

# **ELECTRONIC service dealer**

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THE BUSINESS JOURNAL FOR THE PROFESSIONAL  
ELECTRONIC DEALER .....MAY, 1968

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# letters

Dear Mr. Martin:

I am certainly in agreement with the letter by Ed Reich concerning the use of the term "Certified." However, since the word "connotation" was employed criticizing the name of a business, it was indeed fortunate that Mr. Reich's firm name was omitted.

Sincerely,  
Bob Shuck  
STANDARD TELEVISION  
Indianapolis, Indiana

Dear Don:

I want to congratulate you on the NEA Magazine with the new professional look. We in Connecticut feel there starts a bright future for NEA and the new publication. Although we would like to be counted in, as far as Telsa News is concerned. Our publication has been a money maker since 1960, and it has carried Telsa through thick and thin, bringing out and emphasizing local issues. Telsa News was responsible

for our association joining NEA, and is the spokesman for licensing in the Northeast. Maybe someday we may find it necessary to join you, although our minds are behind NESD.

Much success with the new magazine, and please accept my regards.

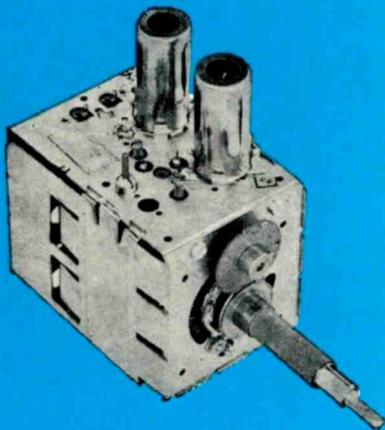
Sincerely,  
Fred Haddad

Dear Sir:

We have become familiar with your publication, Electronic Service Dealer, through our independent service centers and find that it would be very beneficial in the selection of independent service dealers for our organization. Is it possible to subscribe to your publication?

Nick Vukovich,  
Regional Manager  
Matsushita Electric Corp.

## TUNER REPAIRS



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### FOR COMPLETE OVERHAUL

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### RADIATION DANGER

Be on the lookout for any 6EA4's, 6EF4's or 6LC6's regardless of manufacturer's brand name. Look for GE code 188 on the base of the tube. Some of these tubes omit as much as 800 renkins per hour. Replace these tubes immediately with 6EH4's, 6EJ4's or 6LH6's respectively.

TIPS FOR KEEPING RADIATION HAZARD TO A MINIMUM . . .

1. Set purity and convergence last, mis-directed beams can come through neck of tube.
2. Mis-adjusted yoke also causes side radiation from CRT.
3. Don't "cook" sets with variac—use spray coolant.
4. Set high voltage as per manufacturer's specifications. Vary brightness control simultaneously with high voltage reading.
5. Replace all shielding and do not repair sets with missing shielding until new shielding is provided.



# ELECTRONIC service dealer

THE OFFICIAL PUBLICATION  
OF THE NATIONAL  
ELECTRONIC ASSOCIATIONS

THE BUSINESS JOURNAL FOR THE PROFESSIONAL  
ELECTRONIC DEALER . . . . . MAY, 1968

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# Drop by a Sylvania Distributor. You may have already won a 1968 Dodge.

*(Providing you didn't win first prize.)*

Which is a Dodge Service Truck.

(There's nothing like winning something your business can really use.)

Third Prize? Complete Color Service test equipment.

Fourth place prizes are color bar generators. And in fifth place are Sylvania Tube Caddies. All part of Sylvania's National Sweepstakes for 1968. But before you rush right out to your nearest Sylvania distributor to check if you've won, we'd like to mention one more thing. Our "Bright On Target" Award Checks.

Depending on how many Sylvania products you buy, you'll receive "Bright On Target" Award Checks. If you haven't received your introductory "Bright On Target" Award check, write to: Sylvania Award Headquarters, P. O. Box 7020, St. Louis, Missouri 63177. Each is redeemable for valuable gifts from our Award Catalogue. Like a complete camping outfit. Or some nice luggage. Or how about a family wardrobe. Or power tools, fishing reels, lawn mowers,...

**SYLVANIA**  
GENERAL TELEPHONE & ELECTRONICS

No purchase necessary. Sweepstakes void in Kansas and Wisconsin and wherever else prohibited by Federal, state and local law.

# editorial



DONALD J. MARTIN, *Editor/Publisher*

**\$275.00 to replace a 25-inch color tube.** Is this really what keeps people from owning a color set? Is this a fair price to perform this service? Are the independent service dealers forcing the consumer to captive service contracts with major manufacturers? Will the consumer accept your own service warranty program or will she buy one from a national manufacturer dealing in service contracts? Are we driving toward the day when it will be cheaper to replace the set than the picture tube? Will color go the way of black and white when the picture tube goes out? Are major manufacturer warranties on picture tubes an answer or a threat to the independent service dealer?

**We don't know the answer** to these questions but maybe we can take a "third party" look at the situation and cause some thinking.

**First of all, is \$275.00 to replace a 25-inch color picture tube** a logical charge? A recent check with a major manufacturer who pays labor for in-warranty replacement work told me that they allow \$25 to replace a 25-inch color picture tube and there are no complaints. A new 25-inch color tube has a dealer cost of \$125.00 plus a \$25

dud replacement charge. The tube also has a suggested list price of \$172.00 or a profit of \$47.00. Add this to the labor cost of \$25 it would reflect a profit of about \$72.00 IF NOTHING ELSE WAS WRONG WITH THE SET. Let's add these costs up for the consumer. \$172.00 for the tube, \$25.00 for the labor for a total cost of \$197.00. What about that \$275.00 figure we see quoted so much lately? Well let's consider pick up and delivery, the original service call, the analysis to discover the problem, and other problems within the set. Chances are that any set that needs a new picture tube will also need other work. We must not forget that in California the law requires that you must give an estimate, so is \$275.00 a high side figure for replacing a 25-inch color tube? Not really for an independent dealer but what about his competition... the service company?

**A recent check on RCA factory service** revealed that their charge to replace a color picture tube is \$12.50 IN THE HOME. The picture tube price is the same... \$172.00 and the service call itself of \$12.50. The total for this call is \$197.00 and the profit is \$25.00 for the service labor and \$47.00 for the tube. Now, this is competition and if the independent is to compete he is going to have to take a long look at this program and either come close or lose another customer to the factory service arm of major manufacturers... Make sense?

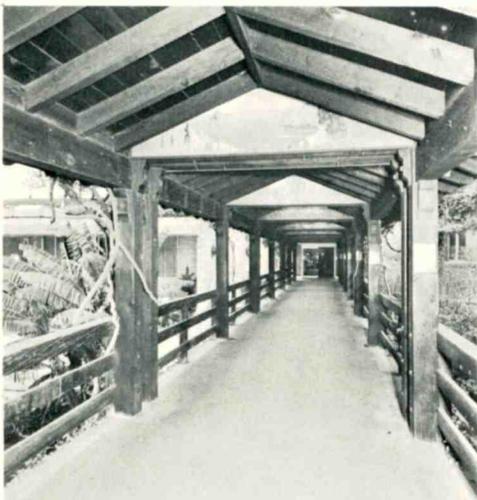
**Now, let's take a look at some of the other questions** we posed. Is a high replacement cost hurting sales? Many people feel it is and whether we like it or not we will see more and more extended picture tube warranties. Admiral hit with three years but the insiders believe that all major manufacturers will have extended warranties following the June shows. It is here and we will just have to live with it. There was an interesting question come up recently when a dealer asked... "What if business gets slow. Wouldn't it be nice to jerk picture tubes all day for \$25 each?"

**A recent survey in a national consumer magazine** revealed that most people prefer to buy service contracts from major manufacturers rather than the neighborhood dealer. Why, simply because they know the manufacturer will be here and in business while she is not too sure about the independent. A case in point was the Service Corporation of America in Los Angeles that had big ideas, sold lots of policies, only to find themselves out of business within the first two years. The loser... the consumer, of course.

**All of us hope that color tube replacement costs** will not drive the consumer to factory service or that it will not destroy the replacement market as color set prices drop. I cannot answer the questions as to whether or not extended manufacturer's warranties are a blessing or a threat to the independent service dealer... he must make that determination himself.



The garden swimming pool is a year 'round attraction at The Huntington-Sheraton, Pasadena, California. The Crystal Terrace Dining Room appears on the left; the famous Picture Bridge on the right.



The Picture Bridge at The Huntington-Sheraton is one of the hotel's unique beauty spots. Forty-two California scenes adorn the lovely bridge built of California Redwood. The scenes were painted by Frank Moore and the accompanying descriptive verses were written by Don Blanding.

*Announcing The Fourth  
Annual National Convention  
of*

**NEA**

**August 8, 9, 10, & 11th**

**In**

**Pasadena, California**

Yes, we plan to attend this year's National Electronic Associations convention in Pasadena. Please send us complete hotel and event information.

Name \_\_\_\_\_

Shop Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Number of people coming with you \_\_\_\_\_

Mail Today To: Mr. Emmett Mefford, NEA  
Convention Coordinator  
P.O. Box 828  
Fontana, California.

# NEA president's report



by JOHN BETZ

One of the most meaningful programs instituted by NEA is its "Certified Electronic Technician Program." This program was first put into effect when NEA was working with the United States Dept. of Labor on our Apprenticeship & Training Program. It was very clearly brought to light during the operation of the Apprenticeship & Training Program that there was no recognized level of achievement or recognized journeyman status for those presently engaged in the electronic service business. Those training and completing the four year apprenticeship program are awarded a certificate by the U.S. Dept. of Labor stating that they have completed the specified period of indenture and are qualified "Electronic Technicians." Those engaged in this business for many years and whose lot it is to train the future specialists in this ever increasingly technical field had nothing except their own say so as to their qualifications or status.

From this realization for the need to take steps to correct this obvious problem came the "Certified Electronic Technician" program. Some of the farsighted and dedicated men of the Electronic Service Profession that are members of the National Electronic Associations put their heads together and the idea of the "CET" program was born. Many long hours of hard work and discussion were expended to answer such questions as "How many years experience should a man have to be considered a journeyman of the trade?", "How much technical know-how

and ability should he possess?", "What is the best way to determine this ability?"

It was readily agreed that if the National Electronic Associations was going to certify a man as a qualified journeyman of the trade, the man must know basic electronics, how television works, how signals are received and separated and used to produce useable TV or radio reception. He should also know the basic instruments used in testing and servicing of electronic equipment and have a basic knowledge of the parts and components used to construct the receiving equipment we are called on to service daily. It was also deemed that the applicant should know color TV circuits as well as black and white.

To make the program compatible with the Apprenticeship & Training Program, the four year experience qualification was used. The first test was an essay type of test. This was hard to grade and left a lot to be desired. Since that time there have been several issues of the test produced, each succeeding version a little better than the last. The present tests are multiple choice type of tests with about 125 questions. It is split up into sections, each section covering a particular phase. The present rate of failure of those taking the test is about 50%. This has remained fairly steady during the history of the program. There is some variation of this failure rate in various areas and it can usually be traced to strong local associations that are active in putting on training pro-

grams.

At the present time there have been several hundred that have taken the CET test. Many that didn't pass the first time have gone back to the books and then made it on the second attempt. Present fees for the taking of the CET test is \$5.00 and retakes are allowed at no extra charge. Each successful CET is issued a signed wall certificate and a plastic encased wallet card. He is also permanently registered by NEA as a "Certified Electronic Technician" and issued a permanent number.

At the time that NEA started their CET program, two state associations had similar programs in operation. One of these was Washington where the "Washington State Electronics Council" administers the program. They call their program "CES" or Certified Electronic Specialist program. Their program goes into greater detail on many aspects of qualification than does the NEA program. This is possible where they are working in a smaller area but it would be virtually impossible on a national basis. NEA and WSEC both thoroughly investigated each others program and mutually agreed to recognize the other's qualifications. This makes it possible for a "CES" to obtain "CET" privileges by the payment of the \$5.00 fee. It also makes it possible for a "CET" living in the state of Washington to obtain "CES" privileges. Several CES's have obtained a "CET" certificate.

In California where the other state program was in operation the

"CET" program was also given close scrutiny and the result was CSEA giving up their program in favor of the national program. California has since gone on to register a large number of technicians as "CET's."

The Certification Program has been receiving a growing amount of publicity and recognition. Several of the trade papers have carried stories about the program and it is gratifying to note that these news releases are followed by many inquiries about the program and how it operates from all over the country. This reinforces our thinking for the need for such a program.

The "International Correspondence Schools" have also investigated the CET program. They have offered to take on the grading of the tests thereby placing this important facet of the program in the hands of a third party.

In the state of Indiana where they are implementing their new statewide license law, the licensing board appointed by the Governor

saw fit to ask the applicants if they were a "Certified Electronic Technician" to help them determine the applicant's ability. It was strange and surprising to learn that NATE-SA, through letters from their executive director, had written the Governor of the state of Indiana and threatened to challenge the law in court if this question about an applicant's status and ability was not removed from the application. After many years as the "self-proclaimed" champion of service people and many years of advocating licensing as a cure for many of our problems it is hard to understand the reasons for this move. This same organization in its official publication also recently carried an article that attacked the program and took the position that knowing enough about composite signals to recognize sync compression was engineering knowledge that technicians did not have need of.

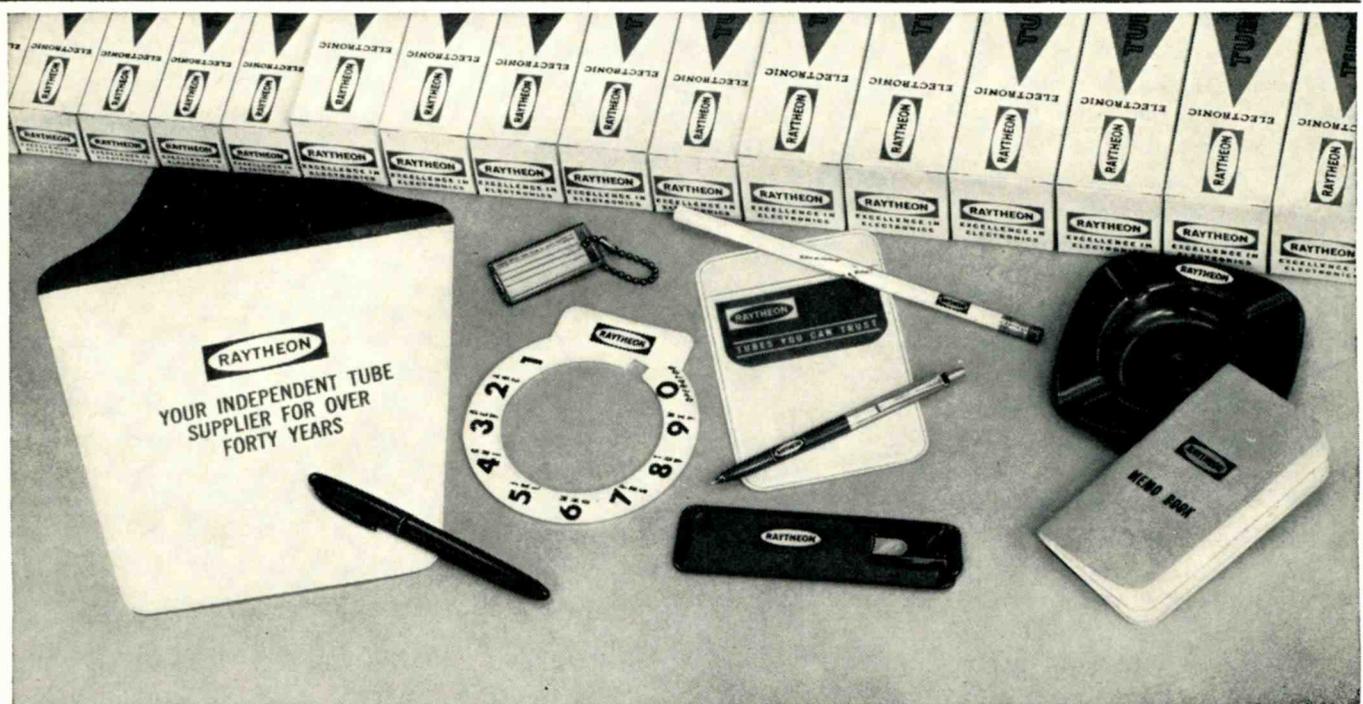
The service committee of the Electronic Industries Association at a meeting in Chicago had many

questions to ask about the CET program. Some of the major manufacturers were less than enthusiastic because there are no provisions for certifying those taking a "one brand" crash training program.

The CET Program is now a firmly entrenched part of the electronic servicing business. It is growing and is serving to instill confidence by the consumer in the service technician in areas where it is in use. It is helping many technicians to recognize their shortcomings and to study to correct them. It is giving all of us a status and a level of achievement to work toward.

I would urge all those that have not taken the CET test to get the details and to become a part of this very worthwhile program.

Experience has shown that if the electronic servicing profession is going to achieve the level of respect and recognition we deserve we must take positive steps to correct our image. The "CET" program is one of these steps.



**Collect these items  
with your purchase of  
Raytheon receiving tubes.**

Ask for them at your distributor's—each time you buy Raytheon receiving tubes. They're an "EXTRA PLUS" for you—just like the extra reliability you get with famous Raytheon receiving tubes.



# CERTIFICATION IS WHERE THE ACTION IS

*ICS will undertake the responsibility  
of grading all examinations as CET  
program goes into high gear.  
A report from Kentucky*

The National Electronics certification is now providing the consumer with a tool with which they can distinguish a technician from a service man. I am talking about the National Electronics Association certificate. This certificate is to the technician what Underwriter Laboratories tag is to the appliance manufacturers.

Presently, the national passing average for the certification test is 52%. The Louisville area is proud of its 72% average. A quick comparison of those two percentages will prompt the logical question, "Why?" Actually, it is not a question of why, but one of how.

The answer to this is twofold. To begin with — Louisville does not have an electronic industrial plant to drain off many of our best quality technicians. The second and probably most valid reason is our high caliber educational program especially designed to supplement the technical knowledge of the independent shop owners and technicians. Not only do we improve our CET applicants' ability, but in addition there is a noticeable increase in the quality of repair service in terms of satisfied customers, less call backs, etc.

Through experience we've found that the average man needs a little "brushing up" before he takes the test because of its high standard. This is where our educational programs come in. We were able to obtain a vocational instructor who taught in our public school system for the same hourly pay. Classroom space was made available at a very nominal fee from a local vocational school. The curriculum included CET preparation using a basic television text. Surprisingly, this text covered most of the material that was found on the test. A recent article by a national leader in electronics criticized the technicality of our test—perhaps he should obtain one of these basic television texts.

Other courses offered were transistor, advance color. Classes on business management and customer relations were given at regular association meetings.

The first class brought 55 students to a classroom assigned for 30. It was evident that there was no need for advertising. Enrollment was open to all full-time technicians—in order to insure a fairly average background of knowledge. This was so the instructor could teach at the same level for all in the class. Class was held one night per week from 8:00 to 10:00 P.M. for 16 weeks, or one semester. Tuition came to \$10 per student for each semester. The teacher chose textbooks

to fit the course we wanted. These books were paid for by the student.

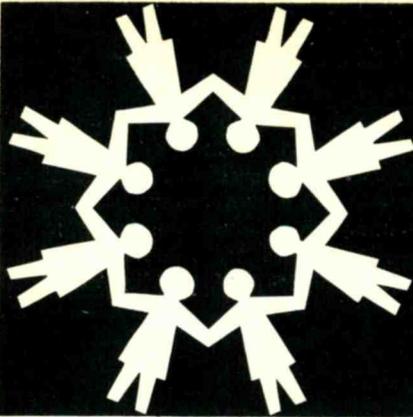
This is the age of specialization. Plumbers, electricians and barbers have proof of their minimum qualifications by possession of a license. The TV independent service industry can be maintained by a similar standard. Why shouldn't the customer be as discriminate about his technician as he was about the brand of the set he bought? We are confident a certified technician can be trusted to measure up to a high standard. Here in the Louisville area all the customer needs to do is to look in the yellow pages where technicians are designated as CET's under the regular television listing. It will follow that he can demand higher prices because he maintains this standard for better service.

Certified technicians can be respected by the manufacturer. Certification should provide a recognition whereby the press can distinguish a person of quality from those of unethical practices.

Now that you've seen its advantages, how can you bring CET to a reality in your area? This program must be sold to the individual association member and to shop owner technicians. A large number of interested followers is necessary to get it off the ground. A large number of participants in the first test series is an excellent incentive to encourage future participants. We were very fortunate to get 11 technicians from one shop. It's groups like this that make it easier to obtain that first big class, and it might be added that most of these made high scores.

Our first group numbered 55 with 20 passing. Those who did not make it the first time were permitted to take the test again. The progress was publicized in the daily newspaper along with the names of those receiving certification. After this first turnout, it is easier to get smaller groups, including repeats, for periodic testing. The repeats are given a text to guide their study, and a review class is held several months later.

NEA's educational programs, coupled with the CET program, are moving the independent service dealers out front. If you are interested in the preservation of the independent service industry, in raising the quality of your work, in being nationally recognized and respected, in presenting a better image—you owe it to yourself, your family and your community to become a National Certified Electronic Technician.



# FORUM

**A New Feature That Allows Our Readers  
To Speak Out On The Issues Of Today**

Yes, someone has their hand in your pocket and your chances of making a living are getting slimmer.

New tube types are the big reason.

How many times lately have you made a service call and find need for a tube not in your caddy. I have many times, and lately it's become more frequent. You have three choices when this occurs: first, you can make an extra trip to the wholesaler to get it and hope this repairs the set; second, you can reschedule another call for the following day; and third, you can pull the receiver. To make a profit in each case you must charge the customer for the extra time and truck expense.

Why all the new types of tubes? There are several reasons, I feel. One is to provide greater flexibility in design of new receivers. Another must be that the tube manufacturers want a long replacement market for their tubes since transistors will soon replace them. Finally to force a captive servicing market. The latter works this way. Only by servicing one brand of receiver can a technician equip his caddy with every tube needed to service all models from 1948 to date.

What can we, as independent service shops do to prevent this leak of much needed profit? You can build shelves in your trucks and carry a few of each type tube with you, adding new types by requesting your wholesaler to ship them as they are supplied to him. With this big additional investment you will apparently solve most of the problem, but not all. Many of the tubes will go out of code date

on your shelf. Many, due to truck vibration, will end up microphonic and be useless to you. If your distributor agrees to consign this large assortment, charging you only for those used, can this be a practical solution. If the distributor can not, then it is not practical overall. Don't fool yourself by increasing your inventory a little at a time; the end result is fruitless.

Another partial solution is to screen incoming service calls and service only the makes and models that you are equipped to handle. Again you may be reducing your work load by 25.

The following suggestion is not an immediate help, but all planning in a shop does not bring instantaneous results. The idea is to encourage all your customers to buy table model color and b/w television. Those customers that want furniture also can buy cabinets separately and slide their table model into it. This way your customers can bring the receivers into your shop as they require service and save the service call. Since it is in the shop you can order out tubes, replace parts and air check each unit for several hours to correct shifting adjustments, before the customer picks it up. All your problems are solved. Your customer not only saves money but a better job can be performed since you can air check each receiver. This will be vital when all receivers are fully transistorized.

It's obvious that the latter suggestion is the only one that will keep us in business.

If we must be squeezed, let's shape it so our future is secure.

# We can't leave well enough alone...

...so we redesigned the RCA-6BK4A to improve its capability in shunt regulator circuits of high voltage power supplies in color TV receivers. Always the best tube to do the job, the RCA-6BK4B is now even better.

An improved plate provides highly efficient heat radiation and uniform temperature distribution...and permits a 40 W max. plate dissipation rating. This rating is especially important in present-day color receivers. An increased peak

negative heater-cathode voltage capability of 450 V max. results from better heater insulation and tighter processing controls. A redesigned top cap reduces strain on dome of the glass envelope for greater strength and reliability.

Innovations and improvements that make your service operation more reliable, efficient and profitable are our constant aim. So see your local Authorized RCA Tube Distributor for quality RCA receiving tubes.



# RCA



Today's busy shops are ideal prospects for the quick charity solicitation and check pick-up game. This article tells you how to stop them with one simple statement.

by RONALD JACKSON

*Management Consultant*

It happens everyday. The phone rings while you're right in the middle of a tough dog but the voice is pleasing and you're caught off guard.

This is Miss Jones a member of such and such church and I called because we are getting out our annual yearbook. Our committee met the other night to go over the names of our community's leading people and several mentioned that you would be ideal to represent the TV industry in our booklet. The book only comes out once a year and we were sure that we could count on you for a small ad. (At this point, if you protest that you

have a policy against going into such books because it would mean that you would have to go into a dozen others, your escape hatch will be closed by, "Well, you could always say With the best wishes of a friend.")

Now, if by chance you should ask the price, the chiseler knows she has a sucker on the line. She will probably quote the highest figure she thinks the traffic will bear. If you object, you will be asked for a smaller amount just to keep you in the hook.

If you should ask how big the ad will be, you will probably be told "about the size of a business card." If the "ad" should appear, it is apt to be squeezed in one column wide by one inch deep.

Once you are "landed" you are likely to be told that someone will stop by to pick up your copy and will you please have the check ready because this will save book-keeping. This is known as "setting up the check." However, some will send out statements. It's cheaper and looks less like a racket.

The worst kind of phone solicitor is the one who works out of a public phone booth. As soon as he gets O.K., there's a rush to pick up his money. Nothing is left behind but a receipt without identifi-

cation, address, or telephone number. This type does not stay in town too long, making his getaway before he lands behind bars.

The large operators don't work this way. Even in small communities, they look for a sponsor—a legitimate, unsuspecting group or organization that will front for them. The front is conned into thinking everything is above board.

The promoter writes up a contract and submits it to the group. Under its terms, the group is to receive a percentage of sales and the chiselers have permission to use the name of the organization when soliciting. Usually the promoter agrees to meet the expenses, including office space, salesmen, collectors, telephone charges and even printing.

With this authority vested in the promoter, he is in a position to take financial advantage of the sponsor. He has to be. How else can he shoulder the expenses and still show a mighty good profit?

Salesmen and collectors are paid on a commission basis. The office where the battery of telephones is installed is known as the "boiler room," probably because of the din. The latter is partly attributable to arguments among salesmen over calls. A call is a filing card show-

# OUTWIT THOSE TELEPHONE SOLICITORS



ing the victim's name, address, and phone number and the amount of the "take" on past efforts of the promoter.

Sales are turned over to collectors—usually good looking girls who are far from dumb and play their part well. They give the impression that they are members of the sponsoring group or the ladies auxiliary. On arrival, the young lady flashes a big smile and asks for the ad copy. If the check is not immediately forthcoming, it is coyly mentioned. Sex appeal will be used. These girls know all the tricks of the trade—and there are a lot of them.

You only have to be caught once to be placed on the sucker list for all time. These type of promoters check all publications to make sure that they miss no bets. They can tell at a glance ads that were sold by telephone because of their size and uniformity. A newcomer makes the round of all printers to secure copies of their competitors' promotions first.

Another approach to look out for is the play one against the other. Once you have advertised in one church annual the promoter is apt to represent another faith and if you are reluctant to go into the

book, ask if you have something against this faith since you did run an ad in another's booklet.

You may also ask how you happen to get that first call . . . simple, the yellow pages are used on a considerable basis for this type of "virgin" solicitation.

Telephone solicitors have a saying that "there are only two kinds of prospects, those who buy over the phone and those who do not." They seldom call the latter.

Prospects are filed and catalogued for future reference and most of the conversation is noted on this card in order to avoid any original mistakes or to set up answers for your refusal to advertise.

If you happen to be the type of person who "just can't say no." you go into the file marked "taps," meaning you're a pushover. The "reload" file contains the name of individuals who have bought in the past and may be good once a year for a "special edition."

These so-called promoters are pretty sharp and are professionals at this type of con game. However, there is one simple way to stop them in their tracks.

The next time a caller of whom you have reason to be suspicious gets past the person taking your

service calls and reaches you—just tell him or her that you never buy over the telephone but that if he will stop in with proper credentials you'll be glad to talk to him.

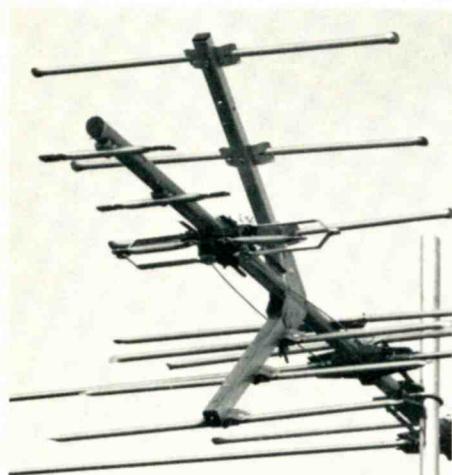
You won't have to worry about him and his fellow chiselers visiting you. They will realize immediately that you have become wise to them. The word will spread quickly that you are "burned out" and not worth calling any more.

There are many churches and community functions that you should back as a good investment in your community affairs. Don't say no to everyone that comes in the door because in many cases these people don't want to ask you to take an ad in the Little League program anymore than you want to advertise. They are much more embarrassed to ask and a quick yes will mean a lot in future business not only from the people you reach with this type of advertising but from the person doing the soliciting.

Don't have a policy of no to everyone . . . just make sure that the dollars you do spend are spent on the right projects. On the other hand, a no policy towards telephone solicitation is the best answer you can give.

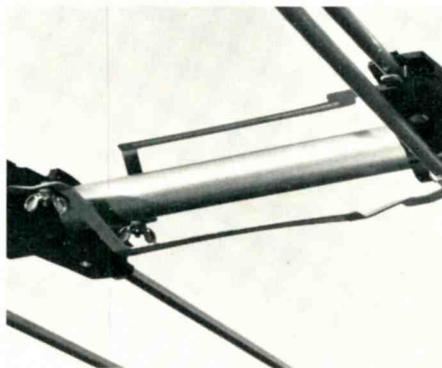
# New RCA advances will change your thinking about antennas and rotators.

The era of compromise is over! Formerly, a UHF corner reflector (long known as the finest antenna for UHF reception) could not be combined with a VHF antenna without sacrificing gain on the VHF band. Now, RCA engineers who have had the experience of working on antenna space projects, have developed a corner reflector that doubles as a VHF director and actually *increases* gain.



High-gain UHF corner reflector with built-in VHF-UHF crossover network, also acts as VHF director.

The new RCA COLOR POWER combination antennas are the first broadband integral antenna design to deliver high gain and sharp directivity on both UHF and VHF bands—resulting in clear, crisp reception on Color and Black & White TV. The secret is in the combining network and balanced phasing lines. Note the parallel connecting bars in photo. They stay parallel, because they're thick aluminum strips, rather than wires that easily bend. Installation is fast because of



Balanced phasing lines, of rugged aluminum, stay in shape.

snap-lock elements. Ghost rejection is great, because of designed-in, deep electrical nulls resulting from straight, parallel dipoles and completely balanced design. All strong, tubular aluminum construction.

Until now, a rotator drive unit could have problems coping with wind, icing and large antenna loads. Now, RCA introduces a new dimension in antenna rotators with exclusive pre-turning momentum, that develops the torque necessary to handle such situations. Heavy-duty, rugged clamps also prevent mast slippage that can develop under these conditions.

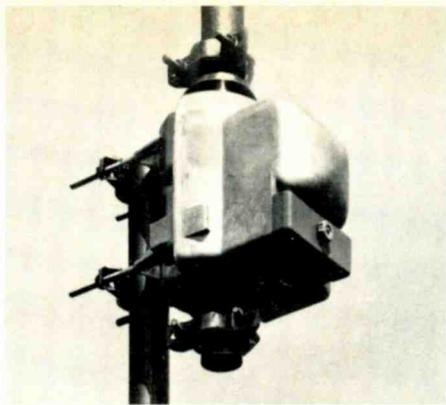
These new RCA rotators have the non-slip ruggedness of a main drive gear that's part of the shaft, meshed to a rugged worm drive.

RCA's exclusive over-running gear clutch permits motor momentum to develop before turning the mast—assuring the torque that is necessary to move heavy loads. You'll like its easy installation. The terminal board cover has an attached captive thumb nut. Weather resistance is assured by a plastic shield. High strength, light-weight aluminum housing results in less load on the supporting mast.



Rotator control is solid-state designed, to prevent mechanical wear and synchronize with drive unit.

RCA's rotator control unit was designed to please the decor-conscious housewife, as well as the family's TV fans. The RCA 707 is completely electronic too, for longer life.



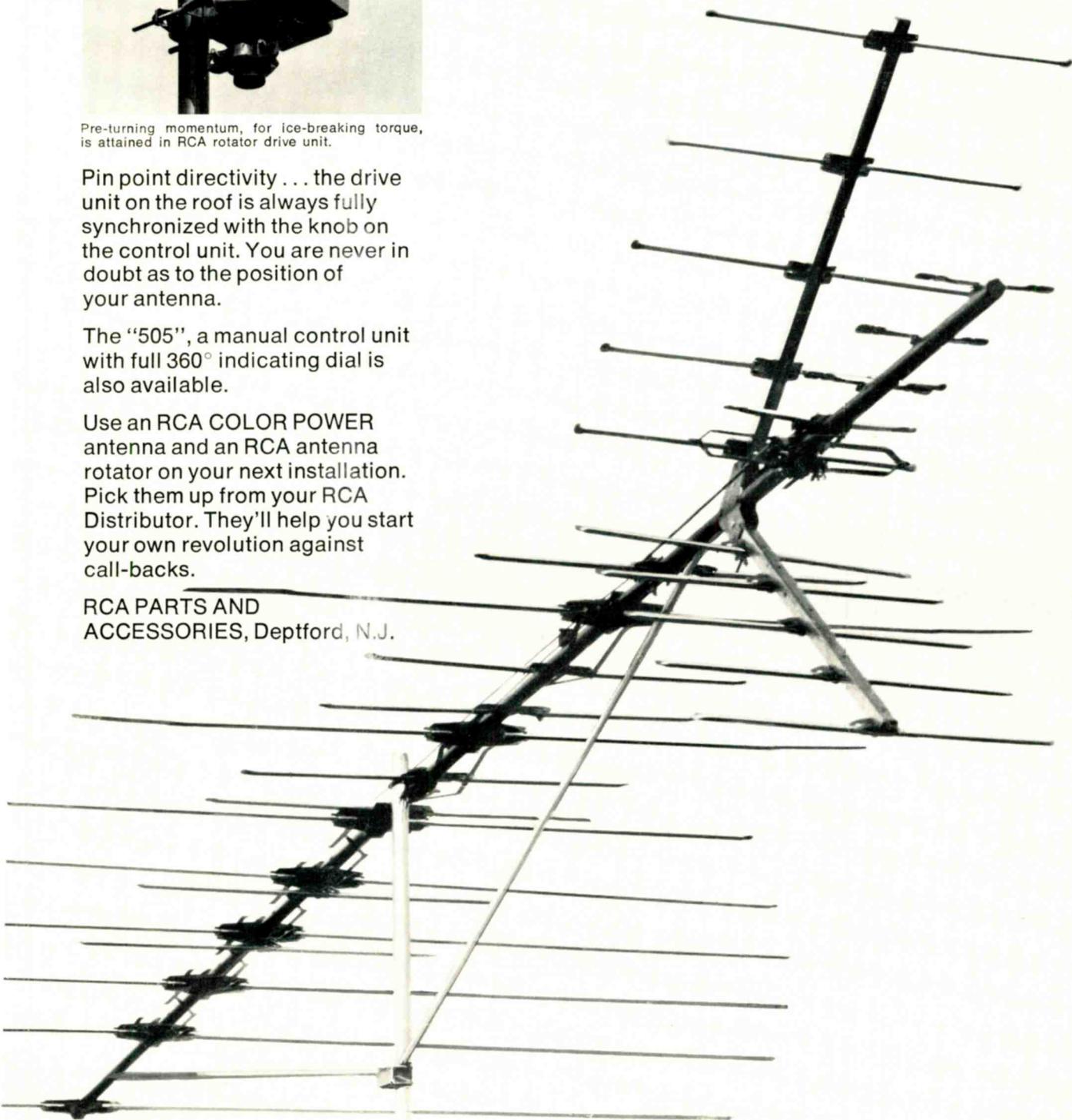
Pre-turning momentum, for ice-breaking torque, is attained in RCA rotator drive unit.

Pin point directivity . . . the drive unit on the roof is always fully synchronized with the knob on the control unit. You are never in doubt as to the position of your antenna.

The "505", a manual control unit with full 360° indicating dial is also available.

Use an RCA COLOR POWER antenna and an RCA antenna rotator on your next installation. Pick them up from your RCA Distributor. They'll help you start your own revolution against call-backs.

RCA PARTS AND ACCESSORIES, Deptford, N.J.



RCA COLOR POWER UHF-VHF/FM  
Antenna. Model #10B930

**RCA**



# Send a technician to Philco service classes, and you'll get a salesman in return.

Contact your local Philco-Ford parts house for technical sessions on the 1969 Philco Line.

He'll be the most persuasive salesman you ever had, even without opening his mouth. It's reliable after-sales service that really moves goods today.

When you can put up the Philco Qualified Service sign in your store, you'll give prospective customers real confidence in your service. And that means confidence to buy.



Your service technicians can get all the training they need right there in your area. And from then on, our Tech Data Service keeps them up with what's new in servicing and design. It'll mean faster diagnosis and remedy, fewer call-backs. And from Philco-Ford you get the fastest parts delivery in the industry.

It can all mean *more* service business — more repeat business. Your store can appear in our Yellow Pages listings, making you the headquarters for Philco Service in your area. Remember, we tell all Philco buyers about Philco Qualified Service in our product Use and Care books. That's the outline of Philco Qualified Service and how it'll help your sales.

Philco-Ford Parts Stores Feature **FINCO ANTENNAS . . . The Antenna That Captures The Rainbow.**



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PHILCO PARTS STORE  
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San Diego, 283-7361

PHILCO PARTS STORE  
579 Adrian Rd.  
Burlingame, 692-3835

PHILCO PARTS STORE  
1891 W. Roosevelt St.  
Phoenix, AL 8-3965



# ELECTRONIC service dealer

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## CSEA Convention To Feature Sessions On Radiation, Warranty & Technical Topics

The 1968 annual Convention of the California State Electronics Association will feature the most outstanding series of guest speakers, panel discussions and technical seminars ever presented in the Association's history.

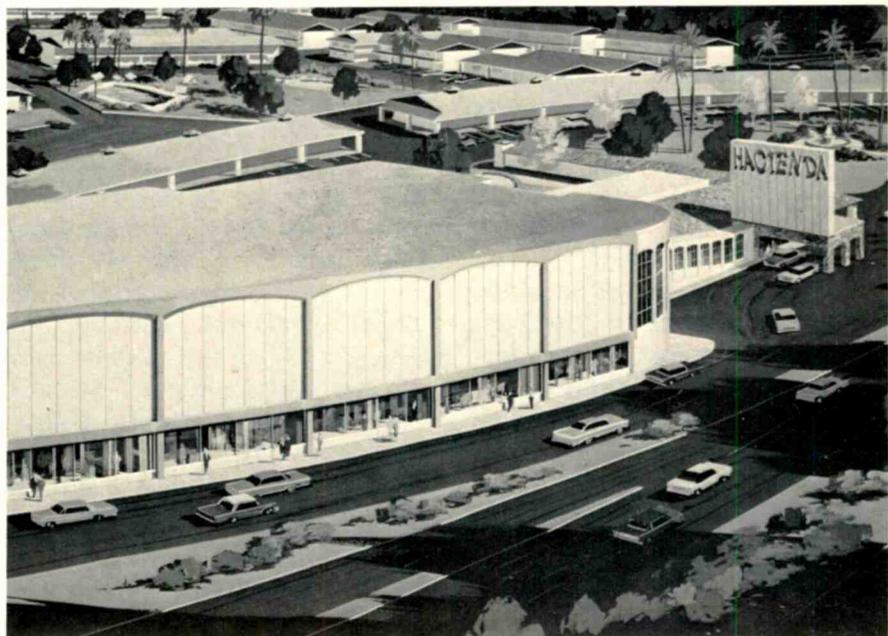
The Convention, slated for May 30 through June 2 at the Hacienda Hotel in Fresno, California, will cover all of the major problems facing the independent service dealer today.

Of major importance to anyone working on color television is the threat of radiation damage and CSEA has been able to have as a

major speaker Robert D. England, Senior Health Physicist of the Department of Public Health in California. According to Mr. England, "We feel a responsibility to help insure that advice to television servicemen regarding X-ray emissions from television receivers is adequate and factual. There is definite danger of radiation effects and it is important that this information be outlined as quickly as possible."

### Warranties

With the announcement last month that RCA will now provide a two year color picture tube warranty on their 1969 line, following



Admiral's three year warranty announcement, it is even more important that the independent service dealer take a look at the "warranty war" and evaluate his place in this situation. A panel of five dealers will discuss this problem and group participation will be an important factor in the stand CSEA will take in regards to extended warranties.

#### **Technical Seminar**

The latest in alignment gear and techniques will be discussed by a group of experts during a special session on Friday afternoon. The program, chaired by Irv Tjomsland of Hurley Electronics, will demonstrate good alignment practices and the latest Sencore alignment gear never before shown to the trade.

#### **Workshop Sessions**

A new workshop session has been included in this year's convention program and will be designed to discuss the role of different offices in local chapters of CSEA. The session will be designed to pick out the problems of running a chapter or zone and highlight what can be done to build a stronger unit on the local level. Program duties will be major topics in this Friday session.

#### **Major Speakers**

Mr. M. L. Finneburgh Sr. of the Finney Company will be the guest speaker at the annual Saturday evening banquet. Finneburgh is one of the nation's most outstanding speakers and his well known topic, "The Future Belongs To Those Who Prepare For It," has become a byword in our industry. A major event of many association conventions throughout the nation, this is

his first opportunity to speak to the members of CSEA. Finneburgh had been scheduled for last year's meeting but was forced to cancel out prior to the convention.

William Hargin, President of the California Cable Television Association, will also be a featured speaker at the convention. His topic will be the need of greater cooperation between the service industry and the cable television industry should be a major contribution to the convention program. Jim Ballard recently represented CSEA at the annual CCTA convention in San Diego and was well received by the members of that group.

John Betz, president of the National Electronic Associations, will be another top national figure to participate in the convention programming. A repeater from last year, Betz will highlight the activities of NEA and the many programs it offers to CSEA members as members of NEA. Betz operates one of the largest service organizations in Iowa.

In addition to these guest speakers the convention will also feature outstanding programs by representatives of sponsoring manufacturers including the General Electric Company California Distributors, RCA Parts and Accessories and Electronic Components divisions, the Winegard Company, Zenith Distributors in California, Sylvania Distributors in California, Philco-Ford Parts Stores in California, Hurley Electronics and Andrews Electronics in Southern California, Sencore Company, Jerrold Electronics and several others who have not been finalized as of press time.

#### **Other Sessions**

In addition to the outlined programs there are several other major discussion sessions including a panel discussion on "Should Technical Ability Be A Part Of The Bureau of Electronic Repair Dealer Registration?" Solid State and "The State of the Art" plus a major address by Mr. Sig Hanson, Chief of the BERDR who will address the group during the President's luncheon on Sunday June 2.

#### **Social Functions**

The social aspect of the convention has not been overlooked either. Opening the four-day confab will be a get-together barbecue at pool side of the Hacienda. There will be cocktail parties before both evening affairs and there will also be a major hospitality area. The Hacienda itself is the show place of Fresno and there will be no lack of things to do and places to see.

#### **Cost**

The cost to members of CSEA is very nominal. There is a \$10 registration fee for single representatives and a \$15 registration fee for couples. Additional registrations for children are \$2.50 each. This one fee pays for all meals and events including three breakfast meetings, three luncheon meetings and three dinner meetings. The children will not be given tickets for the Friday or Saturday night banquets since these will be adult only affairs.

The hotel runs \$9 per day for a single and \$11.00 per day for a double. This means that the entire three nights and four days will cost less than \$50 for two and includes hotel and all meals. A real bargain with the thanks going to the manufacturers who have agreed to sponsor certain events.

# CSEA president's report



by HUGH WILKINS

## HOUSE PASSES X-RADIATION CONTROL BILL

381 to 0: That is the margin by which HR10790 passed in the House of Representatives the week of March 18. This bill would authorize the Secretary of Health, Education and Welfare to establish standards for control of electronic radiation.

I do not have the space in this column to go into the details of this measure (I believe the editor is dealing with it elsewhere in this issue), but I can tell you that it provides for creation of an advisory board to determine rules and regulations for implementing its provisions. This board would be representative of the various segments of the television industry, the academic fraternity and the public. From information coming to me, the commercial segments would most likely be drawn from *organizations* in their respective fields. That would include the television servicing industry.

If finally adopted as now proposed, the law would impose stiff fines for violations of the rules and regulations issued for control of X-radiation. \$1,000 per unit violation is mentioned.

Those of you in the television servicing industry who persist in the old LSD dream that, unlike every other special interest body in the U.S.A., you can protect your interests all by yourself—without organization, and that, at worst, the good old manufacturer will take care of your problems in such matters as this, should dwell on the

following probability for a few moments:

Television set manufacturers would most certainly be represented on the X-radiation control advisory board. They will gladly propose and abide by standards under which sets will leave the factory as free of X-radiation as a new-born babe. However, guess who will be completely and solely responsible thereafter for maintaining that condition. Why, of course, little old you, the t.v. service technician. And that includes all you go-it-aloners who disdain the strong right arm of organization — your organization —and depend, instead, on somebody else to look out for your interests. Get wise, gentlemen. It just ain't that kind of a world.

### CAN WE IGNORE IT?

It has been suggested by some in our industry who have a big stake in color t.v. sales that publicizing our concern with the X-radiation issue will only add fuel to the fire of public apprehension. Our dealing with the matter in the pages of *Electronic Service Dealer*, of course, confines our discussion pretty much to those in television sales and service. However, if we think our ignoring the matter completely is going to make it go away like a bad dream, passage of HR10790 should put us wise to the facts of life. Certainly, the public press is not going to let the matter lie. For example, Margaret Dana, in her nationally syndicated column, *Before You Buy* (Los Angeles Times, April 14, 1968), devotes about two columns to the subject. It was at least comforting to note that she

closed her discussion with the remark that various organizations at the national, state and local level are urging tv technicians to tackle the problem at the consumer level and are providing information for that purpose.

### CSEA Moving on X-Radiation Issue

In my message in the March issue, I quoted from a letter I wrote to the Director of the National Center for Radiological Health in Washington, D.C., asking for information on an approved device for checking out radiation hazards. The result has been to start in motion a whole program under which CSEA members should be able to protect their technicians and their customers from excessive radiation.

Without taking the space to quote the reply verbatim, I can say that the Director expressed appreciation for the fact that CSEA was moving forward on this matter, it included as an attachment necessary instructions for building an accurate device for measuring X-rays from t.v. sets under field conditions and, perhaps most significant of all, it put us in touch with the office of Dr. Simon Kinsman, Chief of California's Bureau of Radiological Health. This latter contact has proven very productive.

E. H. Runge of Plaza TV in Westminster, California, sent us what sounds like a very practical suggestion for ascertaining possible X-radiation hazard to technicians. Mr. Runge is manager of retail sales at Plaza TV and has a background of teaching X-ray techni-

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## HOUSE PASSES X-RADIATION CONTROL BILL

icians in the techniques of radiographing the human body, metal seams, etc. His suggestion: Clip an unexposed dental film, sensitive side out, to the shirt pocket of the technician. After 3 or 4 days of exposure, have it developed. If the metal clip shows up on the film, over-exposure exists. We are checking this out as a possible addition to our program and you will be kept advised.

### A GOOD SUGGESTION

Two members of our CSEA State Board of Directors, Al Fox and myself, are pursuing this entire subject in cooperation with Executive Director Ralph Johonnot at our head office. Ralph has been in telephonic communication with carefully selected individuals throughout the country to see that our program follows a meaningful course and that we remain in a strong position to protect the interests of our membership in this matter. At the present time, we are awaiting delivery of an approved instrument with which to conduct some field checks of our own.

Apropos of all this, I would like to plant a seed of a thought in the fond hope that it may grow into a strong and mighty oak: Since many things of concern to us are happening on the national scene, and since the combined resources of existing organizations are none too great to cope with these matters in an effective way, how about forming a national coalition of organizations to accomplish specific things that we can agree must be done? NEA and NATESA might start the ball rolling by agreeing on the things they *can* pool their efforts on and forgetting (for now, at least) the things that keep them apart. Just a thought.

### A TECHNICIANS' EXTRA BOARD?

At the last meeting of Zone "F" Council, the idea of forming what amounts to technicians' extra boards at various locations within the Los Angeles-Santa Ana-Riverside area was discussed. It takes a leaf from a system long since adopted on transportation systems. A fixed complement of full-time employees handles the day-in and day-out requirements of the service with regular hours and pre-determined wages. But what about sickness, leaves of absence, unforeseen increases in demands for service? These needs are covered by men assigned to an extra board on a rotating basis. They must have (or acquire during their tenure on the board) the necessary qualifications for all the types of service to be filled from the board. They are guaranteed a pay rate and a minimum number of days work per pay period, half-month or month. These men usually make more money than "regular" men and acquire a much greater variety of experience. They are privileged to accept a regular position at any time it is offered.

In our industry, CSEA members who are interested in having such a pool of technicians available would subscribe to the plan and divide the costs thereof on a pre-determined basis. (Actually, this system should be self-financing.) The idea, of course, is to keep qualified technicians in the servicing industry by offering them good income on a steady basis, and to enable shop-owners to fully benefit in servicing which they cannot realize unless they have the manpower available to do so. What do you think?

# CSEA news wire



RALPH JOHONNOT, CSEA Executive Director

\*\*\* STATE NEWS \*\*\*

State dues were raised by board action effective May 1st. Rising costs of postage, rent, salaries, taxes, etc., brought about the necessary increase. Dues of \$30.00 per year were established in 1958. Look what has happened in these past ten years to our dollar. I am sure no one will begrudge the \$12.00 per year increase when they take the above facts into consideration.

With some Chapters there will be no change in the overall total due to the reapportionment of Zone and Chapter dues. Shortly it will be very apparent that this increase will enable your Association to make some outstanding achievements as the budget can allow the progress which all members desire. Publicity of the Association and creating a better image of the profession are number one on the agenda.

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

Annual installation and dinner dance scheduled for May 11th at Redwood City Elks Club. Western theme with dancing by Don Barsis band.

\*\*\* ZONE F COUNCIL \*\*\*

Directors elected for year '68-'69 are a re-run of these dedicated men. E. Pershing, V. Gaither and H. Wilkins.

Los Angeles area news media covering last of sub-senate hearings of BERDR's future was KNX radio, Baxter Ward's program and Los Angeles Times. Mr. Wilkins is scheduled to be on the Joe Pyne program the week of April 22nd.

Chairman Midkiff appointed W. Lawler, Ralph Singleton and Ray Murphy to the NEA convention hospitality committee.

\*\*\* ZONE B \*\*\*

At their last Zone meeting they decided that the Zone would give as awards for attending the convention 8 checks for \$25.00 each to the members of Zone B who have checked in before 5:00 P.M. Thursday, May 30th and are still in attendance for the drawing during the President's luncheon June 2nd.

Zone officers for '67-'68 are Ken Deedler, Chairman, Jim Ballard, Vice Chairman, and Al Cox, Secretary/Treasurer.

State Directors for '67-'68—Oakley Dexter, Larry Schmitte and new to the board Vern Hassett. Congratulations.

\*\*\* POMONA CHAPTER \*\*\*

Students needed for apprenticeship program at Chaffey College. Anyone knowing of interested students contact Ed Murray at Ed's TV in Cucamonga. Three members passed the certification examination. Hats

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off to Dean Dresp, Jim Bailey and George Campbell. Officers for '67-'68 are Frank Collins, President, K. Evenhuis, Vice President, Ed Murray, Secretary/Treasurer and Delegate.

\*\*\* BURBANK/GLENDALE CHAPTER \*\*\*

Eight shop owners and Techs took the C.E.T. examination on Thursday, April 11th. Wonder how many passed, including yours truly who took the chance.

\*\*\* ALAMEDA CHAPTER \*\*\*

Two area reorganizational meetings held during the month of March . . . Thirteen new members signed up. Third meeting scheduled for April 16th. This drive should make Alameda about 35 members strong and a new contender for the new perpetual chapter trophy. New Chapter name is Alameda County Chapter of C.S.E.A. Long live the name of ACTRA and it's founders, only progress and time changes all.

\*\*\* STATE BOARD ACTION MARCH 24th, 1968 \*\*\*

A new division of membership for California dealers interested in becoming "Affiliate Subscriber" in the workman's compensation group was created. This new classification enables an interested firm to enjoy the savings by group participation of our group plans. Savings should be in the vicinity of 20% or better. \$10.00 per year was established as minimum dues, without vote or right to advertising as a member of C.S.E.A.

\*\*\* BBB BROCHURES \*\*\*

Now total distribution is over 100,000 copies. Non members will find this available from their local BBB. (Better Business Bureau). If you haven't seen one and want a copy send a self addressed envelope to the CSEA State office. It is sure worth the .06 cents.

By the way, the pamphlet that started it all three years ago, is being reprinted from state to state. The last being the state of Oregon who changed only a word or two from it's original conception. It gives me a great satisfaction to have been the author of same.

\*\*\* LOS ANGELES \*\*\*

Miles Sterling gave a most informative talk on pricing of services and his new forms for "dealer-customer" agreement of services on March 22nd. April 25 guests the "Alignment Club" on alignment techniques.

\*\*\* I.C. COLLECTION SYSTEM \*\*\*

Report in for the month of March indicates extremely good collection results for our members. Another reason for being a member of C.S.E.A.



Dan Kealy (right) was recently inducted as President of the Pasadena Chapter of CSEA. Doing the honors was immediate past president Ray Doyle (left).

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Long Beach: HE 6-8268  
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Oxnard: HU 3-9541 MI 2-6665  
San Bernardino: TU 5-6807  
Van Nuys: TR 3-1309

## MILLER'S ELECTRONICS

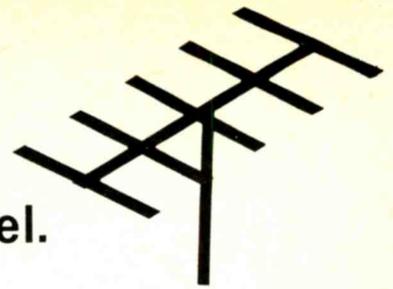
530 East 8th Street (94606)  
Oakland, 834-9185  
IN

Santa Rosa, 542-5423  
2076 Armory Drive (95401)  
Walnut Creek, 934-3000  
1263 Arroyo Way (94596)  
San Rafael, 453-1130  
134 Jacoby Street (94901)  
Hayward, 537-5833  
21726 Meekland Avenue (94541)  
San Jose, 295-6818  
522 So. Bascom Ave. (95128)

## NORCAL ELECTRONICS

1115 "R" Street  
Sacramento, 442-9041

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

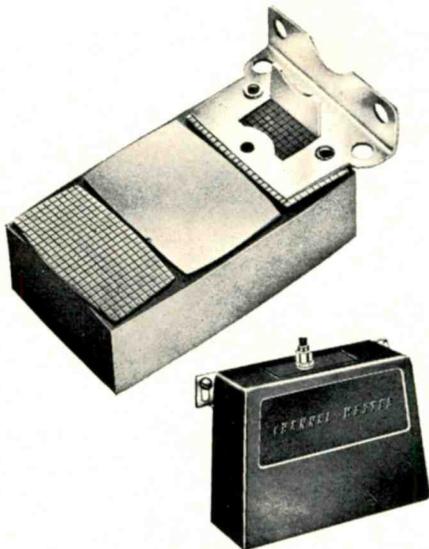


## **New Channel Master CONTINUOUS MATV Color Amplifiers bring in all 82 directly "on channel".**

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

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

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



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



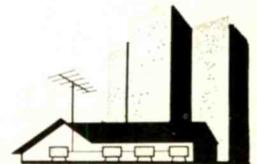
**15 DB COLOR DISTRIBUTION AMPLIFIER** (Model 7263). 75 ohm MATV distribution amplifier. Also available in 300 ohm (Model 7260).



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

And, these new amplifiers are matched with a complete line of UHF/VHF coordinated equipment: Baluns, Splitters and Mixers, Attenuators, Wall Tap-offs, Line Drop Taps, and Matching Transformers. Add new Channel Master Color-Duct 82 Coax Cable (its loss is so much lower you can actually revise your cable calculations) and you're ready **now** to install the most efficient 82 channel MATV systems available anywhere.

**CHANNEL MASTER**  
ELLENVILLE, NEW YORK



Now...an exceptional opportunity  
for CSEA members to save money on  
Workmen's Compensation Insurance

# The CSEA Group Workmen's Compensation Plan

TV sales and service dealers who are members of the state association may now purchase their Workmen's Compensation Insurance on a group basis. Republic Indemnity, an innovator in this field, has designed and is offering the special group plan.

There are many advantages including specialized safety engineering service, performed by people who know your business . . . superior claim service . . . and most important the opportunity to **lower your insurance costs** through participation in group dividends.

Last year Republic Indemnity paid an average of **21% in dividends** to policyholder members of other groups. You may not have received dividends from your present insurance company because of your relatively small premiums. **But now you can participate** . . . and start saving.

Any CSEA member who pays \$150 or more per year in Workmen's Compensation premiums is eligible. Or if you're not a member now, you can become an affiliate subscriber for \$10 and participate fully in this exceptional opportunity. Any licensed insurance agent or broker can place your business with Republic Indemnity.

Don't wait—learn all about the CSEA Group Workmen's Compensation Insurance Plan today.

## REPUBLIC INDEMNITY COMPANY OF AMERICA

Specialists in Group Workmen's Compensation Insurance

Los Angeles: 1220 N. Highland Avenue, 462-7411

San Francisco: 9 First Street, 397-6433

## CSEA SETTLES RED CARPET PROGRAM WITH MAYTAG

Los Angeles, Calif. — The California State Electronics Association has settled a dispute over its "Red Carpet" promotion for members with the Maytag Company.

CSEA had been contacted by Maytag in regards to the use of the name "Red Carpet" in its promotion since Maytag had been using a similar name for several years in denoting their appliance service program.

Although the Association felt there was no infringement on their part, since Home Electronic Service is much different than Appliance Service, it was agreed that for the benefit of both programs CSEA would change their name to "Red Banner" service or a similar name.

Maytag and CSEA worked jointly to accomplish an agreement to avoid any conflict of slogans now or in the future.

## CSEA WORKMAN'S COMPENSATION PROGRAM OPENED TO NON-MEMBER

As you know, the California State Electronics Association would like to see all responsible T.V. sales and service shops become members. With this in mind, the Board of Directors has elected to offer a limited membership known as an 'Affiliate Subscriber' for \$10 a year.

This allows any properly licensed shop in the state of California to participate in the Workmen's Compensation Group.

It is the Association's way of showing their vital interest in your dynamic industry.

In our previous issue, it was indicated that a non-member can utilize this unique advantage for one year only. The Board has eliminated this limitation and an 'Affiliate Subscriber' can fully participate in the Workmen's Compensation Group.

This is another constructive step forward by the C.S.E.A. in their efforts to provide benefits that mean dollars in everyone's pocket.



Well over 300 dealers attended the recent Kiesub Carnival to take advantage of big discounts and to view new items. Shown at left is Cliff Tharp and Art Herman who represent Sencore going over some details with Clark Zackman, Kiesub President, and Richard Glenn of Glenn Radio in Riverside. In picture at the right is George Perry showing some new merchandise to Mr. and Mrs. Ski Dzierdz of Special Electronics Co. in Long Beach.



# ELECTRONIC service dealer

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CLARK POHL, Vice President  
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CLARK POHL  
Section Editor

## IOWA PRESIDENT'S MESSAGE by ED VILIMEK

### "BY ANY OTHER NAME . . ."

"A rose," said he, "by any other name would smell as sweet." Shakespeare also said that the world is a stage and we are but the players on it. In the present age, the "world" understands most of what it knows by the names and words we use. The facts don't change by changing the words; it just becomes easier to obtain effective communication when specific terms have specific meanings.

Few vocational fields have an opportunity to choose, for itself, the name or names it wishes to be known by. Seldom is enough concern given to the effect such

name(s) might have on assisting or impeding public awareness and understanding.

Persons working the television, radio, record player, ad infinitum, area have such an opportunity. Although many people in the area have adopted terms such as serviceman, technician, repairman, engineer, representative, etc., it is timely to consider the values of a single term to be used in the industry.

"Electronics" is the generally used term to describe the industry responsible for devices utilizing the electron in any way other than for household or industrial power. (Since it is well established, it is not available for the people involved, as in machinery-mechanic.)

Analogous vocational descriptions to the term, "electronist," exist in numerous professional, technical, and service areas. To cite a few: pharmacist (druggist), psychologist, therapist, taxidermist, etc. The suffix, "ist", generally comes from the word, "assist".

Some fields have adopted (or have adopted for them) suffixes er, -or, or -ir. Representative samples are lawyer, teacher, plumber, player, actor, bookkeeper, etc.

Another family of names comes from "-ant", or "-ent". Those in accounting, merchandising, managing, or top-level politics (president) have acquired these endings. Lacking a palatable generic term, they add the term, "consultant" for a title or name.

Closely related are the "-ian" groups. Physicians, surgeons, clinicians, technicians, electricians, politician, etc.

The basic question seems to be

whether to apply a name or terminology based on the generic area (electron) or the various working areas (repair, design, construction, etc.). Assuming that the generic area is preferred (and in the long run, these fields have a better public image), then it remains to choose a suffix.

People who work on teeth, the dental structure, are called dentists, orthodontists, prosthodontists, dental technicians, etc.; people working on the physical body are physical therapist, psychiatrists; in medicine, older specialties are known by the "-ian" endings, such as pediatrician; while newer specialties, more often use "-ist", as in otologist (ear specialist). It would seem that people who work in the specialized area concerned with electronic function might do well with the name, "electronist."

Alternative forms of the word "electron" are simply not available. "Electroner" is ridiculous; "electrician" is already used by power service people, and "electronet" lacks historical acceptance; "electronic" might have been useful, but has been developed as a term for the general field.

Just as the lawyer may specialize in corporate law, tax law, or some other area of the legal profession, the "electronist" may work in design, engineering, production, maintenance, repair, or some other aspect of the electronic industry. But how much less confusing it could be for the public to associate "electronist" with these areas rather than having to fumble through the maze of current ambiguous titles — serviceman, repairman, engineer, technician, etc.?

# SYNZ BUZZ . . . .

by R. L. K.

Saddened by the news of the passing of an old friend Henry Gulliver I could write many paragraphs about Henry but I will just say he will be missed.

Mixed emotions about the demise of the Beacon which I always considered a pet of mine having been one of the original instigators of it. However I was also proud to have been included in the new

Electronic service dealer. I would abbreviate that to ESD but the way I type it might come out something else and then I would be accused of being a Hippie.

However I feel like the new Magazine is a considerable step toward better cooperation and progress in our organizations. I always felt that the Beacon was the best put together magazine in the busi-

ness but this new N.E.A. magazine has a beautiful Format and is a credit to all concerned.

Spring time is here again and when your wife starts housecleaning and tearing up things around home don't sneak out to do some early fishing, go down to that shop of yours and take a good long look at what all you can do in the way of spring cleaning such as sprucing up the place inside and out with some paint and soap and water. Also give your books a good cleaning and see if you are up to par in charges, etc.

Another sad lesson learned on solid state T.V. the diodes used in Horiz. Deflection circuits cannot be tested front to back ratio as an accurate check for being good. We have found that in the circuit they have a tendency to act as a Zener and are actually defective — although the front to back ratio is good, the only accurate test, replace them. Our Tech Specialist says they are Zenering and that's that.

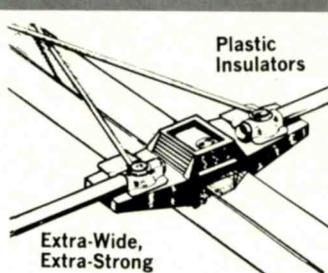
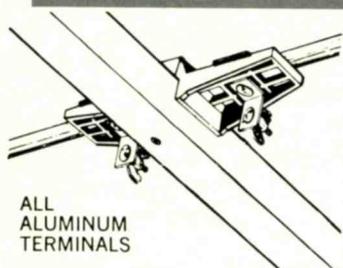
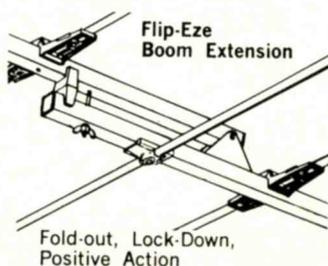
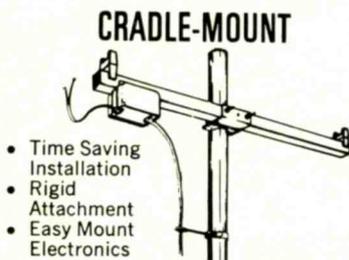
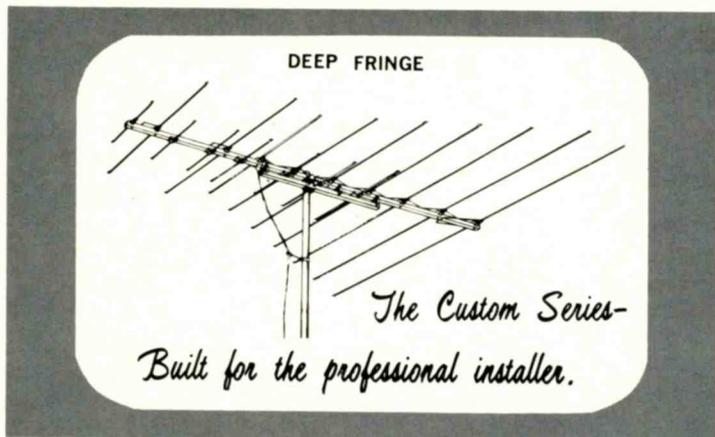
Read where pay T.V. is dying a natural death, tendency for smaller and cheaper portables and smaller color sets are the coming thing, all good news for the servicer.

Dick Moon is getting fatter, Kurtz is getting thinner, Ed Vilimek is working harder, at all of his endeavors, so all in all things in our part of the country are normal.



THE OPENING OF RADIO TRADE SUPPLY'S new offices in Des Moines was one of the biggest such events ever held in Iowa. With several hundred dealers attending the opening, Radio Trade provided many local factory representatives to answer questions on lines handled by the firm. Shown above is the registration desk that greeted dealers as they arrived to view the new facility.

BETTER BUILT FOR BETTER PERFORMANCE<sup>®</sup>  
**ANTENNACRAFT**  
 TV-FM Antennas and Electronics



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# ELECTRONIC service dealer

## KANSAS KEA NOTES

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Stanley Gresham

### SECRETARY AND NATIONAL DIRECTOR

Wilford Carden

### MEMBERSHIP

Lauren Matson

## KEA President's Message

by ROBERT HERMRECK

### KEA ONWARD AND UPWARD

Kansas is very busy now making last minute preparations for our annual convention, which is to be held in Wichita May 10, 11 & 12, 1968. At which time new state officers will be elected. Our convention will be adjourned early Sunday morning and weather permitting a group of KEA men plan to fly to Lincoln to the NEA Board meeting.

After having had the opportunity to be Kansas State President for the past two years, I want to take this space and give some well earned praise to all my fellow KEA officers who have worked so hard to give KEA the boost it needs and increase our membership. All of our KEA men in Kansas seem to be in High Gear and anxious to prove our association is very beneficial. We have gained new chapters and hope to see many more organized in the near future.

We, the past officers of KEA

want to wish our new officers much success. We will be ready at any time to give our continued support to our organization as it is climbing and giving increased benefits to its members while the public becomes better acquainted with our standards as Honest Television Businessmen, doing our service in the community.

Much continued success to KEA.

### KEA CONVENTION NOTICE

Time—May 10th, 11th & 12th, 1968

Place—Holiday Inn (downtown) Wichita, Kansas

Events—May 10th, 5:00 p.m. Picnic

8:00 p.m., Board Meeting

May 11th—Seminars

Business Meeting

Election of Officers

Banquet and Dance

May 12th—Business Meeting

Members and Non-Members

Invited

## ACME RADIO SUPPLY, INC.

TOPEKA, KANSAS 66601

135 KANSAS AVENUE

MANHATTAN, KANSAS

SOUTH HIGHWAY 177

Wholesale Distributors For  
CHANNEL MASTER & RCA



WICHITA

## RADIO SUPPLY COMPANY

SALINA

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### Incorporated



## RCA

Tubes & Service Parts

Authorized Distributor for

## FINCO

Antennas & Accessories

# ANYONE FOR MONOPOLY?

by LLOYD MELHAM

You have probably heard of the small nation that had one TV station. When the citizens complained of government monopoly the dictator allowed another station. One

night the dictator was to give one of his 2-hour speeches and all the citizens were requested to watch and listen. After about an hour one citizen could stand no more so he

turned his set to the other station and to his amazement saw a uniformed police officer with his gun extended repeating this statement, **TURN BACK TO CHANNEL ONE, TURN BACK TO CHANNEL ONE.**

In a democracy like ours we do things different. In our area we have 6 TV stations and you can watch which ever one you wish. The only catch is that very often all 6 will have the same program. Whether it is a senator announcing that he will run for president, our president announcing that he will not run or our vice president announcing that he does not know if he will run or not all 6 stations carry the same program at the same time.

At 10:00 o'clock at night we are forced to watch news, weather & sports whether we want to or not because all 6 stations carry the same program at the same time. Our only other choice is to turn our TV sets OFF. I have even seen, on several occasions, when all 6 stations were broadcasting commercials at the same time.

In this year of national elections the Democrats are forced to watch the Republican's National Convention and the Republicans are forced to watch the Democrat's National Convention for it's a sure bet that all stations will again carry the same program at the same time.

Saturday mornings all stations show cartoons if you can call them that. Many afternoons all stations show baseball or football games depending on the time of year. We no longer have a choice of programs to watch. Our only choice is to watch the same program or type of program on all stations or turn our TV SETS OFF.

I think it is about time for our national networks and local stations to give the viewing public a choice of what we watch instead of **MONOPOLIZING ALL STATIONS WITH THE SAME PROGRAM AT THE SAME TIME.**

LEM

## CLASSIFIED ADVERTISING

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

Low shipping costs anywhere  
TV brokers WE 1-6622  
4920 W. Pico, L.A. 19, California

### HEALTH PLAN OFFERED

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

JACK M. WARTELS  
CR 8-0543 TR 8-0161

### FOR LEASE OR PERCENT OF PROFITS BASIS

Well established TV-electronics service and parts business, San Diego suburban area. Experienced, no beginners, color experience necessary. Full charge. Owner will assist in training. No investment needed. Complete with test equipment, parts, manuals, etc. Favorable lease arrangements. Phone 714-488-8280 or: Write, Winter Gardens Electronics, Lakeside, Calif.

### WANTED

Experienced T.V. technician interested in partnership in completely equipped T.V. Sales and Service Business. Good opportunity in growing Feather River country at small investment. Paradise T.V., 10 Pearson Rd., Paradise, Calif.

### ANTENNA REGIONAL MANAGER WANTED

Excellent opportunity for an aggressive man to join nationally known antenna manufacturer as their Regional Manager in southern California. Salary based on experience. Car furnished. All expenses paid. Excellent fringe benefits . . . insurance, profit sharing program, paid vacations. Send resume to Tom Pfeiffer, Sales Manager, The Finney Company, 34 West Interstate Street, Bedford, Ohio. All replies strictly confidential.

## Application For Membership

National Electronic Associations  
Kansas Electronic Association

California State Electronic Association  
Iowa Television Service Association

13543 S. Hawthorne Blvd.  
Hawthorne, Calif. 90250

FIRM NAME \_\_\_\_\_ Owner's Name \_\_\_\_\_

Business Address \_\_\_\_\_ State Resale Permit No. \_\_\_\_\_

City \_\_\_\_\_ Zip Code \_\_\_\_\_ State Refistration No. \_\_\_\_\_

Phone Number \_\_\_\_\_

Single Ownership \_\_\_\_\_ Partnership \_\_\_\_\_ Corporation \_\_\_\_\_

If partnership or corporation, name partners or officers \_\_\_\_\_

Number of years in Radio and/or T.V. business \_\_\_\_\_ Number of years at present location \_\_\_\_\_  
Number of years past location \_\_\_\_\_

Nearest office of Better Business Bureau \_\_\_\_\_

Name of Bank \_\_\_\_\_ Branch Address \_\_\_\_\_ City \_\_\_\_\_

Name of Suppliers \_\_\_\_\_

# STICK 'EM UP!

## FOR 1968, GAVIN STEALS THE INDOOR ANTENNA MARKET WITH THE FIRST MAJOR CHANGE IN A DECADE

Gavin's exciting new line of Monitor antennas provide a new standard of excellence, distinctive sales appeal, built-in dependability. They look different and are... for more sales action... faster profits. Stock up now! Display and cash in on these antenna innovations of the year.



### NEW MONITOR 100 STICKS TO ANYTHING!

Gavin's new Monitor 100 makes ordinary indoor antennas obsolete. It rotates... adjusts up and down... pulls in perfect pictures, locks out ghost and snow. Installs in seconds... sticks right to wood, metal or plastic cabinets. No screws. No straps. Folds out of sight when not in use. For consoles or portables. FM stereo too! Comes with separate UHF and VHF leads. An ideal traffic item for volume sales.

MONITOR 100UV for UHF-VHF-FM **ONLY \$750**

100 V for VHF Reception **ONLY \$650**

### DISTINCTIVE MONITOR 500

Sculptured design of Monitor 500 trades up sales, adds sleek elegance to any room. Synchronized scanner aims antenna at all stations without moving base. Provides clear, natural color reception... sharp black and white, FM stereo, too! Comes with separate leads. Walnut or sandalwood models available.

MONITOR 500 for VHF-UHF-FM **ONLY \$995**

### LUXURIOUS MONITOR 1000

Gavin's Monitor 1000 is crafted for compliments, high ticket sales, superior performance. Sculptured tower pulls in extra signal power, UHF-VHF-FM. Synchronized scanner aims antenna without moving base. Dipoles vanish when not in use. Comes with adjustable UHF/VHF function switch, phasing tuner switch, separate leads. Available in walnut or sandalwood.

MONITOR 1000 for VHF-UHF-FM **ONLY \$1495**



GAVIN INSTRUMENTS, INC. SOMERVILLE, N. J. DIVISION OF ADVANCE ROSS CORP.



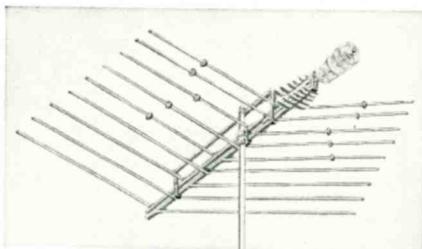
## "I like the results . . .

. . . when I install the JFD Color Laser," comments Elmer Whitmore, Hill's Antenna Service, Saginaw, Michigan, who has made over 13,000 antenna installations in the 14 years he has been in business.

"That's a real good color picture!" is what I like to hear after I put up a new antenna because to me a pleased customer is like money in the bank. So I don't take chances—I install JFD Color Lasers for top color pictures.

"I like the way the Color Lasers work on all the VHF and UHF stations here. They rig up fast and give us better results in the form of precise color and ghost-free images."

Elmer Whitmore prefers JFD engineered-for-color Color Lasers, like many other professional antenna installers, for best possible performance.



**BRILLIANT COLOR** — flat (frequency independent) response across each channel, free from suck-outs or roll-offs. Keeps colors vivid and alive.

**PATENTED W-I-D-E BAND LOG PERIODIC DESIGN** — the most efficient ever developed — provides higher gain, better signal-to-noise ratios, needle-sharp directivity. Eleven patents cover its revolutionary space-age design.

**MORE DRIVEN ELEMENTS.** Harmonically resonant capacitor coupled design makes dual-function elements work on both VHF and UHF frequencies. *Entire* antenna (not just part of it as in other log periodic imitations) responds on every channel.

**LUSTROUS, ELECTRICALLY CONDUCTIVE GOLD ALODIZING** promotes signal transfer, protects against corrosion, enhances appearance.

**PROFESSIONAL ANTENNA INSTALLERS KNOW —**

*The Best Antenna for Color TV is The Color Laser by*

**JFD**<sup>®</sup>  
Now at your JFD distributor!

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