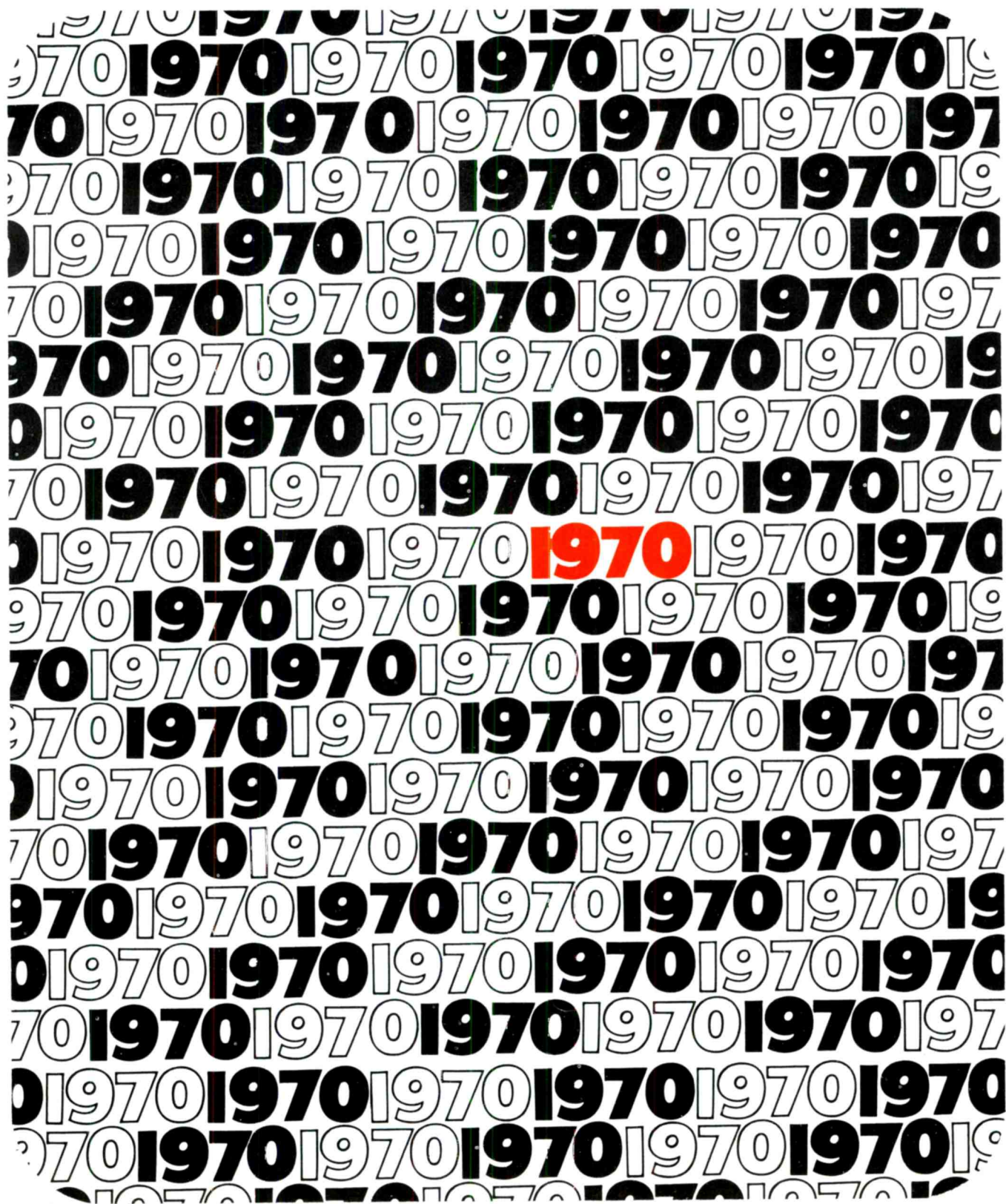


ELECTRONIC service dealer



THE OFFICIAL PUBLICATION OF THE NATIONAL
ELECTRONIC ASSOCIATIONS . . . JANUARY, 1970



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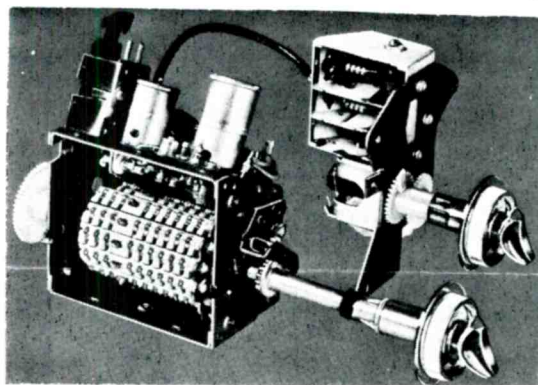
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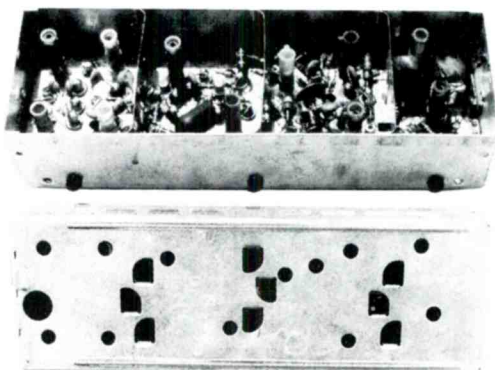
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ELECTRONIC service dealer

THE OFFICIAL PUBLICATION OF THE NATIONAL
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features

- 10 HOOSIER TEST PROBE . . . O.C. Brown reviews the increased activity of the Indiana Electronic Service Association and the possible formation of a new group in the Southeastern part of Indiana.
- 11 CALIFORNIA SECTION . . . President Virgil Gaither reviews the abuses of the warranty replacement program and refers problems to CSEA's Industrial Relations committee.
- 12 PROPOSED NEW BERDR REGULATIONS to affect California dealers. A complete printing of the notice of the coming hearings and the regulations to be enacted.
- 16 IOWA BEACON . . . President Clark Pohl announces the election of Bill Gulliver of Ames as the new V.P. following the resignation of Rex Ray to enter the insurance business. Plans set for the April Convention and committee reports round out the activities in Iowa.
- 18 KEA NOTES . . . President Emmett Hughes reviews 1969 and outlines some of the major programs for 1970. This month's guest editorial asks the question: Imported Stereos, Radios and TV's, Profit or Loss?
- 20 KETA NEWS . . . President Fred Watjen announces the Kentucky Convention for the first week in March. News notes from Kentucky also included in this section.

departments

- 4 FROM THE V.P.
- 5 NEA PRESIDENT'S MESSAGE
- 6 EDITORIAL
- 8 NATIONAL NEWS AND VIEWS

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from the V.P.



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

An association leader said to me the other day: "Good Gosh! Won't the proposed C.E.T. association be the first step towards unionism?"

And a leading columnist in one of the commercial trade publications said to me the other day: "Aren't there too many electronics associations, already?"

My answer to both was: "No."

First: a professional society of CETs would be the *least* likely proponent of unionism! For those who feel that unionism is the only answer to better conditions for the technician, working *against* certification and *against* more professionalism should lead to a reaction from the employee

techs in the form of: *Unionism*.

As to there being too many organizations: the experience we have had in the past three years with the CET program has indicated that the great majority of home electronics techs feel they have no organization that fits them.

Surely there is NATESA, a shop-owners association; and NARDA, a merchandisers association; and NEA which comes close to providing a "place" for the tech who is not a shop owner, but in many affiliated states and locals, he is ineligible as a member; and, there is the certified engineering technicians program for a small segment of the techs, through IEEE.

But there is no association strictly for electronics technicians.

There is a natural desire for the CET society, and rather than being a competitor of NEA or any other association, it will be compatible and complimentary.

Only registered CETs will be eligible for membership. This will make it a closed society in a sense, but any tech who considers himself a competent and experienced journeyman level professional can either pass the CET requirements now, or apply himself, and with some additional study and work, become registered and eligible for membership. In fact, the requirements for membership should stimulate the already existing CET program of NEA.

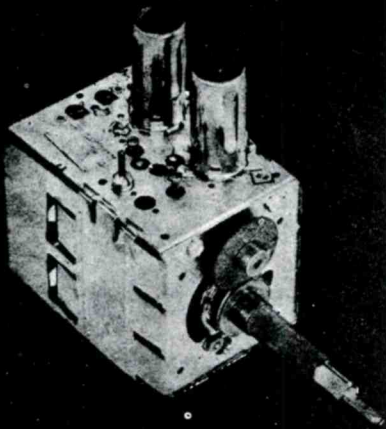
An additional benefit of the society is that technicians in lines of work other than home electronics will find it beneficial, communications techs, medical, industrial, marine, audio, and others may find this "their" association.

Present thinking indicates that such a society would most smoothly flourish by using NEA's existing facilities and staff, and by being a subsidiary or "arm" of NEA. Certainly many of the charter members of SCET would also be members of NEA.

Purpose of the association or society would be: to promote professionalism in electronics servicing; to raise the public image of the tech; to promote extension and expansion of the NEA CET program; to provide for an exchange of information between the world's electronics technicians; and to assist all levels of educational institutions in improving technician training programs, no doubt other purposes would be valuable, also.

Your comments to ESD will be appreciated.

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NEA president's report



by EMMETT MEFFORD, C.E.T.

The ending of another year should be reason enough for us in the Electronics Servicing Business to pause a moment and reflect on what improvements might have been accomplished this past year. It has been said to never look back but to focus attention on what lies ahead. It is my contention, if you don't know where you have been and reason why, how can you best plan for future action.

To sum up some of the accomplishments for the past year I would like to place in number one spot the substantial increase in NEA membership, and very closely following and to my thinking, the reason for this increase is the program of Certifying Electronic Technicians worldwide. Giving them a status symbol to be proud of and a part of the action. To become involved is the basic step to take to start opening doors of opportunity, and a strong National Electronics Association is the key for developing national programs for the betterment of all segments of the electronics industry.

Again to mention some of the programs already established and growing more valuable to the Electronic Servicer because of the increase in membership, are; Serviceability in plant inspection of new product. Tech-N-tips, a direct link to the nation's electronic service benches, Public Rela-

tions Material to assist the technician in promoting better understanding between the customer and himself in the servicing of their electronic equipment, NEA Insurance program (some states not applicable) at a substantial savings for Hospital, accident, income, casualty, etc., an association trade publication, Electronic Service Dealer, which is the national information magazine and recently expanded to cover all the States, a national apprenticeship training program—a most needed service and many others.

For future planning I visualize a cooperate action between the National Service Conference — EIA and the Electronics Servicers to combine their efforts in solving some of the problems confronting the servicing industry today.

At the first meeting last November in Los Angeles of these associations discussing mutual problems and setting a format for future meetings I think was a giant step in the right direction for all segments of the industry. I plan to keep these meeting engagements active and present information which will be beneficial to all.

The next joint meeting of NEA and NSC is to be held in Peoria, Ill., the first week in February 1970.

The most needed element for success now is participation of the various segments of the industry.

editorial



DONALD J. MARTIN, *Editor/Publisher*

With the doubt in the minds of the consumer regarding television service as it is we are only asking for more trouble when we are required by law to place a question in the minds of the consumer that the set will have to go to the shop and thereby a big cost. This can do no more than discourage the consumer from having the set fixed even before the set has been looked at. With more and more work being done in the home, it seems silly to have to quote an additional "IF" on the end of every call from a customer regarding charges.

We certainly agree that something should be done in this area since one national service organization states on the phone that the service call is \$6.95 PLUS LABOR. In other words, we will push your doorbell for \$6.95, but don't ask us to look at your set. They also refused to say what the first half hour of "labor" will be and in most cases it is an additional \$12 to \$15.

Most service dealers quote a service call that includes the first 30 minutes of labor. The price quoted might be \$15 or \$17.50 and this is an honest answer to the customer's question while the friendly well-known department store goes the "price" bait of \$6.95 plus Labor.

It would seem to me that this is something that is facing every service dealer in the country to one degree or another. We should not have to hide behind a phoney come-on and the independent service dealer, for the most part, does not pull this kind of thing on a treasured customer since he wouldn't have him for long after doing it.

Why then is it necessary to quote a possible charge for pickup and delivery IF a set has to go to the shop? It

would seem to me that when a dealer determined that a set needed shop-work that that is the time to quote a pick-up and delivery price rather than discourage a customer before you ever start.

We may need a regulation to stop the above mentioned major department store from the "door bell pushing" charge but I can not see any benefit to the consumer or to the dealer in placing further doubt in the mind of that customer by having to quote a pickup and delivery charge before you even see the set in question.

TV FIRE HAZARD

I received a call a few weeks ago from a local dealer in Southern California that brought up an idea that might have a bearing on the current investigation of color television as a fire hazard. According to this technician, fire can sometimes be caused in the AC switch when you use a flammable lubricant. He said that he has had the experience of using a flammable lubricant in freeing an AC switch and as the current broke down the wiring in age it caught the lubricant causing a fire. I am not a technician and would appreciate some comments on this theory.

ESD SOLD

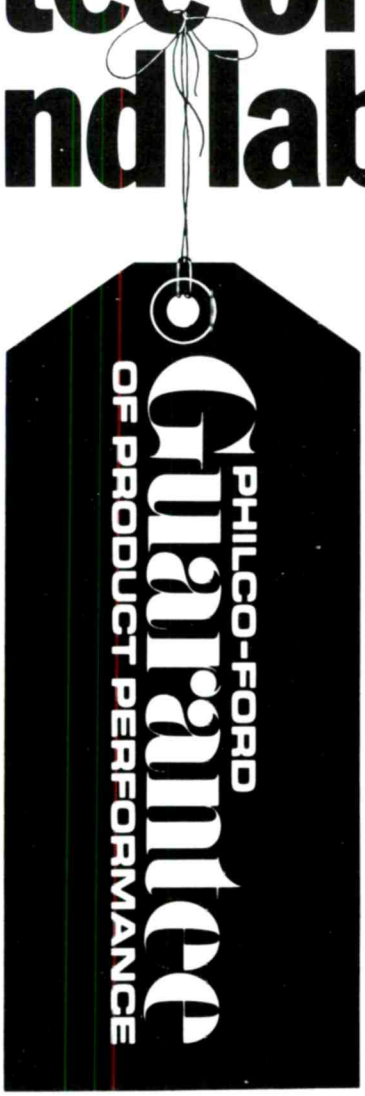
The Electronic Service Dealer Magazine was sold recently to Ledger Publishing Company in Waltham, Mass. Ledger is the publisher of all of the Dealerscope Magazines and there are great plans in the making for the expansion of ESD in the near future. I will continue as publisher of ESD and will now have the opportunity of expanding the publication into the best service-oriented business magazine in the industry.

The other day in the mail we received the official notice of a hearing to discuss the proposed new regulations to be adopted by the Bureau of Electronic Repair Dealer Registration in California. In reading them over it seems to me that the Bureau has overlooked a strong recommendation by the California State Electronics Association regarding the disclosure of service call rates over the phone.

According to the regulation a dealer would have to quote the correct service call rate when requested and then add . . . the note that if the set has to be taken to the shop there will be an additional charge for delivery.

Still

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And it covers our entire electronics line. How's that for a better idea?

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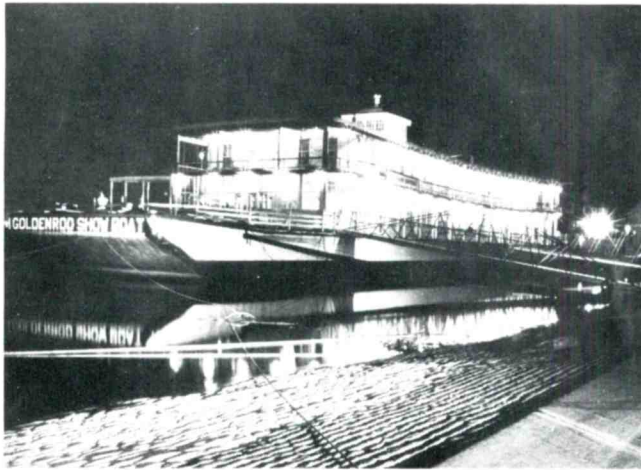
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OLD TIME RIVER BOAT SHOW AWAITS NEA CONVENTION GOERS IN JULY

One thing that is almost impossible to see and enjoy anywhere other than St. Louis, is an Old Time River Boat Show . . . the kind that played the Mississippi River years ago. The Goldenrod Showboat, a registered National Historic Landmark, will be visited by NEA Convention goers during the coming convention to be held in St. Louis July 15-19. On the showboat you will be able to hiss and boo the Villain and to cheer and applaud the Hero who pays off Little Nell's Mortgage. After the show you will be able to retire to the authentic riverboat barroom to enjoy a drink or two and be entertained by the St. Louis Ragtimers.

Another convention treat will be a visit to fabulous Busch Memorial Stadium to see the Cardinals in action. According to chairman Vince Lutz, "take time to see and hear about today; Plan the future and: Recapture yesterday in beautiful St. Louis, Missouri."

INDIANA NOW HAS FULL TIME LICENSE INSPECTOR AND INVESTIGATOR TEAM

It has just been announced that Indiana now has a full time license inspector who is working on an investigating team to police the new law in Indiana. Even though this is a big step, dealers throughout the state still feel that a lot of additional work is needed in order to tighten up the license law.

It has also been reported that Indiana now has over 140 CET's with more and more technicians taking the test. A great deal of new interest was generated during the recent Indiana Convention held in November and a lot more committee work has been outlined for 1970.

ARIZONA REPORTS MEMBERSHIP NOW OVER 100 FOR STATE FOR A NEW RECORD

The Arizona State Electronics Association has reported that their membership has reached the century mark and this is an all time record for swift organization of a state group. It has taken less than three months to form the group following a newspaper expose that resulted in great consumer reaction to service charges. The new association is now in the process of adding new services for their members and will be introducing a new law into the State Legislature to license technicians in the state.

NEW BOOKLET . . . GUIDELINES FOR BECOMING A C.E.T. NOW AVAILABLE FROM NEA

A new booklet titled "Guidelines for becoming a C.E.T." is now off the press and available from the NEA national office. The new booklet outlines the CET program, gives some hints to basic facts to be covered and actually prints a few sample questions. The CET program is the only way to building a consumer image and we encourage every technician to take the test as soon as he can.

ILLINOIS ELECTRONIC SERVICE ASSOC. TO BE FORMED FEBRUARY 7TH AND 8TH

The new Illinois Electronic Service Association will hold its organizational meeting in Peoria, Illinois on February 7th and 8th. The purpose of the association will be to align the electronic sales and service dealers and professional service technicians, in order to eliminate business problems, produce more profit, and raise the public image of the technician and dealer. Full information can be obtained by writing Mike Endres, CET, 1012 Richwoods Blvd., Peoria, Illinois 61603 or Bob Griffin, CET, 208 Magnolia St., Bloomington, Ill.



38 TAKE C.E.T. TEST IN LINCOLN DURING NESA REGULAR BOARD MEETING

38 technicians took the C.E.T. examination in Lincoln, Nebraska recently as part of the regular meeting of the Nebraska Electronic Service Association. The test was given by Bruce Herriott, CET, Victor Kral, CET and Cloyd Steeves, CET. Nebraska now boasts a total of seventy-four CET's in the state and leads the nation in percentage of members who are CETs. NESA holds regular tests and anyone may take it. For full information contact NESA, P.O. Box 3935, Lincoln, Nebraska 68505.

UTAH GROUP TO BE FORMED AS SOON AS POSSIBLE STATES CARL SABO

Carl Sabo, CET of Moab, Utah attended the recent NEA Board Meeting in Arizona and reported that he will do everything possible to organize some of the dealers in Utah within the near future. He reported that there was good response to his first efforts and he would continue to work in this direction. At the present time there is a small association in Ogden and many other shops are members of the Intermountain Electric Association but there seems to be a need for a service organization with the same structure as NEA state affiliations.



NEA FINDS NEW HOME IN INDIANAPOLIS

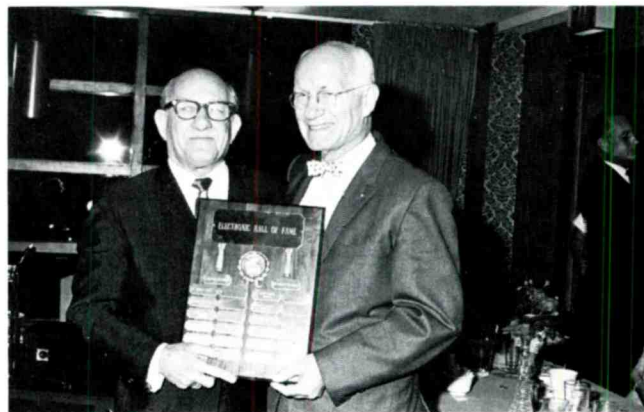
Back Home Again in Indiana may be the way the song reads but for NEA it now has its first permanent home. The scene above was taken just prior to the formal open house at 12 South New Jersey St. The new phone number is (317) 636-9062. Why not stop in and get acquainted?

NATIONAL SERVICE CONFERENCE SLATED FOR PEORIA, ILLINOIS FEBRUARY 5TH

The next meeting of the National Service Conference is slated for Peoria, Illinois on Thursday, February 5th starting at 9:00 a.m. The Service Conference will be held in conjunction with the regular NEA Board Meeting and will also act as the date for the formation of the new Illinois Electronic Association.

The tentative work schedule includes discussion groups on — 1. Dealer-Manufacturer Relations regarding warranties, parts availability and product information; 2. Serviceability and the results of the NEA serviceability survey; 3. Industry image in regards to the technician and the manufacturer and 4. state of the art and the proposed technical symposiums.

It is also being studied as to whether or not a sub-panel will be created made up of association representatives from the service industry, the distributors through NEDA, the Broadcasters, the representatives and the manufacturers of both parts and products. A broader understanding and participation of industry associations seems to be desired and no better place than through the National Service Conference.



TWO HALL OF FAMERS BEAM OVER MAJOR PLAQUE THAT SYMBOLIZES THEIR HONOR

Morris L. Finneburg, Sr., Chairman of the Board of the Finney Company (left) and John Graham of Ohio (right) are shown here holding the permanent plaque that symbolizes their election to the Electronic Hall of Fame. These two men are the only living winners of the award.

ASTRONAUT BEAN TO GET A NEW HAMMER FROM TV SERVICE ASSOCIATION

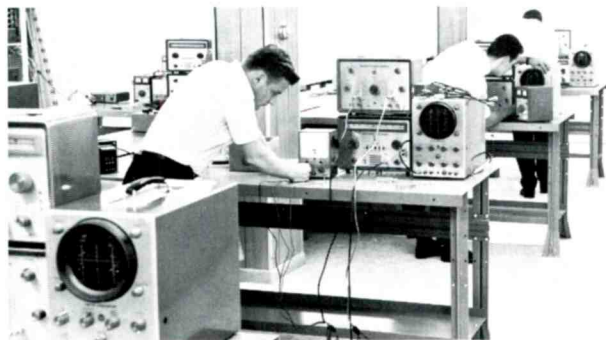
Captain Alan Bean of Fort Worth, Texas, will receive a new golden hammer from Texas Electronics Association for his aborted attempt to repair a defective color TV camera by tapping it with a hammer during the Apollo 12 moon trip, according to Gene Ware, president of this Texas group of TV technical firms.

Ware said that TV technicians everywhere could understand Bean's frustration at the TV camera for its failure to operate when moved from the LEM. "Faced with a very limited time period in which to get the camera operating, Alan Bean's efforts to correct a possibly intermittent connection by hammer tapping might have temporarily corrected the fault, and we are proud of the initiative he displayed by trying to make it possible for the millions of TV watchers to view the moon-walk, even if it didn't work."



NEA PRESIDENT WINS TOP PRIZE AT TEA MEETING IN GALVESTON

Emmett Mefford, NEA President from Fontana, California is shown above on right receiving a complete Motorola Quasar Panel Caddy from Jack Reagar of Motorola. The Caddy was first prize during the recent TEA Clinic in Galveston and it was only fitting that a Californian would win in Texas.



SYLVANIA'S NEW TRAINING CENTER ATTRACTS TECHNICIANS FROM ALL OVER

The above photos were taken recently at the new Sylvania Training Center in Baravia, New York. The center is under the direction of John Borlaug, C.E.T. who is national service manager for Sylvania.

NEA INSURANCE PLAN AVAILABLE TO ANY MEMBER UPON REQUEST

The NEA major medical and hospitalization plan is available to any NEA member shop and is in operation in many states. The major participant is in Detroit with over 200 member shops taking advantage of the low cost package made available to the membership last year. Full information can be obtained by writing or calling the NEA office in Indianapolis.



HOOSIER TEST PROBE

A SPECIAL ESD FEATURE

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INDIANA ACTIVITY SPARKED THROUGHOUT THE STATE

Activity has been stirring beside both "Banks of the Wabash," from headwater to delta.

First — A calm but extremely business-like fall convention in the Lincoln Hotel in Indianapolis, November 29 and 30. Alignment Seminars by B&K, Sencore, RCA and Magnavox running continuously for all not actively engaged in business meetings. Many fine techs became more expert, many beginners now know the proper fundamentals.

Saturday afternoon a special meeting of the Apprenticeship Committee started off to hammer the nails in the planks of the Foundation O.J.T. Program in Versailles Vocational High School.

Then a very odd thing started to develop, in that the group in attendance started to grow in numbers. Finally ended with our national director of Training, Mr. Charles Cave, holding court to a standing room only crowd.

Proof of the fruits of this was the acceptance of the resolution adopted by acclamation the following day, put put maximum effort into getting accredited O.J.T. and apprenticeship programs into all of the school systems in Indiana wherever possible, with the primary attempt to occur December 11, 1969 in Southeastern Vocational High School, Versailles.

Another highlight of enacted business was a change in membership obligation. Indiana now utilizes "Freedom of Choice" in membership. You may belong to your local only, or to state or national only, or any combination that fulfills your needs. This may remove some bones of contention that have bothered many fine people in the past. Your writer is quite sure that we were denied the companionship and service of some fine people who objected to being told they HAD to belong to all three or none!

The aforementioned meeting at Southeastern Vocational High took place on schedule at Versailles, December 11, 1969, and in the opinion of this humble scribe was a rousing success. There just isn't enough space left to list names and titles of all of those participating, but it was starting to look like a multi-state and NEA board meeting in conjunction with the local and state departments of education. The school's Electronic Training Instructor and Key Promoter of our program, Mr. George Sortwell, served as moderator for the panel.

At the conclusion of this valuable workshop session, the participating shop owners and technicians of the area laid the groundwork for forming a new local association. One of the likely titles for this progressive group is Southeastern Indiana Electronics Service Association. S.I.E.S.A. It even sounds good! Good luck in your endeavors. If there is anything I can do to help, my name is O.C. Brown.

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CSEA president's report



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By VIRGIL GAITHER

Probably one of the most irritating problems that faces the service dealer today is the frustrations that are experienced in the exchange of warranty parts. As usual, all manufacturers are not guilty. Some of them maintain adequate stocks, their counters manned by knowledgeable people and they make an effort to be of service. Unfortunately, this is not true of them all. Anyone who has cooled his heels at a warranty counter can attest to this.

Date-coded tubes and parts are replaced in a set at the time of manufacture and under ideal circumstances, the merchandise will move on to the distributor, the dealer, and to the customer. But here the problem develops. Certain models or even a complete line may not sell and before it is dumped or liquidated many months; yes, even years can pass before it ends up in the home of a customer. The service dealer accepts the customer's receipt of purchase and honors the warranty. In attempting to have his parts and tubes replaced by the manufacturer, he must show a copy of the customer's bill of sale. For picture tubes, tuners, etc., this is acceptable, but for small parts and tubes, it is economically impractical. Yet this is precisely what one local manufacturer has been demanding.

Your association contacted the manufacturer in question, and secured the following action which is detailed

in an inter-branch communique from their vice president:

To: All branch managers Date:
December 13, 1969

Subject: Replacement of Warranty
Parts

When parts are turned in by a dealer or his service company for warranty replacement and they are out of warranty by code date but are properly tagged and are within the warranty period by date of sale to the customer, YOU ARE TO REPLACE THE PARTS. It is not necessary for the dealer to have proof of sales but an occasional spot check will be in order. You have to appreciate the servicing dealer's position in regards to warranty parts. He replaces these parts, makes nothing for doing this, plus he chases down to our branch to get these parts which cost money. Also, be sure that all receiving tubes you replace to a dealer are boxed. V.P.

This is only the first step taken by the association to correct the abuses of the warranty replacement problem. We have a fine industrial relations committee within the board of directors which is chaired by the affable Everett Pershing. Ev is anxious to proceed with this. If you have any unusual problems or any ideas or any thoughts on this subject, please send them on along to us and we will see that the committee receives them.

California BERDR Proposes New Regulations & Sets Hearings

Notice is hereby given that the Bureau of Electronic Repair Dealer Registration, pursuant to the authority vested by Section 9814 of the Business and Professions Code, and to implement, interpret, or make specific Sections 9830 and 9841-9847 of said code, proposed to adopt, amend, or repeal regulations in Title 16 of the California Administrative Code as follows:

(1) Amend Section 2700 to read:

2700. The principal office of the Bureau of Electronic Repair Dealer Registration is located at Room 401, 1020 N Street, Sacramento, California, and the branch office is located at Room 7117, State Building, 107 S. Broadway, Los Angeles, California.

(2) Amend Section 2702 to read:

(a) Each person registered with the Bureau shall file his proper and current mailing address with the Bureau at its principal office and shall immediately notify the Bureau of any and all changes in mailing address, giving both his old and new addresses.

(b) Every registered service dealer shall file with the bureau, on forms provided by it, each name or trade style which is used by the dealer to perform electronic repair services.

(3) Amend paragraph (b) and add paragraphs (k) and (l) to Section 2703 to read:

(b) "Set" means television, radio, tape recorder, or phonograph equipment normally used or sold for use in the home.

(k) "Service call," or words of like import, when used in connection with the repair or maintenance of a set as defined in paragraph (b) of this section, means the service dealer or his authorized service technician calling at the premises of a customer, at the request of said customer, to repair, service, or maintain a set.

(l) "Module" when used to describe a part placed in a set, means a packaged functional unit or assembly of wired electronic components for use with other such units or assemblies.

(4) Amend Section 2706 to read:

Picture tubes, printed circuit components, tuners and plug-in modules which are repairable and are replaced or sold on an exchange basis are exempt from the provisions of Section 9843 of the Code requiring the return of removed parts to the customer.

(5) Amend Section 2716 to read:

Black & White Picture Tubes

Grade AA – Description – All new components and materials including new glass envelope.

Grade A – Description – Used glass envelope, all other components and materials are new.

Grade B – Description – Used glass envelope, used phosphorescent viewing screen, used aluminization, used internal conductive coating, all other components and materials are new.

Grade C – Description – Used picture tube for resale, all significant components and materials are used.

Color Picture Tubes

Grade AA – Description – All new components and materials, including new glass envelope.

Grade A – Description – Used glass envelope, new or used shadow mask, all other components and materials are new.

Grade B – Description – New electron gun, all other components and materials are used.

Grade C – Description – Used picture tube for resale, all significant components and materials are used.

(6) Add a new Section 2722.5 to read as follows:

2722.5. It shall be deemed an untrue or misleading statement for a service dealer to quote a charge for a service call as defined in Section 2703(k) with full disclosure that the charge for the service call does not include a charge for any of the following items if a charge is made for any of such items:

(a) Any labor for the repair or maintenance of a set on the customer's premises.

(b) The replacement of parts not covered by warranty.

(c) Removal and reinstallation if a set cannot be repaired on the premises.

(7) Add a new paragraph (g) to Section 2724 to read:

(g) Removal and reinstallation charge, if any.

Notice is also given that any person interested may present statements or arguments orally or in writing relevant to the action proposed at a hearing to be held at Room 1070, 107 South Broadway, Los Angeles, California, at 10 o'clock a.m. on the 16th day of January, 1970, and at Room 1202, State Building, 455 Golden Gate Avenue, San Francisco, California, at 2 o'clock p.m. on the 5th day of February, 1970. The Bureau of Electronic Repair Dealer Registration, upon its own motion or at the instance of any interested person, may thereafter adopt the above proposals substantially as above set forth without further notice.

CSEA news wire



RALPH JOHANNOT, CSEA Executive Director

Elsewhere in this magazine are printed the proposed new BERDR regulations. Hearings on these regulations will be held on January 16 at 10 AM in Room 1070, 107 So. Broadway, Los Angeles and again on February 5 at 2 PM in Room 1202 State Building, 455 Golden Gate Avenue, San Francisco.

Under the proposed new regulations Section 2722.5, which defines language used by a service dealer regarding quotation of a service call, CSEA has twice objected to item Number C, "Removal and reinstallation of a set cannot be repaired in the home."

This presents a most unwieldy situation for a service dealer. For example a dealer would be forced to quote something like this if asked for service rates by a consumer, "Our service call is \$— plus parts and if we have to take the set to the shop for repairs, there will be a \$— charge for removal and reinstallation."

This would immediately put a negative thought into the consumer's mind. "They are already talking about taking the set to the shop before they even look at it. Most likely they have no intention of fixing it in our home." Again, this negative would most likely lead to the question, "How much is your labor charge in the shop?" Add the price of the service call to the removal and reinstallation charge PLUS the shop repair charge before you even look at a set would most likely cause the customer to use the usual phrase, "bandits, robbers, etc."

At least a service dealer should have the privilege to look at a set, see if it can be repaired in the home and if not, THEN quote the price of pick-up, delivery, and shop service.

The purpose of the regulation is to prohibit a service dealer from quoting a "trip charge" which includes no labor in the home. Some factory

service centers are using this plan as well as a few dealers wishing to quote the lowest price possible. If the regulation passed MINUS Section C, it would place our industry in a much more honest and competitive basis.

CSEA urges you members and non-members to write to the Bureau in Sacramento, c/o BERDR, 102- "N" Street, Sacramento or attend the hearing and protest this section of the regulation. We feel it can in no way help our industry.

California CET's Fast Approaching 500

California now has 470 certified electronic technicians — only thirty short of the five-hundred mark. Many of our thirty-eight chapters are planning on technical meetings in 1970 to upgrade the ability of our service technicians. Many good technicians have commented after passing the test that the refresher courses they have attended prior to the examination have aided them drastically in their everyday work. We urge all technicians in California whether a member or non-member, GET ON THE BANDWAGON — help yourself make servicing of electronic equipment easier.

Los Angeles — Last Wednesday of each month at 7:30 p.m., 13666 So. Hawthorne Blvd., Suite 5, Hawthorne.

Sacramento — Third Thursday of each month at 7:30 p.m., 930 Enterprise Dr., Sacramento.

Pomona — Second Wednesday of each month at 7:30 p.m., Riverside City College, Tech. Bldg., A, Room 101 in Riverside.

North San Diego — by appointment, 727-0524.

Alameda — Last Wednesday of each month at 7:30 p.m., 1696 San Leandro Blvd., San Leandro.

San Francisco — Third Tuesday of

TAX, INSURANCE & INVESTMENT

TIPS

BY

RYAN



ROBERT J. RYAN

Should I Pay For Sears or General Motors' Pension Plan?

Strange question? Not at all. Because I have no choice — and neither do you!! We pay for the Sears or GM Pension Plan when we buy their product. These firms, as have tens of thousands others, have found that part of the cost of doing business is to have loyal, dedicated employees. And, further, they have found that salary — and fringe benefits — are an integral part of having dedicated employees. So these firms adopt pension plans and other attractive benefits and — you guessed it — pass the cost on to you and I — the consumer.

Years ago we struggled with the challenge of unionism and workers' rights. Much soul-searching was done about what to do with a firm that truly couldn't meet the union demands, wages, etc. After a few years the market place began to dictate its own answer as it usually does: Those firms that offered a good product, and good service, passed on wage increases to the consumer. The remaining firms, for the most part, just went out of business.

A few weeks ago, we talked to a CSEA member who had two employees. During our discussion, it developed that he had a problem keeping two competent technicians — always coming and going, etc. We suggested the CSEA non-qualified pension plan for his two employees — a dollar-a-day investment, \$30 a month, toward which the owner would contribute \$10-a-month. "Out of the question," "can't afford it" etc., were the initial thoughts of our sincere, but wrong-thinking, owner.

Fortunately, we were given time to throw out a few ideas that everyone should seriously consider:

"If \$10 a month — \$120 a year — would help you to keep key people, would it be worth it to you?"

"Do you realize that \$10 a month is just 6 cents an hour? Isn't it probable that a fringe benefit such as a pension plan will carry more weight than a salary increase of 6 cents an hour?"

"Have you considered that if you raised your service charge to \$15.50 from your present \$15.00 that the increase would more than pay for your employees' pension plan?"

Isn't this what Sears and General Motors does? Why wait for the unions, or other economic pressures, to force your hand? Stay ahead of your competition — take care of your key people.

Robert J. Ryan Company

422 South Western Avenue
Los Angeles, California 90005
386-8651

each month at 7:30 p.m., EDISCO, Inc., 550 Sylvan, Daly City.
 San Diego – Second Tuesday of each month – phone 291-2810 for time and place.

**CET TESTS NOW
 AVAILABLE
 IN SPANISH**

CSEA is Now the Largest Trade Association in California!

We are proud to announce that we have just been advised by Staticians from the California Department of Public Libraries who annually survey trade groups and associations that we are now the largest trade association in the State. We wish to thank the many dealers who have clipped the coupon as shown below and mailed them to us. If you are still not a member of CSEA, why not take a moment to learn why our membership has grown to nearly 1,000 members.

- California CET's Continued
- 416 Bochkov, Frederick D. San Francisco
 - 417 Dittman, Albert C. San Francisco
 - 418 Wester, Thomas H. Fremont
 - 419 Berkenmeier, Joseph C. San Leandro
 - 420 Shearman, Charles D. Fremont
 - 421 Smith, Burl D. San Lorenzo
 - 422 Mutz, John S. Travis AFB
 - 423 Reed, Harold L. Ontario
 - 424 Bass, Kenneth R. San Jose
 - 425 Alcaraz, Tino C. San Jose
 - 426 Garza, Senovio San Jose
 - 427 Dazzo, Joseph Santa Clara
 - 428 Enlow, Paul W. San Jose
 - 429 Wiens, Ruben D. San Jose
 - 430 Germond, Edward M. Vallejo
 - 431 Wells, Charles E. Vallejo
 - 432 Ammons, Dennis Tustin
 - 433 Anderson, Hubert A. Anaheim
 - 434 Driver, Ellis R. Wilmington
 - 435 Burroughs, Edward L. Duarte
 - 436 Everett, John F. Mountain View
 - 437 Tidball, David G. Mountain View
 - 438 Datson, Charles E. Jr. Escondido
 - 439 Harte, Robert S. San Bernardino
 - 440 Browder, William Escondido
 - 441 Bailey, William A. Santee
 - 442 Higgins, Robert E. Downey



In the above photo – from left to right are Mr. Lee Naylor of Channel Master, and Mr. and Mrs. Vern Hassett. The Hassetts were awarded the second prize of a Channel Master color television set for the best window display of "Swingster" phonographs.



MAIL THIS COUPON TODAY!

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FIRM NAME _____ Owner's Name _____

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City _____ State Registration No. _____

Phone Number _____ Zip Code _____

Single Ownership _____

If partnership or corporation, name partners or officers _____

Number of years in Radio and/or T.V. business _____ Partnership _____ Corporation _____

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 IN

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 Ontario: YU 6-6538
 San Bernardino: TU 5-0721
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 Oxnard: HU 3-0133
 Oceanside: SA 2-7694
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 Alhambra: 283-8413

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 Oxnard: HU 3-9541 MI 2-6665
 San Bernardino: TU 5-6807
 Van Nuys: TR 3-1309

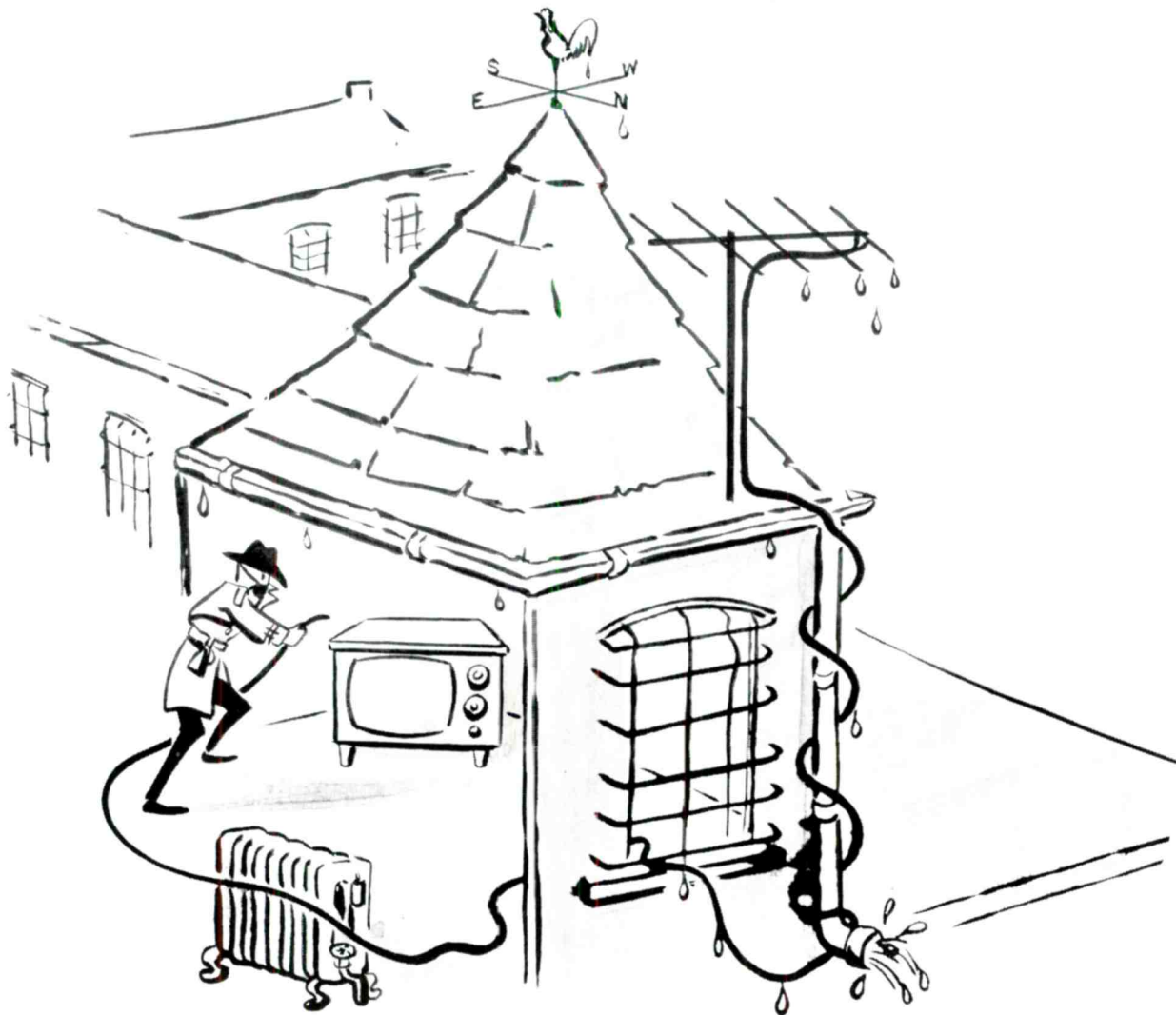
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transmission IMPOSSIBLE

Your mission . . . lead a VHF transmission line along a drainpipe, through a window and behind a radiator without having the picture self-destruct. You look in your file and summon the all-weather high performance transmission lead that handles impossible missions . . . newly engineered Channel Master 300 OHM SPECTROHM

Channel Master SPECTROHM protects a greater portion of the electrical field to give you a cleaner, sharper picture—even under impossible conditions. Our agents tested SPECTROHM against ordinary flat twin lead under drench conditions, and

then gave them the squeeze-torture test. Here's how they compare:

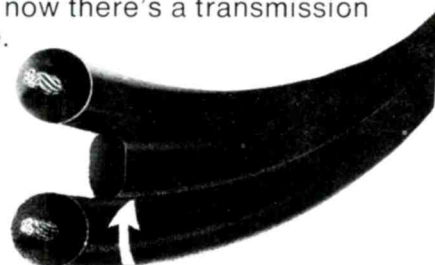
In the drizzly gloom at VHF 13, ordinary wire loses almost twice as much as SPECTROHM. At UHF 80, ordinary wire losses are 50% greater than SPECTROHM.

Under murderous squeeze conditions, SPECTROHM'S loss is 90% less than ordinary wire.

So remember . . . whenever laying lines poses intrigue, now there's a transmission impossible line.

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ELECTRONIC service dealer

IOWA BEACON

IOWA president's report

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KENNETH YOUNG, Washington

by CLARK POHL



Our December board meeting met great opposition with our first major snowstorm of the winter. This stopped all but our central Iowa members and our Exec. Les who braved the roads. Despite the low attendance much business was accomplished in a short time.

Iowa now has a new vice president, Bill Gulliver of Ames who was elected

to fill the unexpired term of Rex Ray who resigned last month and entered the insurance business.

Other items of interest discussed was the upcoming convention in April and ideas for full participation and what type of program would be appealing to members. A report of the recently adopted investment and savings plan for TSA members indicated much interest with many already signing up. Members who haven't been contacted will be shortly after the first of the year. Representatives suggested not visiting with shop owners during the busy Christmas season. If you have not been contacted by the first of March you may contact the TSA office.

A report from the insurance committee was read and action taken for its adoption. Their representatives will be contacting service technicians and dealers the early part of 1970. This plan nearly parallels the national plan with the exception there will be personal contacts made by representatives for sign up and at anytime needed by a member.

The membership committee reported several persons will be

contacting dealers throughout the state for membership in TSA. This should answer the excuse as to why some dealers are not members in saying they have not been asked to join. Another often asked question, what do you have to offer in membership in TSA? Here we will answer with a giant membership pak containing all benefits available.

Starting in January all persons not paid will be dropped from the mailing list so as only members will receive newsletters, techni-tips, mailings, insurance program, investment and savings plans, service ability reports, etc. It seems only fair if one does not support TSA and NEA they should not receive the benefits. Several inquiries have been received in the last month on membership and on the CET program with a followup by our Exec. Sending information and membership applications. In all we had an interesting meeting and have decided to set our next board meeting for January 18 at Ames and Skip February meeting as several members plan to attend the NEA board meeting in Peoria and followup with regular meeting the 1st day of March.



NOTES . . . FROM LES

Les Buchan, TSA-Iowa Executive Secretary

From the office —

1970 can be the start of something big for TSA of Iowa. And it will be if the membership cooperates in building a stronger organization. Your officers and directors have developed a very strong state program which is strong on service to the members.

For example we have endorsed a savings and investment program that is tailor-made for our type of industry. By working this type program on a group basis we are able to benefit from the management of a specialized investment house. At the same time a portion of the weekly contribution is placed in a savings account. Yet the weekly assessment is low enough so everyone can afford to join.

Also we are offering a group insurance plan which is especially beneficial to the smaller shops. By establishing the state organization as the group we can take advantage of group rates and yet each individual can get the type health and accident policy that fits his needs. In short you can have an individual policy but you get group rates.

Through the office we have available, drop cloths, parts sacks, public relation materials and many other supplies that shows your customer you are a progressive businessman and are proud of your service.

Several of your fellow members have donated considerable time working with Iowa State University, the area schools and other educational projects endeavoring to upgrade the training of present and future technicians.

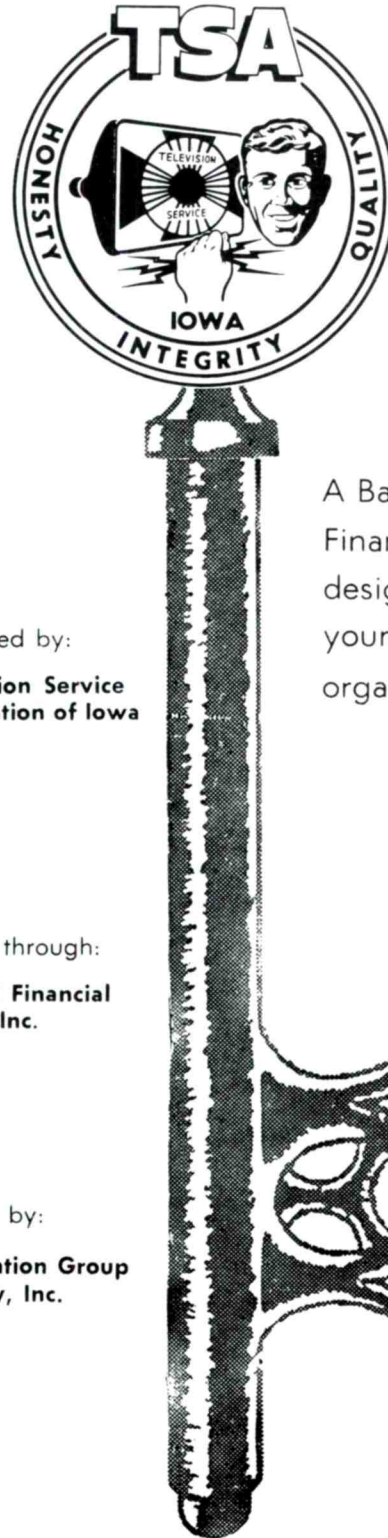
Of course you also receive a wealth of technical and industry information through mailings such as this magazine, techni-tips, etc.

Another benefit that is very obvious to anyone attending any of the TSA's meetings is the opportunity to meet other members and discuss your mutual problems, especially if you have been stumped by a bug in a certain set or you have discovered a quick method of correcting a sticky problem.

All these benefits and many more have been initiated with you, the member, in mind and they certainly prove the adage —

MEMBERSHIP DOESN'T COST — IT PAYS!

**UNLOCK THE DOOR TO A HAPPIER
FUTURE WITH TSA'S NEW SAVINGS
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KEA NOTES

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SECTION EDITOR

Lauren Matson

Another year has passed and now is the time to look back over the past year to see if there isn't something we can do to make 1970 a much better year.

As you check your records you will find that taxes, parts, materials, and wages have risen and to stay even with this your charges for labor had to go up, if not you are losing money. One of the main goals of our association is the upgrading of our industry and to do this we must perform professional type work and charge a fair price for it.

Now would be a good time to review our records. If we find that we are just breaking even, raise our charges so that at the end of 1970 we

KEA President's Report

By EMMETT HUGHES



can look back and say we were able to do a little more than just break even.

Our association is growing, but not fast enough, and the only reason for this is that each and everyone of us are not doing the best we can in promoting the association. It takes personal contact to inform non-members just what our association stands for, what we are trying to do and the benefits that are available to it's members. Let's start 1970 right. Each member make it a must to contact at least one non-member shop within the next 30 days. If you need some information or literature please let me know.

The CET program is moving along very well, but I'm sure with a little more effort we can greatly increase the number of CET's in our state. We are giving more tests all the time, there are some who do not pass, those who do not pass receive a letter stating where they need to study a little more so that they too may become a CET. I encourage everyone who does not pass

to study and then re-take the test at the first opportunity. There are a number of Technicians in shops who are association members that have not taken and passed the CET test. Let's make it a point to see that association members ate 100% CET's. We are giving the test to a lot of non-members, this is good but let's try to certify all members. If you have any suggestions or ideas concerning the above please contact me.

The following is a partial list of the CET's in Kansas, this list will be continued next month.

- Lauren Matson McPherson
- Larry Premer McPherson
- Wilford Carden Hutchinson
- Emmett Hughes Hutchinson
- Harlan Hermanson Wichita
- Jack Durbin Wichita
- John Krier Wichita
- James McNich Wichita
- Charles Peterson Wichita
- Max Petrie Haysville
- Rolla Swan Wichita
- John Baxter Wichita



RADIO SUPPLY COMPANY
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RCA
Tubes & Service Parts

Authorized Distributor for

FINCO
Antennas & Accessories

Imported TV's, Stereos, Radios



Profit or Loss?

Thousands and thousands of TV, Stereo, and Radio products are being shipped into this country every year.

Basically the sales are very profitable. Most of the merchandise is of good quality. While not inexpensive, they retail cheaper than most American merchandise.

So what's the beef? SERVICE!!! To be more specific, PARTS !!! There are many service technicians who will not take an imported product in their

shop. Not because they are physically or mentally unable to repair it; but, because it is unprofitable to them. Unprofitable as to loss of time, money, and goodwill with their customers.

If you do not accept imported products they are very angry with you. If you do accept the merchandise, determine which part is faulty, then you invest in several long distance phonecalls in order to locate the part. Average delivery date three weeks to

-----? Many people pick up their merchandise before the part is delivered. They tell everyone they meet, "I've had my set in John Doe's Shop for two months and he hasn't been able to fix it." They neglect to say the part hasn't come in. You have lost time, money and how many customers?

"Why take the risk?" That's what many technicians are saying with some justification.

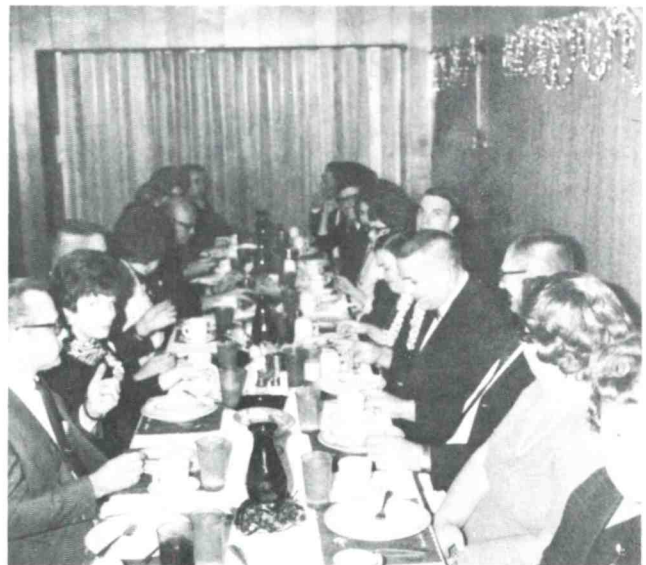
"Why shouldn't it be profitable from beginning to end for all involved? Sales, Customers and Service," I think is the better question.

The national sales of these products are highly organized. If half the effort was put into maintenance there should be no problem. All units should not only have a name, model, serial number, etc., but they should have the name and address of the statewide distributor. Most parts should then be shipped within two or three days. If the part was not available a back-order card should be sent at that time, stating expectant delivery date and price.

Of course, the last paragraph is the technician's dream. However, if these distributors value technicians, NOW IS THE TIME TO SHOW IT!!!



Mike Delaney of Lett's TV of Hutchinson is pictured receiving his CET Certificate from KEA President Emmett Hughes.



A large attendance enjoyed the annual Christmas dinner in Hutchinson this year.



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KETA

the **KETA** news

Kentucky Electronic Technicians Association

Kentucky Electronic Technicians Association

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ED KIMMEL
Louisville, Kentucky
Corresponding Secretary

FRANK WILDER
Louisville, Kentucky
Sergeant-at-Arms

president's report



By FRED B. WATJEN, CET

KETA'S 1970 Convention will be held in Lexington, Kentucky the first week of March 1970. Agenda to be printed in the next issue of ESD — time and place — plan to be there!

KETA now has two more CET's, Alfred W. Harper and Richard E. Walters of Broadway Radio & TV,

Louisville. Walter is presently in the Army and due to stay in Vietnam the next eight months.

I have made meetings with manufacturers' representatives over the state and get all kinds of answers about associations, like the seatbelt story. The shop owners are gradually getting the story that associations pool their knowledge to create uniformity in policies of labor cost and handling their business. We all have the same problems of keeping down the overhead with service personnel getting paid wages compared to others in your area.

I find that dealers and service shops that are association minded create good public relations with sound business practices and hot line tips from the national and state associations.

Being a listener is good! But get on the band wagon with your state and national association! You will find it pays to get your two cents worth of say in! Be a part of a professional association!

1970 promises to be the greatest year yet for the service industry and by working together there is no reason why many of the problems facing our industry cannot be resolved.



BUILD MORE PROFIT INTO YOUR TUBE REPLACEMENT BUSINESS

SPECIAL OFFER **ZENITH REPLACEMENT TUBE KIT**

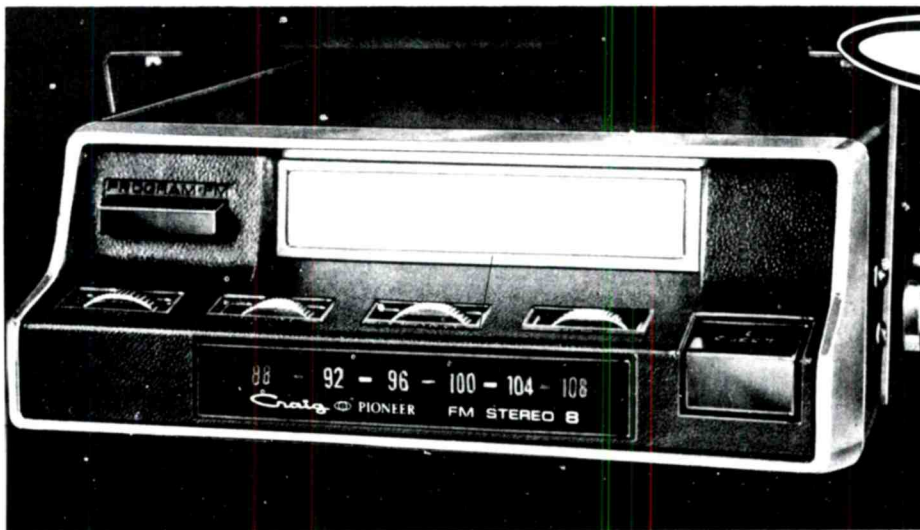
This kit contains a small quantity of four each of a good selection of fast moving tubes. The quantity and mix of tubes are designed to nearly guarantee a complete turn of the package in less than a month. The pricing of the kit is list, less 60%, 10% and 2%, net. As an added incentive, a complete Black and Decker utility drill kit, suggested \$21.00 list, is included with each kit.

This kit, complete with FREE drill kit, will come to you at \$118.76 dealer net. Suggested retail on the tubes alone is \$336.40. Order your kit today . . .



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\$119⁹⁵

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AUTOMATIC START WHEN CARTRIDGE INSERTED
 "E-Z-JECT" CARTRIDGE RELEASE BUTTON
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 CARTRIDGE DOOR PROVIDES PROTECTION FOR TAPE HEADS
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MODERN STORE
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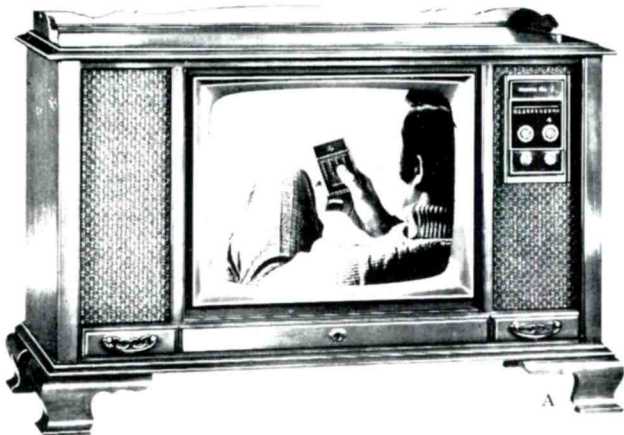
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Sylvania Chairside Color Control TV

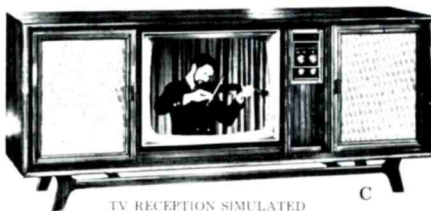
You can enjoy a full evening of entertainment and never leave the comfort of your easy chair. Sylvania total remote control lets you turn your TV on or off, change UHF and VHF channels, adjust volume, tint or color—all with the push of a button. On all sets shown.



A. Model CF637KR. An authentic Early American styled cabinet finished in warm Maple veneers and select wood solids. Has largest color screen available (295 sq. in. viewing area). Complete with remote control. Save \$76.95. Now Only \$800.00.



B. Model CF605WR. A big package at a budget price. Has the famous Sylvania color bright 85" picture tube for the sharpest picture available. 295 sq. in. viewable screen. Complete with remote control. Save \$60. Now Only \$800.00.



C. Model CF570WR. A complete home entertainer in one smart package. Has FM-AM plus FM stereo radio, stereo record player and largest color screen available (295 sq. in. viewing area). Complete with remote control. Now Only \$800.00.

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Sylvania
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Louisville, Ky.



Doug Arnold, local Zenith Dealer, is shown here presenting Benny Hughes, Electronics Instructor for the Madisonville Vocational School, two 23-inch Zenith color chassis for use in the school's development of television electronic technicians. From the far left, Clem Rafter, Monarch Equipment Co., service manager; Doug Arnold, Benny Hughes, B.K. Lane Day, principal of the school and Charles Cave, NEA Director of Training.

Ky News Notes

Roy Bailey, president of the LETA in Louisville recently wrote in the Tech News that, "If you are not in the service business you had better get on the band wagon because the trend in electronics is service and more service." He went on to say that, "The great majority of families in the Louisville area bought a color TV or solid state stereo or some other solid state equipment and the only answer to the future is training and more training to be able to handle this type of product when it hits your service shop." Good advice to every technician and dealer in the country.

Emory Brigman is back in the saddle after a short stay in the local hospital and we are all happy to see him back.

From the office of the Special Assistant to the President for Consumer Affairs, Mrs. Virginia H. Knauer, comes words of encouragement on LETA efforts to assist consumers with problems related to the electronics field involving service and repairs.

We quote from her letter to Mr. Gene Dillingham, chairman of the committee:

"In my judgment, by your action your association is addressing itself to perhaps the most pressing need in the area of consumer-business relations. I refer to the need for establishing a speedy and equitable system for resolving consumer complaints.

"You certainly have my every wish for a successful operation and I hope that the progress of your committee will turn out to be a model for other industries."

Her letter was dated October 22, 1969.

A member of IESA and former southern regional vice president of NEA, Charles Wilhelm of Evansville, Ind., was greeted at a recent meeting of the LETA Board of Directors when he visited LETA headquarters at 2343 Frankfort Ave., Louisville.

LETA lecturer Bernie Holtman, chief engineer of WAVE, spoke on the evaluation of signal strength throughout the metropolitan area and gave many tips on the "why" of poor signal.

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.

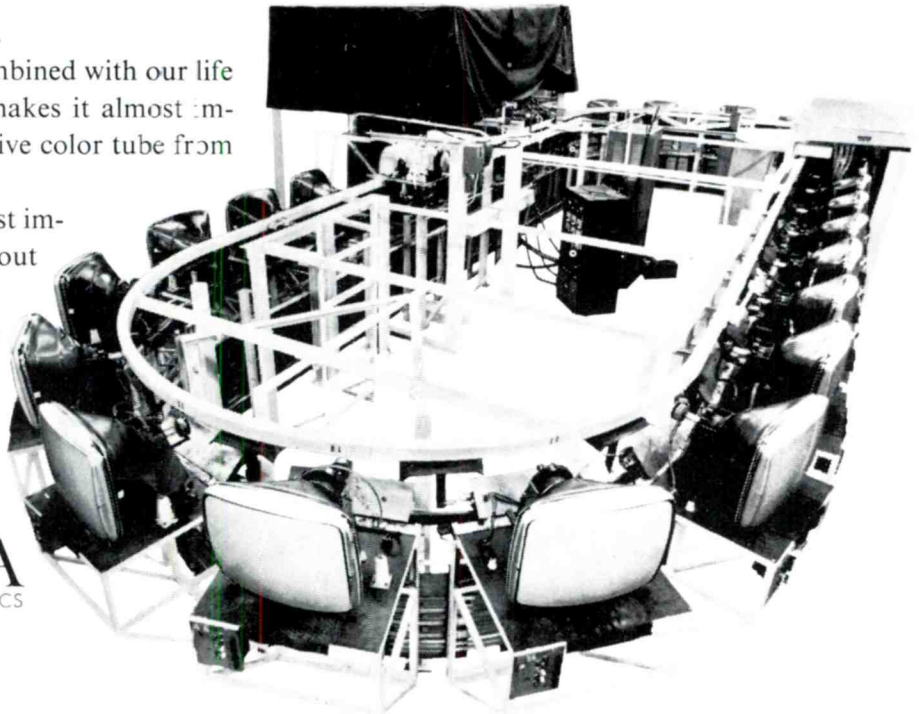
But we will tell you one thing.

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.

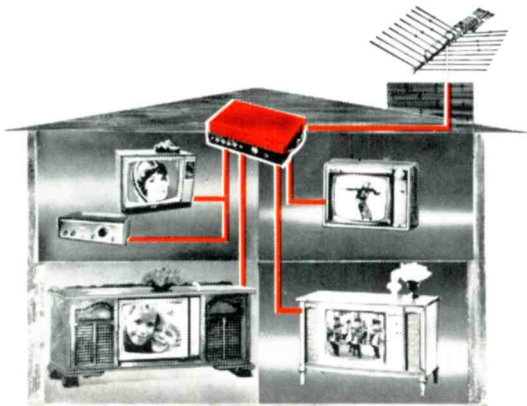
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