

ELECTRONIC service dealer

THE OFFICIAL PUBLICATION OF THE NATIONAL
ELECTRONIC ASSOCIATIONS OCTOBER, 1969

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ON THIS MONTH'S COVER:

Author Allen Pawlowski, senior system engineer of Jerrold Electronics Corporation, demonstrates proper use of a field strength meter in orienting a television antenna.

editorial



DONALD J. MARTIN, *Editor/Publisher*

Today, more than ever before, people are concerned with their image. No matter how large or small a business may be the people involved are vitally interested in what their clients or customers think of them or their business.

I don't think many will argue that the television service industry has had its share of bad publicity and the creation of a poor image. Service organizations throughout the country have tried to correct this image, and to a certain degree, have had some success.

The Certified Electronic Technician program is a step in this direction. The adoption of a code of ethics by other organizations have helped. The trend towards the white shirt and tie has been effective and the realistic pricing of technical ability has added its share to this program of image building.

With all of this effort it is amazing to me to learn that the story of professionalism that the service industry is trying to teach has not been learned by the manufacturers and distributors who are more closely involved with the service industry than anyone else.

We still see the "TV Repairman" portrayed in advertising as a laborer. He is called a TV Man or worse and sometimes ends up as the heavy in a headache commercial.

What should the service technician look like? Most of the trade advertising done by parts manufacturers show him in a bow tie and jacket or automotive service station uniforms. Is this what an elec-

tronic technician is supposed to look like? For the most part, I would venture to say that these advertisers feel they are complimenting the dealer but I contend that all they are doing is rubbing salt into the wound.

The Service Dealer wants to look like any other small businessman. It doesn't matter whether or not he is in the front of the store selling products in a business suit or managing a full-time service organization.

What does the service dealer want his electronic technicians to look like? He certainly doesn't want them represented as a messenger boy or some part-time tube jockey.

Recently we asked a national manufacturer why, in their advertising, they referred to the service technician as a TV Repair Man. You know what his answer was? "That is what the public calls him and we want to make our commercials authentic." In a way this makes sense and, if this is so, it is about time that we all changed our image together.

One large television service organization has recently adopted blue blazers with the insignia of a major manufacturer on the pocket. Of course, there is the full tie and white shirt and it makes a striking picture. If you were the customer, wouldn't you be happy to invite such a person into your home to perform his service? Of course! It is just a matter of selling the sizzle instead of the steak. To be a good technician it doesn't matter whether or not you service that set in your undershirt or in a blue blazer but it does make a big difference to the customer in her evaluation of your service technician and your business in general.

In this particular case, the technician also takes along a pair of white

overalls in the event work involved requires the removing of a chassis. All he does is go out into the truck and pull the clean clothes over his white shirt and tie leaving the blazer in the truck. It makes a big impression and builds the image of himself as a professional, his firm and his industry.

If the consumer recognizes the service technician as a TV Repairman it is up to the industry to change this image. It can be done with a little showmanship and a good job.

Add On Item . . . a few months ago we wrote an editorial about pulling chassis and have received a great deal of mail regarding our, to put it mildly, stupidity. I would like to say that the editorial had been written several months before and was only meant to suggest that pulling a chassis is an expensive and profitless necessity of operating a service business. We thought that we had qualified the editorial in the first few sentences by stating SOME but it was taken as an indictment of the entire industry. All I can say is that it was poorly written and we won't let it happen again.



The New Look . . . Everett Pershing (left) is shown here with the use of CSEA patches on a sports jacket while (right) Jim Scarborough models the use of the CET patches. This is the type of image building we are talking about in this month's editorial.

ELECTRONIC SERVICE DEALER

Don't sell a color picture tube unless its been on a test ride.

Down at the bottom of the page, you have a major advance in space-age homeliness.

And a major advance in color tube testing as well.

That machine squatting down there is our beloved Iron Horse, the fully-automated, revolving carousel we use to test our color bright 85[®] tubes for emission, gas leakage, shorts, arcing and screen uniformity prior to shipment.

Now we don't intend to go into a song and dance on how total automation reduces testing error.

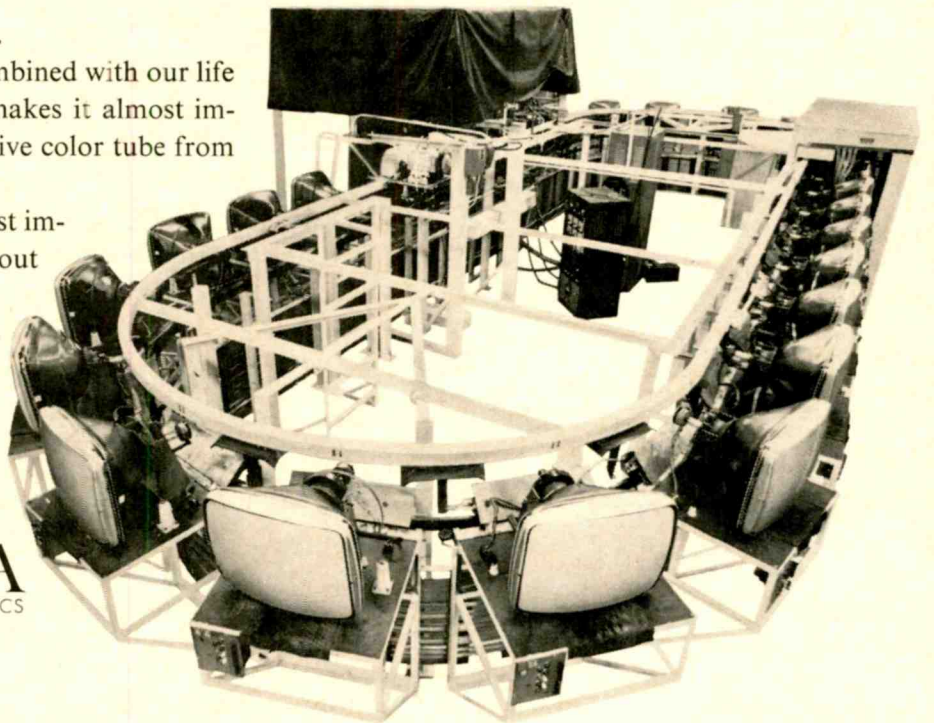
But we will tell you one thing.

Our Iron Horse test ride, combined with our life testing and 100% set testing, makes it almost impossible for you to get a defective color tube from us.

Which in turn makes it almost impossible for you to get chewed out by a customer.

Next time you need a color replacement tube, remember the great thing about the color bright 85. We don't send it to you till it's been around.

SYLVANIA
GENERAL TELEPHONE & ELECTRONICS





by EMMETT MEFFORD, C.E.T.

NEA president's report

I have been seriously trying to analyze the condition or fate of our profession as we apply our efforts to make a normal living in this enormous and complex business we call ELECTRONICS. The wonders and achievements which can be developed and solved through the technique of Electronics is, I believe still beyond man's capabilities, as has been said Electronic Scientists are still just scratching at the surface of Electronic achievements.

With this tremendous challenge facing us as Electronic Technicians and Engineers it seems that we have lost sight of how to work with and control what we have to the disadvantage of those Technicians and Engineers who are directly involved with making this their Profession. We seem to let the problems we face in this Industry control our destiny and shape our business procedures instead of facing the problems head on and solving them with the assistance of all segments of the industry, Service, Design, Manufacturer and distribution, thus controlling and solving the problems

that arise in this complex business. In deed, let us manage and control the Electronics Industry instead of it controlling management.

With this thought in mind I believe the various segments of this industry would be eager to work together to solve a problem that developed that tended to down grade management.

To go farther with this line of thinking I believe it would create an area where all Service Dealers would see that it would be advantageous to communicate with each other in solving conditions that might effect their livelihood, such as condemning or downgrading their fellow servicers or in fact associations of which he is not a member.

Working together in unity can win the game and our game is controlling and managing our businesses as owners and Technicians in the Electronics Industry. Serious thinking and positive action will cause favorable results.

from the V.P.



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

RETURN THE FAVOR

NEA's membership campaign is now in full swing! All members are getting membership applications to use to sign up their competitor down the street; The FINCO Company has laid down the gauntlet for any state association that wants to be the possessor of a beautiful plaque signifying the OUTSTANDING STATE ASSOCIATION in the area of membership growth. And they will present another, just as beautiful, to the local chapter, in California, New Jersey, Kansas, or anywhere in the country, that shows the biggest increase in NEA membership, from July 15 of this year to July 15 of 1970. Not only that, but if you, the individual, want to be the National INDIVIDUAL WINNER of an identical plaque, you can. Enos Rice, CET, of Seattle, Washington, won the first one, this year, and he won it with most of his efforts being made in only 3 weeks!

And those men signed up as NEA membership solicitors are working hard to bring in new members. Would you believe that these guys find that from 30% to 50% of those shops contacted, join? It's true!

Most of the state associations are getting together a concentrated, planned membership program for October and November. The CET Committee is having good results with membership solicitation through the mail. Add to this the individual efforts of national officers, state officers, and other dedicated association leaders and

it looks like we are going to have the most significant membership push this profession has ever seen!

What has all this got to do with returning the favor? What Favor?

Simple! We are loosing less than 4% of our membership each year. That is fantastic for a voluntary association. The average will run 25% at least.

NEA must be doing something right and giving some service to its members. And if its solicitors are stopping in shops and signing up nearly 50% of them, it shows that what we have to sell sounds pretty good. And remember that most of the shops solicitors have stopped in thus far, haven't even heard of NEA.

So the FAVOR is YOU, telling the non-member just what your local, your state, and NEA has, that will help them to make more money, save more time, have less customer complaints, have less tough dogs, yes, and even be able to help everyone else in this business of electronics by becoming a member.

If you happen to be a non-member, now; do yourself a favor. Join today. If you don't know how, drop a postcard to this publication with your name and address and the word "membership" written on it. We'll send you answers to your questions.

If you are a member now; RETURN THE FAVOR. The secret isn't in whether you feel capable of convincing that non-member. The secret is in ASKING HIM TO JOIN! GOOD LUCK.



Indiana School Teaches Home Electronics Under Apprenticeship Program

Southeastern Indiana Vocational School is the site of a newly formed Home Electronics Apprenticeship Training Program. The course is now being taught to Junior and Senior High School Students. Among those pictured above are the course administrator, George Sortwell, C.E.T., on the left. Fourth from the left is Lloyd Brown, Vocational Schooling Administrator for the State of Indiana. Fifth is a familiar face to NEAers, practically hidden Clem Raffauf, C.E.T. from Louisville. Next to him is Indiana's License Board Chairman Leon Howland, C.E.T. and the two white coats belong to O.C. Brown, C.E.T., V.P. of IESA and Charley Cave, National Director of Training for NEA.

Arizona Association Grows Names New Officers and Sets Annual Dues

The Arizona State Electronics Association has been formerly chartered and have elected Leonard Dean as the first President. Jack Kelly was named as the Vice President and Art Cunningham as elected Secretary Treasurer. The annual dues structure has been set at \$10 per month for each firm and \$10 per month for each technician who wishes a vote. Non-voting membership is \$1 per month. Plans call for the hiring of a full-time executive director and are interested in enacting legislation similar to that in California. To date there are 49 charter members and 38 more applications being processed for membership. The group will host the coming NEA Board Meeting.

Finneburgh Presented Life Membership In NATESA During Their Convention

M. L. Finneburgh, Sr. was awarded a life membership in NATESA during their recent convention held in Chicago. This presentation was the second in row honoring the champion of the service dealer since he was named to the Electronic Hall of Fame during the NEA convention in Waterbury. The Electronic Hall of Fame is not a part of NEA but a separate corporation formed to honor this vast industry.

Fender Company Looking For Warranty Stations Throughout United States

The Fender Company, manufacturer of audio systems and some musical instruments, are looking for service agencies throughout the United States to handle their warranty work. They prefer association members or C.E.T.'s Anyone interested should write a postcard to this publication saying only that, "you are interested in becoming a Fender Service Agency."

C.E.T. Tie Bars & Jacket Patches Available

The new C.E.T. Tie Bar in gold and blue are now available along with jacket patches. The tie bars sell for \$5.00 each and the patches at \$1.00. Orders should be sent directly to the NEA Certification Chairman, 462 E. 10th St., Indianapolis, Indiana.

Sprague President Asks Industry, "What Can The Parts Mfg. Do For The Service Tech.?"

Bill Woodbury, President of Sprague Products, asked the question on "What Can the Parts Manufacturer Do For The Service Technician" during the last NEA Convention and, to date, he has had little reply. This is an ideal opportunity to let him and others know what they can do and we strongly suggest that our readers take time out to drop him a note. William Woodbury, President, Sprague Products, North Adams, Massachusetts.

First TV Technician License Revoked In Indiana Under New Law

Indiana's first license revocation took place recently when the License Board took action against Ralph James Yeary of Indianapolis. The action took place following a finding of fact and an order drawn from evidence at a special hearing held on June 11th in response to consumer complaints.

Letter Received From NASA Regarding Resolution Passed During NEA Meeting

The NEA Executive Board received a letter from NASA last month thanking them for the resolution passed during the recent convention in Waterbury. The resolution commended the NASA program and the manned lunar landing achievement.

New Membership Applications and Emblems Available From National Office

A new membership application and payment record form has been produced by the National NEA Office and are available for use by the membership. At the same time, new NEA emblems, on slick paper for easy reproduction, are also available for use by members when printing their letterheads, invoices, etc.

NEA Approves St. Louis as Site for 1970 National Convention Program

The sixth annual convention of the National Electronic Association has been tentatively set for St. Louis Missouri and chairman for the event will be the well-known Vince Lutz. Exact dates and place are still under study but will be announced following the next NEA Board Meeting to be held in Arizona.

TEA Elects New Officers During Annual Clinic In Galveston

C. J. Rucker of Ft. Worth was elected as the new President of the Texas Electronic Association during the recent Clinic held in Galveston. At the same time, Sid Sabel, J. W. Peoples, Bob Bond and Pat Downs were elected as area Vice Presidents. Leland Morrow was named as the new secretary and Doyle Stiefer was elected as Treasurer. TEA of Dallas was awarded the Bradley-Inman Trophy for being the most progressive local association during the past year. San Antonio was selected as the site for the next meeting of TEA slated for October 11 and 12th.

The Complete Line

FINCO[®] MATV EQUIPMENT

Get all your MATV needs from one reliable source. Use genuine FINCO MATV equipment and FINCO Color Spectrum[™] Antennas. Free layout service. Write:

THE FINNEY COMPANY

34 W. Interstate Street, Dept.

Bedford, Ohio 44146

GE tubes are built to satisfy tough customers!



OCTOBER, 1969



Benny Benoit Becomes New Member from La.

Benny Benoit, formerly active association man from New Orleans, Louisiana, has become a member of NEA and will be a key representative from that area. For many years he was extremely active in all association work and is a former president of NATESA.

NEA Board To Meet October 25th In Phoenix Arizona With The New ASEA

The next quarterly board meeting of the National Electronic Association will be held on October 25th and 26th in Phoenix, Arizona at the Ramada Inn and will be hosted by the newly organized Arizona State Electronic Association.

Important agenda items include the next All Industry Meeting slated for Peoria, Illinois in February, further expansion of the CET program, continued work on serviceability, improving of Techni-Tips, promotion of the CET program to the consumer and other major projects.

NRI News Item Attracts Hundreds of C.E.T. Inquiries From All Over The World

Last month the National Radio Institute, in their monthly journal, told about the C.E.T. program and suggested that anyone interested should contact NEA. To date the national office has received hundreds of inquiries on how and where to take the test and the most important part of the response has been the desire to uplift the whole electronics industry rather than from a personal standpoint.

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

288-22B

GENERAL ELECTRIC



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

Field Strength Meter Adds Another Tool To Technicians Bag of Tricks

By Allen Pawlowski
Senior Systems Engineer
Jerrol Electronics Corporation

Television installation and service technicians already have a wide variety of test equipment. Now, there is available a relatively new addition to their ever-growing bag of tricks — the field strength meter or FSM (Fig. 1) which can speed-up television antenna installing and make sure the antennas provide good reception.

Though the FSM is basically a voltmeter, it has two special characteristics which set it apart from ordinary voltmeters. First, it measures RF voltages of TV signals through selective tuning and, second, its sensitivity is so great it can accurately measure signal strengths under 100 millionths of a volt, or 100 microvolts. These two capabilities permit the FSM to perform a number of useful tasks for the TV technician.

Its first, and most obvious use, is in the proper orientation of antennas. Today's meters are lightweight, easily portable and battery-powered, allowing one man to accurately align an

antenna and know that he is receiving the strongest signal possible.

The FSM also is quite useful in making rotor installations. When you mark the position on the rotor control or adjust the present push buttons for optimum signal with the FSM, you eliminate all the guess work. The FSM tells you exactly from which direction maximum signal comes.

In connecting two or more sets to the antenna on a roof you are faced with the problem of choosing what equipment to use. Should you use multi-set couplers, a preamp, or a multiple output distribution amplifier to provide sufficient signal to each set? Without an FSM, it is strictly a guessing game. With the FSM, you know exactly what is needed.

To gain a better understanding of how the FSM performs this task, look at how much signal is required to operate a TV receiver. The objective is to provide snow-free operation, which is done merely by giving the set

enough signal. But, how much is enough? A great deal of study has gone into this problem and yet, nobody quite agrees on the answer. If, however, we take the advice from the most critical testers, Bell Laboratories, we find that signals which produce greater than 50 dB signal-to-noise ratio are considered absolutely snow-free.

The amount of signal required to do this is dependent upon the sensitivity of the TV set, which varies with everything from model number to line voltage. Taking these variables into account, you can be sure of snow-free operation if you provide at least 2,000 microvolts across the 300-ohm input terminals of the TV set.

Knowing this, it is easy to choose the right method of feeding multiple sets from one antenna. For instance, take a home where you have 12,000 microvolts of signal from the antenna on the weakest channel. To provide adequate signals to the three TV sets in the house, you should use two, two-set couplers. You do this because you know you have sufficient signal strength to divide among the three sets without fear of snowy pictures on any one of them. Besides, this type of system will not give you any maintenance problems, because you do not need an amplifier.

Generally speaking, any signal stronger than 2,000 microvolts can be split without amplification. Signal strengths of under 1,000 microvolts require amplification in order to feed more than one receiver. If the signal as measured by the FSM is between 1,000 and 2,000 microvolts, it is dealer's choice. If lead-ins are long and three or more sets are to be fed, use an amplifier. If, however, only two sets are to be connected and the cable is short, try a splitter — it more than likely will do the job.

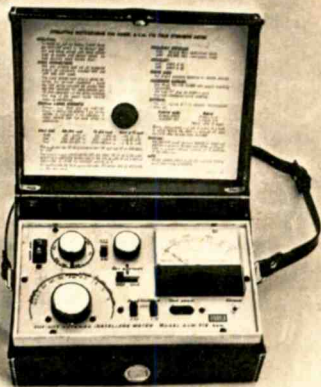
Let's look briefly at another use for the FSM. You get the service call complaining about snowy pictures. The field strength meter can be used to check out the antenna signal present at the terminals of the TV set very quickly. If the proper signal is reaching these terminals, the sensitivity of the TV set either is too low or the set is in poor operating condition. A substitute TV set (portable), in

proper operating condition, can provide instant proof to the customer.

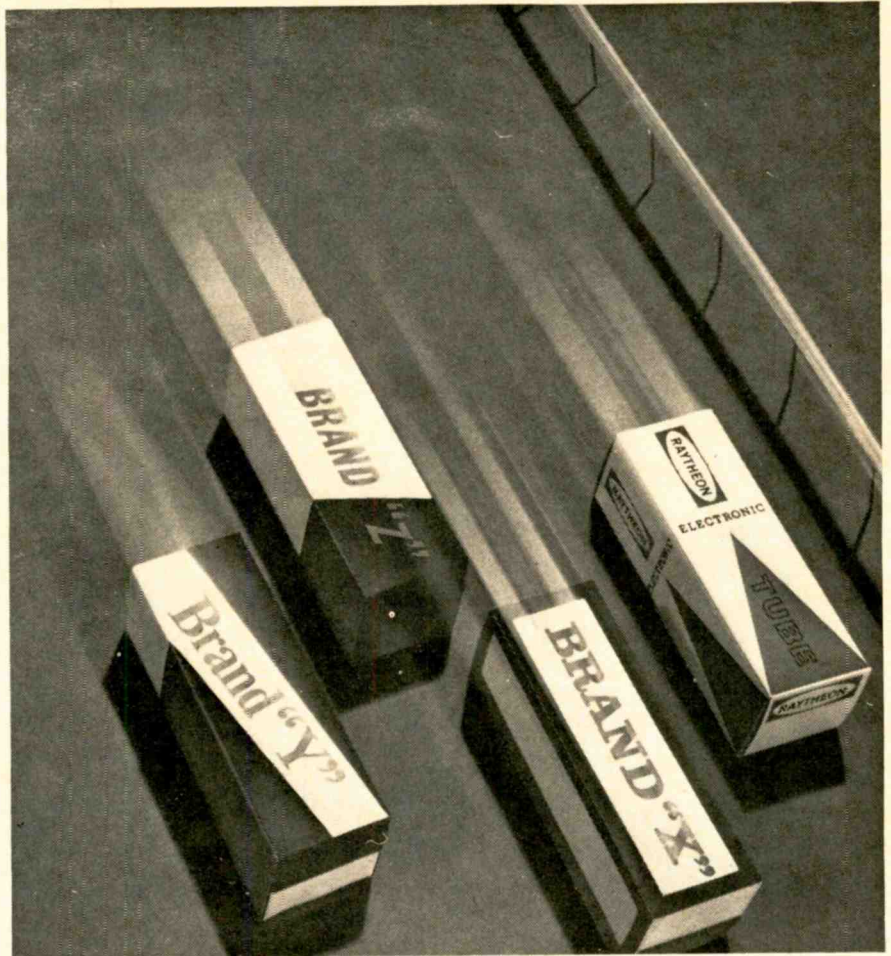
Take the case of closed circuit TV (CCTV). Inexpensive TV cameras are being put to increasing uses. TV installation and service organizations are often called on to install or maintain such systems. The FSM not only is invaluable in servicing a closed circuit camera, but also makes installation easier. Most cameras have an adjustable RF output so they can be adjusted to unused channels. The FSM can be used to set the camera on the right frequency with better accuracy than could be obtained by using a TV set.

Service calls from commercial establishments, such as a motel, could be confusing. Here, the TV antenna usually is a 75-ohm coaxial-cable master antenna system and often the TV sets have coaxial inputs instead of the familiar 300-ohm screw terminals. The FSM is equipped with a transformer for making measurements of coaxial systems. Thus, the field strength meter can be a basic instrument in installing and servicing master antenna television systems.

Until a few years ago, instruments available for making field strength measurements were highly specialized and quite costly. It is only recently that this type of instrument has been mass-produced and made available at reasonable cost. And because it is so useful it won't be too long before the FSM becomes a standard item around the TV shop.



Lightweight, easily portable, battery-powered field strength meter (FSM) can be used to speed up television antenna installing and make sure antennas provide good reception. Unit is a Jerrold AIM Model 718. (Fig. 1)



Who'll be first?

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

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

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

Who knows? If we keep on put-

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

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

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



Remember to ask
"WHAT ELSE NEEDS FIXING?"



TSA OHIO NEWS

A SPECIAL ESD FEATURE

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OHIO PRESIDENT'S REPORT



by BILL FRANK

on to your showroom floor or even to use it to demonstrate with a prospect.

Some manufacturers will accommodate this unfortunate dealer in his efforts. There is a fee for restoring new equipment that is inoperative upon receipt. However, the dealer supposedly is under the obligation to restore this 4 to 6 hundred dollars worth of highly sophisticated, quite technical *new, brand new* equipment to A-1 condition. This, of course, in the belief of some distributors and manufacturers is part of the "game."

When demonstrating a new receiver and a little cloud of smoke rises slowly from the rear, does it mean the backboard is well perforated for good ventilation *or* that you just lost a sale? Certainly we must take the good with the bad. Certainly we must continue to work together as a split-group to bring to the average American his most enjoyable time — a pro football game right in his own living room.

Quite possibly — ? an improved technique for quality control is the answer. It is not really anyone's fault the equipment failed but it did. It costs time to pick-up-open-up-check-up & out and etc. This time is money thus when numerous break-

downs occur in "X" brand — brand-new stock, it is very difficult for the busiest guy of all, the technician, to stop, dismantle, trouble-shoot and correct, & reassemble again. All of this of course, at no charge to anyone or anything. "It's your baby, you bought it" — seems to be quite a familiar expression. That makes the dealer "a stupid — sucker!!"

Now to concrete or find a solution for this problem — N.E.A. has the opportunity to check on production for serviceability at the factory level. This, we appreciate. This, we all feel will certainly be a boon to this poor "slob" who will complain in lots of one here and one there. This, most certainly should be a concrete solution to end a lot of our problems as a power packing highly intellectual fortunate group of people constantly aiming for more and better liaisons between the raw product (an ohm here, a pica parade there and a mega hertz or two thrown in) and the consumer.

Stop and consider your *for free* unwarranted warranty work. It ain't!! *paying for it — stop and think about that — think NEA — NEA — are you NEA? — NEA — Grow with NEA!*

A quite disturbing issue has been showing its teeth currently, in our area. Considering the fact we all have common problems, it is probably as distasteful in your area as well.

Assuming a selling dealer makes a purchase from a distributor comprising of X number of pieces of stock. Upon unpacking, setting-up and checking out, 50% of this equipment is defective. Defective to infer that this equipment works long enough to get it



ELECTRONIC service dealer

CALIFORNIA SECTION

CSEA president's report

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By VIRGIL GAITHER



REMOVE THE 'KNIFE' NOW!

In TV service, the word "p-professionalism" is being heard more every day. Throughout the state we are now seeing many examples of a growing pride in this industry.

Being a *professional* has many requirements, however. Among these is the ability to say the right thing at the proper time. Equally important is the ability to know when and how to avoid making statements which make you appear as a "clod" in the thoughts of the listener. A professional must develop habits within his speech which will generate respect for himself as well as respect for his contemporaries.

Further, it is the obligation of those who have been entrusted with the responsibilities of leadership, to begin to teach ethical habits of speech to others. Although it will not be easy, there is no reason why we cannot aggressively start now!

The practice of *backbiting* must be abhorred. This bad habit must be broken. Like profanity, if it is used even once in a while, it can leak into our speech when it is most embarrassing.

According to *Roget's Thesaurus of*

English Words, among the words to which *backbiting* is related are: *defame, dishonor, damage, scandalize, degrade, shame, slander, talk behind one's back, lessen one's reputation, smell evil and drag in the gutter.*

So many of us in this industry we have deplored *backbiting* for years. Yet in the very next breath we have found ourselves innocently turning right around and making statements which defame one of our colleagues.

If CSEA is going to provide true leadership for our profession, we must start a real effort to reduce this evil.

We have given lip service to the subject of *backbiting* long enough. Good hard action must come now! We must work to help each other to avoid *backbiting* at our chapter meetings, at our leadership meetings, during social situations and, of course, in front of the public.

Further, a concerted effort must be made to inform those who are not a part of CSEA about the evils of *backbiting*. We must develop steps to communicate with those on the "outside," as well as within our association.

Our industry must learn that *back-*
(Continued on next page)



"After 20 years fixing TV sets, I've finally found a tuner spray that really works!"

"I've tried them all" says Herb Gruen, owner of Gruen TV Service, Brooklyn, New York. "But most of them were more trouble than they were worth. A lot of tuner sprays cause detuning. Some do a pretty good job of cleaning, but don't have enough body to provide real lubrication. The "thick stuff" dries out and gunks up in a couple of months, and I have a callback on my hands."

"But this new TUN-O-FOAM is something else. It's thick, but it foams into the tightest places. It doesn't detune. It makes the tuner turn smooth as silk and it clears up snow due to poor contacts."

"Best of all, TUN-O-FOAM doesn't dry out. It works so well that now... for the first time in my life... I'm automatically cleaning and lubricating the tuner of every chassis I service. AND AFTER MORE THAN FOUR MONTHS AND HUNDREDS OF TUNERS I HAVEN'T HAD A SINGLE CALLBACK DUE TO TUNER TROUBLES."

"In fact, on the few sets where I've had to make a callback for some other reason, I've made it a point to flip the tuner a few times and in every case it was still turning as smoothly as when it left my shop."

Before Chemtronics releases a product, we field-test it thoroughly through a panel of expert TV technicians. Herb Gruen was one of the men chosen to test TUN-O-FOAM. His report was so enthusiastic that you'll soon be seeing TUN-O-FOAM on your favorite distributor's shelf. Try it. You'll be amazed at the difference between TUN-O-FOAM and all previous tuner sprays. For detailed information on how TUN-O-FOAM works, write:



1260 RALPH AVENUE
BROOKLYN, N.Y. 11236
FOR EXPORT: ROBURN AGENCIES INC., N.Y., N.Y. 10013

IN CANADA:
PERFECT MANUFACTURING LTD.,
MONTREAL 9, CA.

CSEA news wire
Continued

biting not only damages the reputation of the party being talked about, it also equally degrades the person making the statement and even degrades the service field itself.

At our meetings when one of the group tells a little "story" about another, we normally have just let it pass. We have not been standing up and really taking any positive action to eradicate these acts of unprofessionalism. In fact, we've probably all too often been listening in on the gossip ourselves.

Gentlemen of CSEA, I am not using this article to merely deplore *back-biting*. As your president I am asking that we start now taking positive steps to break this degrading habit in ourselves and others. I ask this of all of our members. I also ask our chapter presidents to very seriously discuss this matter at your meetings.

Further, I am requesting all of the chapters to develop ideas to help combat this thing and then to please pass them along to me so that we may share those ideas with others.

The future of our financial growth in this industry is directly proportionate to our ability to develop professionalism. Eradicating *back-biting* is, of course, only part of the overall task. If professionalism is to grow, however, this serious malady must be corrected.

Fellow members of the CSEA I am asking for your active help and your positive action, NOW. Let's keep the "knife" out of our colleagues and reach for the next step in uplifting TV service into what is truly a profession.

The following excerpt from the Washington State Electronic Associations Code of Ethics is very appropriate, "I will take pride in my trade, and in my position in it. I will remember that in building my business it is not necessary to tear down another's, but will respect my competitors position and endeavor to earn his respect."

ELECTRONIC SERVICE DEALER

CSEA news wire



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



The above trio were invited to attend the O.S.T.A. annual convention in McMinnville, Oregon. Jack McGruder from the California firm of Mann & McGruder introduced the Leader Test Equipment to the Oregon dealers through their local manufacturer rep, Mr. Rodger Minthorne. Dealers praised the stability of the color bar dot generator and admired the combination scope-vector scope.

Emmett Mefford, National NEA President, addressed the convention and reported on the many activities of the National.

Ralph Johannot, Executive Vice President of C.S.E.A., was invited to be their guest speaker. He spearheaded a new drive for an association approach similar to the well-known success of the California association.

Dates To Remember

The unique "Leader" test equipment will be demonstrated with technical sessions following for the first time other than at a C.S.E.A. meeting

by the dynamic Jack McGruder from the firm of Mann & McGruder on:

October 22

Radio Equipment Distributors - 972 N. Vermont Ave., Los Angeles, 8 to 10 p.m. October 28

Orvacs 151 E. Orangethorpe, Anaheim, Calif. 8 to 10 p.m.

October 23

"Alignment Club" Calif. Federal Plaza Bldg., 3rd Floor, 5670 Wilshire Blvd., Los Angeles 7:20 p.m. Gery Corne, RCA field engineer will demonstrate latest prototype of alignment equipment and technical discussion will follow.

September 16

Butte College Durham, California - semi-conductor course Tuesday nights, 7 to 10 p.m. Two units accredited.

Last Wednesday of each month, CET exams at 13666 So. Hawthorne Blvd., Suite 6, 7:30 p.m.

December 21

Christmas party, Huntington Sheriton Hotel, Pasadena, 6 p.m. till midnight, \$15 per couple - dancing and socializing.

(Continued on next page)

TAX, INSURANCE & INVESTMENT

TIPS

BY

RYAN



ROBERT J. RYAN

"No one ever made a bad investment—good investments just have a way of going bad."

With the stock market on a roller coaster any discussion of investments is considered dangerous ground. One thing is certain—these current market "shakeouts" don't upset the true professional. The expert does not always buy high and sell low.

We're always amused by the Mutual Fund buyer who 'trys it out.' He buys Funds—and just waits for the first market drop—and it inevitably comes—and he licks his wounds and sells out. From here on in don't mention Funds to this guy. He'll try his luck on real estate next time.

Most people forget that there are two kinds of investments. Banks, savings and loans and life insurance do not fall in either category—they are not investments.

The two types of investments to which we refer are long range and short range. Your long range investments must provide your retirement for the final one-third of your lifetime. No maybes here—this investment must be one that you're making month in and month out—steady, sure, inevitable. With the miracle of compounding dollars—you can accumulate a fantastic amount of money over 15, 20, 25, 30 years—on a small, but regular, investment. Your short range investments should have more gamble. They should put you in a position to make some big money. You should be willing to lose. And, either way, you should have some fun doing it.

The important thing to remember is your long range investment makes you free—free to gamble, free to live, maybe free to make a fortune overnight. But, you will only be free, when you have that long range objective directly in your sights.

The 'mix' of the two is the ideal situation. There are no percentages involved—you just have to get some long term growth dollars going for you as a first step.

A monthly investment plan thru the New York Stock Exchange can accomplish this—so can a real estate investment trust—so can Mutual Funds. Most of these vehicles will claim professional money management, and their claims might be valid. But the real growth pattern will take place because of the built-in dynamism of the American economy. The important thing is that you get something started right away.

THE CONVENIENT TIME TO SET ASIDE MONEY NEVER COMES TO ANYONE.

Robert J. Ryan Company

422 South Western Avenue
Los Angeles, California 90005

386-8651

CET PREPARATION READING MATERIAL

Five excellent books cover material needed to become a CET. Check with your library or add them to yours:

Basic Electronics — Grob

Basic Television — Grob

Electronics for Technicians — Marcus

Color Television Fundamentals, 2nd edition — Kiver

Advanced Servicing Techniques, Vol. 1 — Rider

New Promotional
Material to Advise
The Public
You Are A CET
Or CSEA Member

TV Guide will have another story on CSEA in the next few weeks. Shirt patches, decals, etc., will tie into the article at a most opportune time. Speaking of ties — in addition there are two new items which will be available shortly from the CSEA office. Both the CSEA tie clip and CET tie sell for \$2 each and the shirt patches which have been available for some time, \$1 each.

California CET
List Growing

At the present time, California has 377 Certified Electronics Technicians and many examinations are in the process of grading.

San Fernando SRTT

On the evening of September 16 the Board of Directors (Zone f) and the Board of Directors of the Society of Radio and Television Technicians met to discuss the possibility of a Valley Chapter of CSEA. A meeting has been scheduled for November 11 at The Sky Trails Restaurant, Sherman Way, Van Nuys at 7:30 p.m. at which time the entire membership of SRTT will be presented the advantages of affiliation. This is the last known group of dealers in California who have not joined the state organization. All interested Valley Dealers please make note of the date.



Michael Moulis, Pres. CSEA

San Bernardino Chapter of the California State Electronics Association held its formal installation of officers recently at the Golden Embers Restaurant.

Elected officers seated were Michael (Mike) Moulis, San Bernardino, president; Charles Clark, Redlands, vice-president. Others elected to serve with Moulis are Glenn Whitebread, Bloomington, Secretary-Treasurer; and John Larsen, Rialto, delegate.

Moulis, a native of Greece, is shop forman for Sliter's TV. He is a graduate of Pacific High School and received his technical training at San Bernardino Valley College. Moulis is married, the father of two children, and with his family, attends St. Elias Greek Orthodox Church where he serves as a board member.

Ralph H. Johonnot, Executive vice-president of the state organization, acted as installing officer. He later spoke to the members, their wives and other guests, giving highlights of the group's history. He said that in 1956, several organizations decided to merge into what is now the present CSEA. Among these groups were Radio Technicians Assn. (RTA); Electronic Technicians Assn' (ETA); and Society of Radio and Television Technicians (SRTT.)

Emmett Mefford, Fontana, president of the National Electronics Assn., outlined the functions of that organization. He explained that its liaison activity with the manufacturing industry provides better relationship between the technicians and the television public.

(Continued on Page 20)

CHANNEL MASTER

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San Bernardino: TU 5-6807
Van Nuys: TR 3-1309

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San Rafael, 453-1130
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Hayward, 537-5833
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COLOR-DUCT 82

is the successor to ordinary coaxial cable

...100% shielding and lowest UHF/VHF loss
are the reasons why

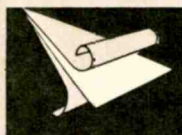


- Color-Duct 82 is the lowest loss RG-59 type cable ever made for color TV reception.
- Color-Duct 82 is more electrically stable, even in high moisture.
- Color-Duct 82 is the most economical coax available.
- Both black and white jackets are of highest grade vinyl
 - Ultra-violet resisting black Color-Duct 82 for outdoor leads and built-in distribution lines.
 - Unimprinted white jacket Color-Duct 82 for unobtrusive interior surface runs of distribution lines. For indoor use only.
- 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".

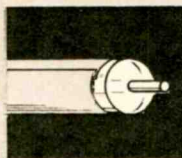
"100% SHIELDING" literally creates a direct line to color.

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.

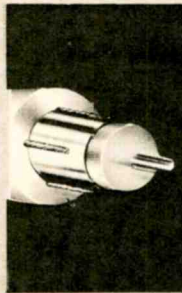
NOW, Channel Master has applied this proven 100% shielded construction . . . for the first time in TV history . . . to 75-ohm coaxial cable designed for home television installation.



Channel Master's solid shield is created by laminating aluminum foil to both sides of high tensile strength mylar.



This shield is then totally wrapped and over-lapped around the virgin polyethylene dielectric core containing the copper clad steel center conductor.



Before the black outer jacket is applied, four equally-spaced, tinned copper, parallel strain wires are positioned around the circumference of the shield. In addition to providing extra strength to the cable, these wires maintain electrical conductivity even if a break should occur in the shielding.

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	RG-59/U	COLOR DUCT-82
500 MC	9.0	6.0
650 MC	10.1	6.8
800 MC	11.0	7.5

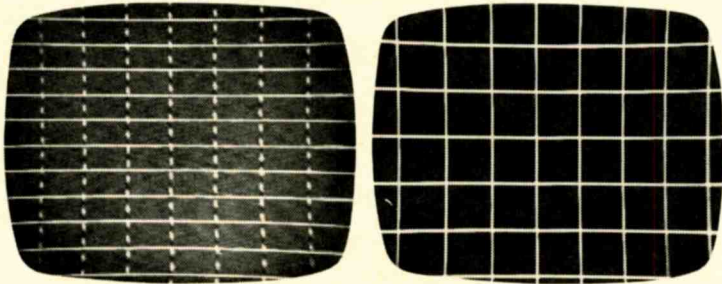
CHANNEL MASTER

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Make the wiggly test.



On the left, a pattern* produced by an ordinary color bar generator. On the right, the equivalent pattern* produced by Leader's LCG-388. Perfectly stable, the instant you turn the power on.

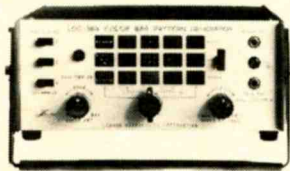
Flip the switch, and you can select from 15 patterns. Including the single dot, single cross, single horizontal and single vertical.

The magic is in Leader's binary counters and gates. Nobody else has them, and what a difference they make.

\$149.00, and you can make the wiggly test at your distributor's. For the one nearest you, just drop a line or call.

As photographed.

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You never saw a scope like this \$229.

Leader's five-inch LBO-53B has a bandwidth running from DC to 10MHz. (About twice the bandwidth of any other scope in the same price range.)

Its sensitivity rating is 10 mv/cm or better. (About half-again the sensitivity of any other scope in the same price range.)



It has FET vertical and horizontal inputs, directly coupled with push-pull amplifiers for no-distortion display.

It's the perfect test companion for Leader's LCG-388 color bar generator.

The LBO-53B is available, along with the LCG-388 from

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CSEA NEWS WIRE

Continued

The next meeting of the San Bernardino group will be held on Thursday, September 25, at the San Bernardino Elks Club. Pres. Moulis asks that members and their guests be present at 7:30 when a representative of a leading television and stereo company will be the guest speaker.

Continuing the list from the July issue of ESD are the following CET's:

- | | |
|---------------------------------|----------------|
| 188. Hartley Jack R. | El Patio |
| 189. Swintek, William P. | Sunnyvale |
| 190. Mills, Merle R. | Stockton |
| 191. Wojcik, Bronislaw M. | Oroville |
| 192. Fox, August Lloyd | Gridley |
| 193. Snook, Lester C. | Marysville |
| 194. Picaso, James J. | Chico |
| 195. Jamison, Don W. | Marysville |
| 196. Dugger, Richard E. | Gerber |
| 197. Imler, David S. | Marysville |
| 198. Chappell, Walter E. | Yuba City |
| 199. Cole, George L. | Durham |
| 200. Nelson, David H. | Yuba City |
| 201. Grimes, Everett F. | Oregon |
| 202. Beal, Leonard A. | Novato |
| 203. Edwards, Ralph James | Petaluma |
| 204. Kline, Mark N. | Kentfield |
| 205. Blodgett, Jerald C. | San Francisco |
| 206. Smith, Lowell G. | Los Altos |
| 207. Yeates, Robert T. | Daly City |
| 208. Baldwin, John G. | Daly City |
| 209. Gearing, James L. | Modesto |
| 210. Cardoza, Edward J. | Manteca |
| 211. Mann, E. E. | Modesto |
| 212. Moecher, Nicholas | Stockton |
| 213. Scott, Ira R. | Oakdale |
| 214. Lewis, John C. | Modesto |
| 215. Martinez, Domingo V. | Stockton |
| 216. Sheats, Ned C. | Inglewood |
| 217. Stricker, Dennis J. | Torrance |
| 218. Stome, Albert W. | Costa Mesa |
| 219. Pressey, Jackson G. | San Francisco |
| 220. Griffin, Emmett A. | Hayward |
| 221. Hall, Chris E. | Oakland |
| 222. Grimes, David A. | Antioch |
| 223. Brown, Roy | Oakland |
| 224. Belman, Samuel M. | Oakland |
| 225. Partridge, Raymond L. | San Bruno |
| 226. Canuto, Victor. | San Francisco |
| 227. Charette, Louis E. | San Francisco |
| 228. McCullough, Harold. | Fort Bragg |
| 229. Fusaro, Mike. | Daly City |
| 230. Shiro, George. | Corte Madera |
| 231. Ayoob, Thomas W. | San Francisco |
| 232. Colaizzi, Ray | Burlingame |
| 233. Edwards, Thomas G. | San Francisco |
| 234. Tognazzini, Bruce | San Francisco |
| 235. Amato, Joseph F. | Sunnyvale |
| 236. Ward, Donald K. | San Francisco |
| 237. Rainey, Jack | Millbrae |
| 238. Ignacio, Irving. | San Francisco |
| 239. Warrington, Jay K. | Oakland |
| 240. Higgins, Leroy L. | Daly City |
| 241. Henley, Paul O. | Valley Springs |
| 242. Young, David A. | Stockton |
| 243. Shumate, Lawrence D. | Modesto |
| 244. Kline, Paul A. | Stockton |
| 245. Watson, Howard F. | Norwalk |
| 246. Palin, H.G. | Orange |



KEA NOTES

A SPECIAL ESD FEATURE

- PRESIDENT**
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- SECTION EDITOR**
Lauren Matson

KEA President's Report

By EMMETT HUGHES



In the past while talking with other technicians usually during the conversation the serviceability of sets came up, by then there was nothing done about it. We had no representative with the manufacturers so we just complained. Now there is something we can do. If we have been reading the mailings from N.E.A. and also our national magazine we should know that N.E.A. has a serviceability committee and it is working. We are seeing results from some of the manufacturers.

If your shop is average you probably feel that you do not have the time to sit down and put your complaints in writing. If every one had this

feeling the serviceability program would not be off the ground.

Read the September issue of Electronic Service Dealer. Page 13 has a check list for evaluating the serviceability of T.V. receivers, let's all take a little time and use this list on the sets we service, then send our findings to N.E.A. By doing this we will be helping others as well as ourselves.

All members of K.E.A. should be getting TECHNI - TIPS from N.E.A. These come in handy sometimes. If you are not getting them, either let me know or write directly to Dick Glass. This is just one more program that is available to K.E.A. members through N.E.A.



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WINEGARD

Guest Editorial

by Lauren MATSON

It would seem but a few weeks ago that we would have manufacturer's drop us a note and tell us *what* they would pay us to take care of their product and that if we were nice to them they would let us continue to service their product. They wanted us to buy a large stock of their parts and they wanted us to pay the freight both ways on replacements. Now that has all changed or at least is changing. The manufacturer of home entertainment equipment that is on the market is willing to pay us our rate to maintain his merchandise and in some cases pay some on the cost of the parts. This is as it should be but let's not take advantage of the situation and force the manufacturer to make another change and set up their own service centers. We were not always treated fair in the past but let bygones be bygones. Now is the hour that we can make some good money and yet be fair to all concerned. Now is the time for us to spend more time at service meetings so that we can become better at our chosen profession. Now is the time for us to go to business management clinics to learn better management practices. Now is also the time to specialize. (Lauren Matson)



Mr. Walter Hulse (left and Mr. Ira Dale right) are shown here as they received their C.E.T. certificates from Kansas State President Emmett Hughes.



Three more Kansas Technicians are shown here taking the C.E.T. examination. The event took place during the recent board meeting.



It is not all work at these board meetings as can be seen here during the last board meeting of KEA. The Friday Night Picnic was enjoyed by everyone.



A lull in the meeting only led to more serious discussion as John Farrell KEA State Secretary is shown here talking over the situation with Kem Marcy.



Dinner is only a short time out for these shirt-sleeved board members of KEA.



Will Carden, KEA State Treasurer, makes his report to the group in Pittsburg.

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KEA
TODAY!



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A SPECIAL ESD FEATURE

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BILL GUILIVIER, Odebolt

PETE BEMINO, Clarion

FLOYD KEETON, Red Oak

FLOYD WEBB, Des Moines

VAN MAHNNEN, Bloomfield

KENNETH YOUNG, Washington

IOWA president's report



by CLARK POHL

Iowa's TSA news and views are quite slim coming out of the final month of summer vacation with many service dealers away. Iowa State University did hold its summer Management Conference August 19 and 20 and again there was only fair attendance. There were dealers from Nebraska and Illinois, but the same old

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story, the ones near by did not attend and others the seminar would be most valuable to did not show up.

To our friends at ISU, Ron Crow, Harry Buswell, and their staff, many thanks for the help in education for our industry.

In conjunction with the seminars, the Area 6 Advisory Board was to have met but cancelled because of members on vacation. The TSA Board however held its monthly board meeting and covered routine buiness.

I did have the opportunity to visit with Don Long, Vice President of NATESA from Dubuque, Iowa and learned they have a good active local TSA in the area. Howard Bonar, Bill Gulliver, Jack Betz, Les Buchan, and Jim Yordy have done an excellent job on their committee assignment working with Area 6 College and advising them on their curriculum for the electronic cause. The advisory board

Continued next page

PRESIDENT'S MESSAGE

(Continued from previous page)

accepted the committee's recommendations with only a couple of minor additions. The advisory board asked to meet with the Department of Public Instruction and area 6 College to help them provide a better curriculum for students and conform to the Department of Public Instructions policy.

We welcome Leonard Jansa of Gowrie as a new TSA member.

Follow on members Ray Schooler and Bill Roggow is that they are out and working after being disabled for awhile.

Ed Vilimek moved to his new store last month. We stopped and looked it over and was very impressed. All TSA and NEA members should have their new Techni-tips and find them very useful. Any member not receiving the tips and meeting minutes should advise the TSA office. Watch for and read your mail for details.

"YOU"

You have heard that the most important person in your life is YOU. It's time to take a real good look at yourself and then dish out the debits and credits.

First of all what have you done that makes you so great? Have you really made a success of your Profession? Have you made enough to retire and enjoy the last half of your life? Maybe compared to Andrew Carnegie you're not so great, What's that? It makes you feel smaller already.

What determines how much money a man makes? YOU SAY IT'S HIS GOALS? You might be right but on the other hand it may be that you make only what you need and when needs are met so are your Goals. Seems quite reasonable that you may not be rich for the latter reason.

And how do you measure your success? Surely not by comparing yourself with others in your community. Even you aren't that Nieve are you?

Even the others of us, whom you know don't measure up to your standards. Measure success by our own capabilities and if we only reach 10% of those capabilities and end up millionaires we are still failures in our own right. This would mean that you must do at least Eleven times better than we did or it's you that's substandard and not others as you may have thought. With this in mind, How Do you feel about yourself?

Are you cooperative? Do you like to help other people? Have you contributed to your profession or industry or are you a loner that blames all your troubles on someone else.

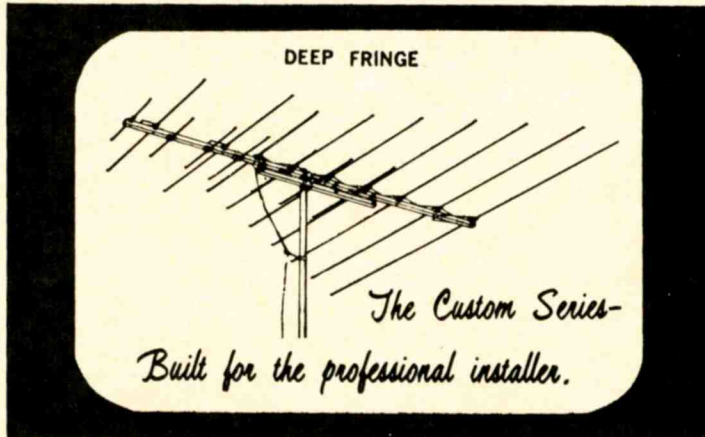
Whether you think you are good or bad, the important thing is to get to know yourself.

Sometimes after you really find out about yourself the word "YOU" makes yourself about half mad.

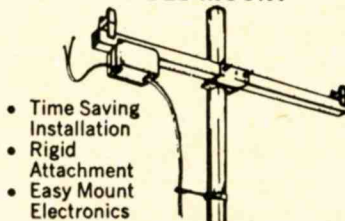
Also sometimes after you get mad you really bear down and make the very presence of "YOU" worthwhile.

We hope you are worthwhile don't you? Only you can do anything about that. Will we hear from you? Topper

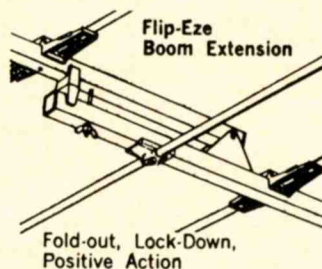
BETTER BUILT FOR BETTER PERFORMANCE[®] ANTENNACRAFT[®] TV-FM Antennas and Electronics



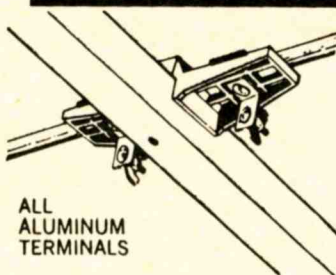
CRADLE-MOUNT



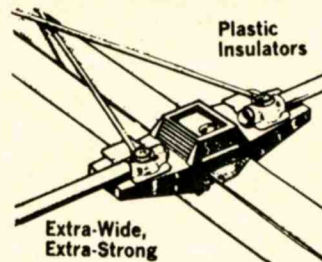
- Time Saving Installation
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Iowa State University

Class Schedule

Following is the schedule for the Electronic and Technical Education classes which will begin in late September and in October. We would appreciate your use of this material in the Iowa Beacon Section of the Electronic Service Dealer.

Waterloo — Transistorized Sweep Circuits Wednesday nights, Sept. 24, Oct. 1, 8, 15, & 22 7 to 10 p.m. Enrollment fee \$20 per student. Hawkeye Institute, Electronics Lab., Airline and Highway 57.

Davenport — Television Alignment Clinic Oct. 10 — all day session. 8:30 a.m. — 5 p.m. Industrial Education Building, 1032 Main St., Enrollment Fee \$10. Urged to bring own alignment equipment and oscilloscope. Midcrest Extension Area Office, 501 West Taylor (Highway 34) Enrollment Fee \$10. Urged to bring own alignment equipment and Oscilloscope.

For more information on these courses, Contact Ron Crow, 110 Marston Hall, Iowa State University, Ames, Iowa 50010. Phone 515/294-5060.

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Solid State cassette tape player

\$000⁰⁰

MODEL 761

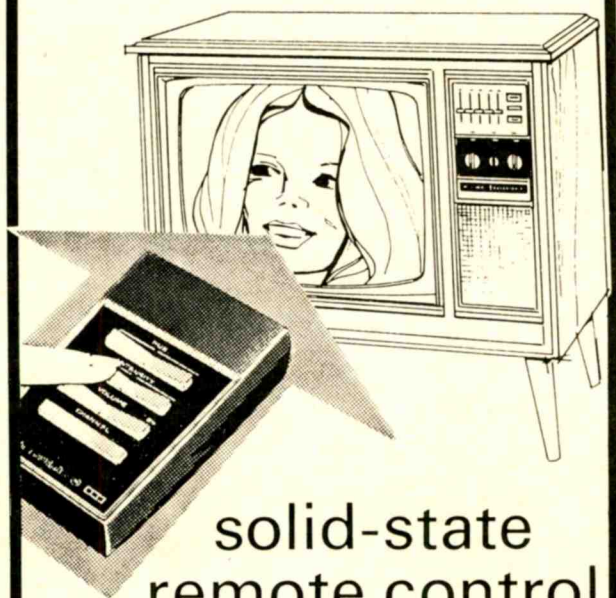
Voice of Music looks better, sounds better, and has a better price, thanks to Benton Harbor, Michigan, where they make it better — with all the new ideas, but in the old, careful way. Here's a tape player for all the new cassette recordings. Solid State. Battery powered. Case of tough Space Age stuff. Heavy duty handle. Plays through own speaker or earphone, also included.

The Voice of Music

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solid-state remote control

(Silent in your hand! Reliable at the set!)

Without moving from your favorite chair you're in control of Quasar color TV. Change channels, adjust color, control volume, and turn Quasar on or off from across the room. This little step saver works with a silent reliability you only get with solid-state components. And because it is solid-state, you can depend on it working year after year, so you won't have to.

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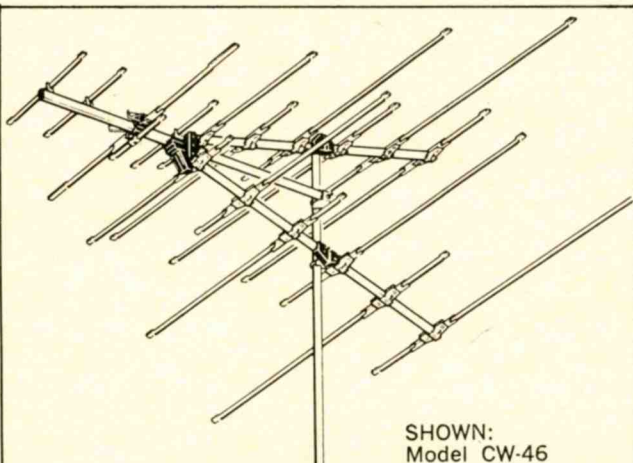
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How To Solve Customer Complaints

What do your customers do when they are dissatisfied with your work, or that of one of your employees? Gripe to their next door neighbor about your work, or your charges? Groan to their co-workers at the plant? Send in a BB complaint?

Some NEA members have solved this problem by using NEA's CUSTOMER SATISFACTION POSTCARDS. They are a little three section "tent" card that techs leave on top of the repaired set, in the home. They give the customer helpful hints in case she "thinks" she has a reoccurrence of trouble. They suggest some checks to make before calling you back, sometimes needlessly. And they strongly urge the customer to complain about any problem . . . to NEA.

What does NEA do with these complaint cards when they are received? They are sent back to the dealer who left them! After all, that is the place where any problems can be rectified, and every dealer would like to know if a customer is unhappy. He might even find that he was at fault!

But this program is very strange! The very finest print on the cards asks the customer if they would be so kind as to help their technician, if the service is satisfactory, by filling out the card and writing a big "OK" on it and mailing it to NEA.

Would you believe that of all the cards NEA has ever received, in the three years of this Public Relations Program, less than 1/2 of 1% are complaints? That's right. Over 99% come in with only good words about the dealer or tech. Here are 6 cards that NEA received one day in August:

Firm: Edick.s TV, Norwich, N.Y.; Customer: R.M. McGowan; Comment: Very good service, no complaints at all.

Firm: Ough TV Service, Wauneta, Neb.; Customer: Ray Maxfield; Comment: "O.K."

Firm: Iowa TV and APPL., Mt. Vernon, Ia.; Customer: L. Sanderson; Comment: "Repair O.K."

Firm: Morgan TV Ser., Fullerton, Cal.; Customer: J. L. Gates; Comment: "O.K."

Firm: Royal TV, Akron, Ohio; Customer: Ruby Ruddlesden; Comment: "O.K. Now"

Firm: Royal Radio and TV, Akron, O.; Customer: A. R. Demary; Comment: "Service O.K."

Well then, what good are they if all of the customers say only good words about their TV repair?

You answer that for yourself. Or better still, order some of these postage paid customer building cards from the NEA office, at three cents each. When you get your first one back, the question will be answered and you will see why more and more wise technicians are using them on every call . . .

DID YOU EVER THINK OF HOW MUCH LESS TROUBLE THERE WOULD BE IF THE SITUATION WERE REVERSED AND IT COST \$10,000 TO GET MARRIED AND \$2 TO GET A DIVORCE?

KETA

the KETA news

Kentucky Electronic Technicians Association

Kentucky Electronic Technicians Association

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Louisville, Kentucky
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Ferncreek, Kentucky
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Second District Vice President

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Louisville, Kentucky
Sergeant-at-Arms

president's report



By FRED B. WATJEN, CET

The Apprenticeship Committee met at a combination Dutch treat dinner and business meeting at Masterson's for discussion of the apprenticeship standards as originally enacted and filed with the Apprenticeship Bureau. In attendance were: Clement Raffauf, Charles Cave, Joe Smiley, Roy Bailey, Ray Demonbrum, Giles Allen, and myself.

Mr. Raffauf opened the meeting for discussion of the ratio of apprentices to journeymen technicians, and asked Mr. Cave for comments. Mr. Cave recommended no more than two (2) apprentices of same grade per journeyman, (i.e.) grade meaning one (1) year, two (2) year or three (3) year apprentice. Discussion of standards and various and sundry ways and

means as well as the number of apprentices that could be supervised by what number of journeymen technicians for proper training of the apprentice was discussed. It was felt by the majority of the Board that a one (1) to one(1) ratio was the best that could be had for proper training — unless the employer had a journeyman supervisor, in which case a one (1) to three (3) or four (4) ratio could be allowed for proper training.

As a result, the following standards were outlined:

1. It is established that there be one (1) apprentice to the shop, irrespective of the number of journeymen employees, plus additional apprentices of such ratio of the skilled employees as may fit the plant setup and needs of

the employer and other governing factors. There should not be more apprentices than can be trained properly and afforded employment opportunities on completion of apprenticeship. It is established therefore that the ratio not exceed one (1) journeyman to each additional apprentice.

2. It was recommended by Mr. Raffauf that in some cases an employer, under special consideration, could appeal to the Board for permission of more than one (1) basis for approval — if under direct supervision and weekly visitation by the coordinator.

With this action the board decided to call for a further study and to act on them at a future meeting. I want to commend them on their work and look forward to the final adoption.



Jack Regan (left behind counter) and Clem Raffauf are shown here with parts customer Cliff Sacheben, C.E.T. Picture also indicates the vast inventory of ZENITH parts.

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Parts Distributor**

Letter Explains OJT Program

Dear Mr. Demonbrun:

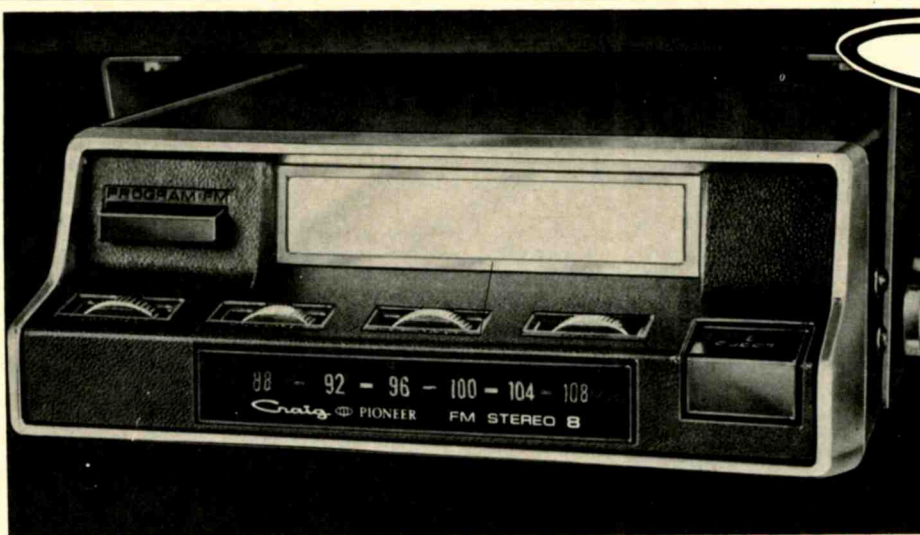
You recently asked me to express my views on how OJT can benefit the "Kentucky Electronic Technicians Association." On-the-Job Training, a program developed by National Urban League in cooperation with, and funded by the U. S. Department of Labor, is designed to seek out and develop training opportunities for the unemployed, the underemployed and those who have lost their jobs because of technological changes.

While we work to alleviate severe unemployment and underemployment, we held the employer-trainer to fulfill his manpower needs. This program has special significance for small and medium size employers because the program helps to off-set the high cost of training new employees.

Due to the highly skilled nature of your business and the businesses of other KETA members, and the length of time required to train an individual to become an electronic technician, we feel the marriage of OJT and KETA is beneficial to both causes . . . trainees are able to gain a marketable skill and your industry is getting "new blood."

If I can be of any further assistance please feel free to call on me.

Sincerely yours, /s/John H. Shumake
Project Director



EIGHT-TRACK CARTRIDGE PLAYER WITH FM STEREO RADIO

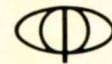


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COLLINS CO., Inc.**

ELECTRONICS PARTS DEPT.

829 South Floyd Street • Louisville, Kentucky • Phone 583-1791

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\$ 119⁹⁵

minimum retail

AUTOMATIC START WHEN CARTRIDGE INSERTED
"E-Z-JECT" CARTRIDGE RELEASE BUTTON
FM RADIO WITH AUTOMATIC RECEPTION OF STEREO PROGRAMS
"DISAPPEARING" DIAL MARKINGS, AND STEREO PROGRAM INDICATOR
MULTI-FUNCTION PROGRAM BAR—PROGRAM CHANGE AND INDICATIONS, AND
RADIO POWER SWITCH
CARTRIDGE DOOR PROVIDES PROTECTION FOR TAPE HEADS
USES REGULAR CAR ANTENNA
OUTPUT 11 WATTS PER CHANNEL

Also available: the 3117 model, a "Four + Four" compatible with 4- and 8-track stereo players with built-in FM/FM Stereo radio. Minimum retail price\$139.95



The above picture was taken during the recent KETA regular meeting. Over 25 members attended the session conducted by President Watjen.

KETA HOLDS REGULAR MEETING PRESENTS C.E.T. PINS

The regular monthly meeting of the Kentucky Electronic Technicians Association was held last month with the presentation of six C.E.T. pins the highlight of the session.

The meeting began with a report of the NEA Convention in Waterbury by Ray Demonbrun and Fred Watjen followed by the pin presentation. Kentucky now has 62 C.E.T.'s and are pushing the program heavily.

A report was then given by all of the regional vice presidents on the activities in their area and the plans for the fall. ESD magazine was discussed and has been well received by the general membership.

Charles Cave reported on the Transistor Course being planned for the fall and there will be two classes. Registration was held in early September. He also reported on the new management courses being planned by the association that will require two nights per week. The course is a total of 36 hours. The advance transistor course will run 40 hours.

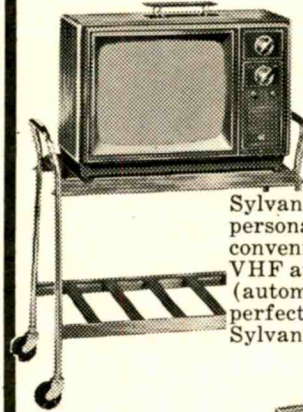
At the same time, it was reported that President Fred Watjen had received a letter from Governor Nunn of Kentucky in response to his letter and copy of ESD. The Governor stated that he would convey the information to Mrs. Oscar Sowards, Chairman of the Kentucky Consumer Affairs Commission and asked her to get in touch with the Association about its plans. He also stated that he would forward a copy of ESD to Attorney General John Breckinridge.



Six more Kentucky Technicians received their C.E.T. pins last month. Shown left to right are: Dan Laimmle, D. J. Kesstieno, Adolph Wiseman, Paul Long, Ray Horton and Bill Cook.

for summer fun

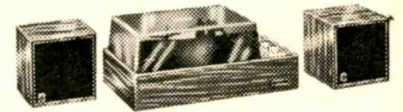
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Sylvania's 102 square inch screen personal portable color TV. Has convenient carrying handle and built-in VHF and UHF antennas. AFC (automatic fine tuning) insures a perfect picture with the push of a button. Sylvania portable color television Ask for model CB35.

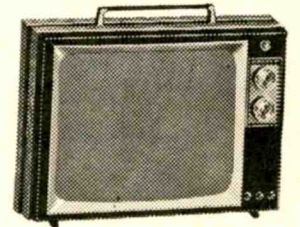


Sylvania's mini-mod. The choice of the young and young at heart everywhere. This 3-speed stereo record player comes complete with a pair of detached speakers. Sylvania portable stereo starts at \$99.95. Ask for model MM110. Complete with dust cover, just

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New from Sylvania. A smartly styled, full function cassette tape recorder model CT110. Plays anywhere. In the house on regular house current. Outdoors on 4 "C" cell batteries. Complete with carrying case, just

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Sylvania's big 19" diagonally measured screen black and white portable TV model MY74. Offers a big picture in a convenient, portable package. Lets them take it where they go. Sylvania black and white portable television starts at \$129.95. Ask for model MY74, just

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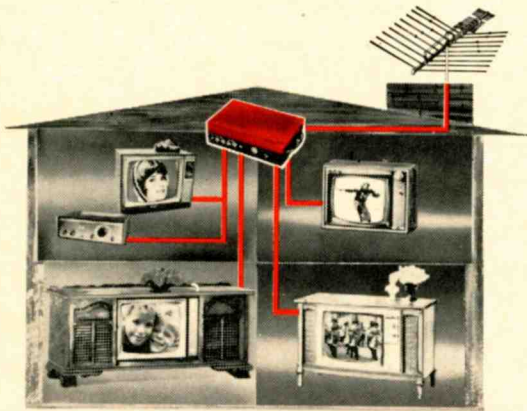
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