------|
| 55 MC | 2.8 | 2.0 |
| 200 MC | 5.6 | 3.8 |
| UHF | | |
| 500 MC | 9.0 | 6.3 |
| 650 MC | 10.1 | 6.9 |
| 800 MC | 11.8 | 8.3 |

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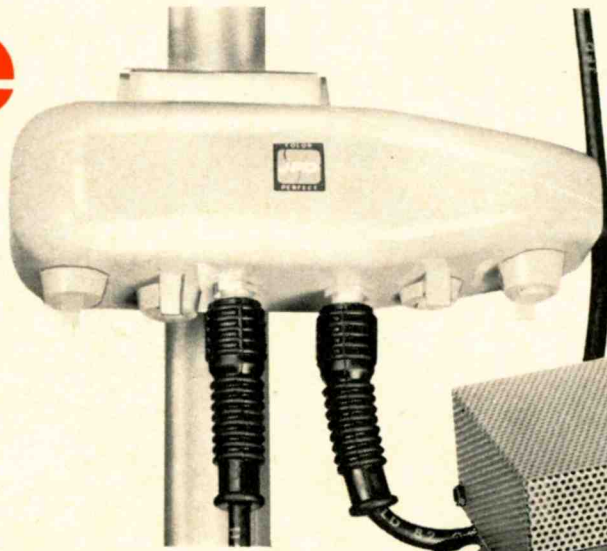
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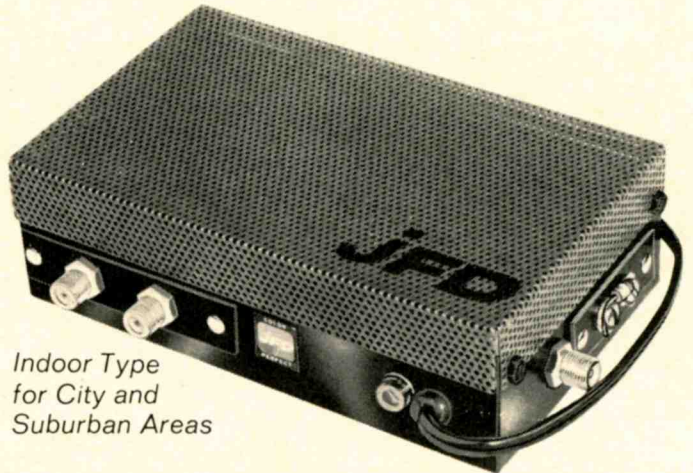
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