

# electronic

Vol. 7, No. 4

August, 1967

# service dealer

the official publication of the california state electronics association



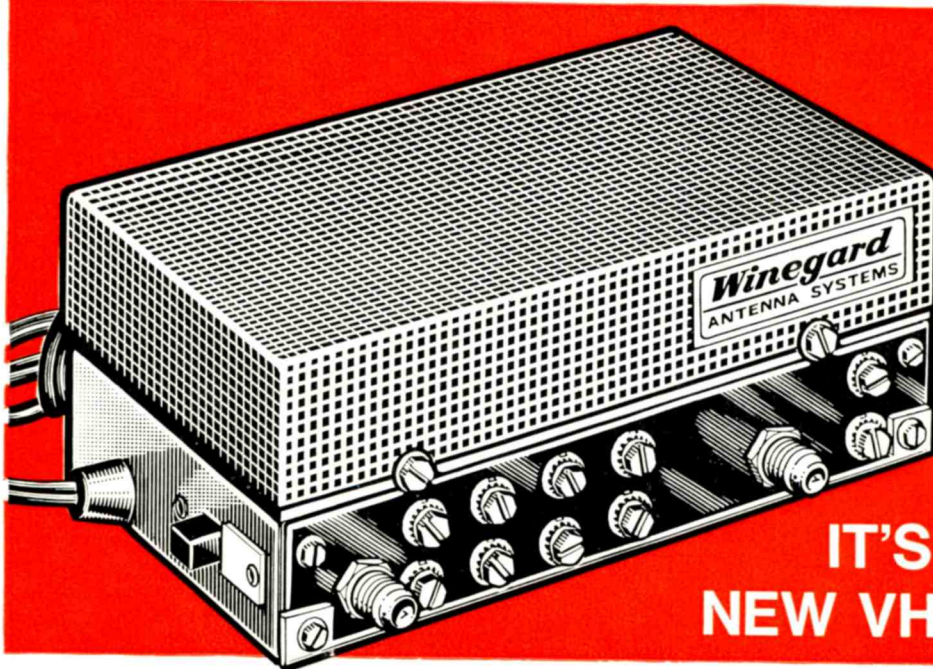
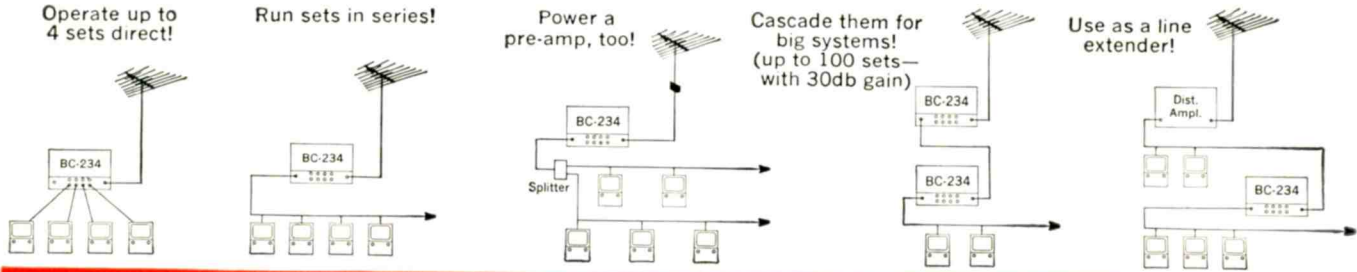


It's a sensational  
home system TV amplifier!

It's a great  
amplified 4-set coupler!

It's an amazing  
amplified splitter!

It's an ingenious  
line extender!



... the first solid state,  
high gain COLOR TV  
Booster/Coupler/Amplifier  
with complete flexibility  
and no overload problems!

## IT'S WINEGARD'S NEW VHF/FM BC-234

We say there's never been anything like the BC-234. But don't take our word for it. Just try to find another solid state Booster/Coupler/Amplifier capable of producing up to 3,000,000 (3-million) microvolts of signal output—and capable of operating more TV sets than any other home system amplifier on the market.

The sensational BC-234 does it all. And always with exceptionally high gain and *no* overload problems.

Check the features for yourself, including the rugged steel housing (not plastic) that's comparable to housings used on the most expensive commercial amplifiers.

- **Solid State Circuitry**—for long life and the highest gain on each of the four 300 ohm outputs.
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- Four 300 ohm outputs and one 75 ohm output. Extremely high isolation—no interaction between sets—no need to terminate unused output terminals.
- Flat gain response: +15db on every channel—makes the BC-234 perfect for COLOR TV reception.
- Responds to the very weakest fringe area signals, yet can't overload.
- Can be used as an antenna booster to reduce snow in fringe areas.
- On-off switch enables power to be

sent up line to operate pre-amplifier for increasing number of sets and cutting snow.

- No-strip malco terminals for all 300 ohm connections.
- F-type jacks with connectors provided.
- Complete with mounting brackets and screws.

Now admit it. That's a lot of Booster/Coupler/Amplifier for any price. And especially for only \$34.95. In fact, there's nothing else like it—anywhere! Better call your Winegard distributor today, or write for Fact-Finder #250 for all the facts about the BC-234 and BC-274, plus complete information about Winegard's sensational new 82-Channel Booster Couplers.

### Model BC-274 VHF/FM

All 75 ohm Booster/Coupler/Amplifier with 4 coax outputs, 300 ohm and 75 ohm inputs. Connectors included. \$39.95



**Winegard**  
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# electronic service dealer

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August, 1967

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## FRONT COVER:

Three new members of the Bureau of Electronic Repair Dealer Registration were sworn into office last month and they are pictured here with the Director of the Bureau Henry M. Shine. Left to right, standing, are: Henry M. Shine, new member representing the public, Byron L. Peterson, new member representing the industry, Robert Whitmore and acting Chief of the BERDR Jack Hayes. Seated is Mrs. Esther E. De Paol, representing the public, and Kieth Anderson, hold over member, representing the Industry. Missing member representing the public is Mrs. Bette E. Cutbirth.



CALIFORNIA STATE  
ELECTRONICS ASSOCIATION, INC.

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## LETTERS

We have chosen three letters from the several hundred we have received asking for the price schedule I mentioned in my editorial in the July Issue of ESD. Although most of the letters simply requested the list, these dealers made additional comments that I feel are well worth while for every dealer to read. One of these came from Southern California, another from Northern California and the third from the State of Kansas. I believe they tell the story of the over all picture, not only in California, but throughout the country. Their names are available upon request but since they were not written as "letters to the editor" I felt they should not be revealed without their consent.—Ed.

Dear Don,

Would you please send us two copies of the latest Service Price schedule.

According to your article in the July ESD, the shops here in the Imperial Valley are not too far off in the basic home service call charge but we are a long, long way off on our shop, pickup, delivery, extra man, extra time and minimum check charges.

Personally I believe these to be legitimate charges. I intend to get paid for

them in the future. I hope my competition gets on the wagon also.

Milo of California, Inc.

Gentlemen:

In the enclosed stamped self addressed envelope please send us the complete service price schedule as mentioned in your July 1967 issue.

You have a real fine magazine and we find it most worthwhile for us to read. We, too, have gradually increased our rates and are always interested in knowing what others are doing in this area. It certainly hasn't hurt our business any by raising our rates, in fact, our volume has increased!

We are a member of both NEA and KEA (Kansas Electronic Association) . . . charter members, in fact. Thanks,  
Fred Wallis Co.  
1859 South 9th  
Salina, Kansas 67401

Gentlemen:

I note in the July issue of ESD that a copy of a new service price schedule is available. We would like to receive this, if any more are to be had. Some time ago, in line with the thinking of many dealers in the State of California, we raised our service calls on color to \$12.50 and B&W to \$10.00. Other prices (bench work, over the counter work, etc.) were adjusted accordingly. We had little or no complaint from our customers, once we explained our position. (When an explanation was necessary, which was rare.)

We wish to thank you for the wonderful work you are doing for our profession.

R. J. Moore - H. J. Brower  
Moore and Brower  
1500 Trancas St.  
Napa, California

Gentlemen:

We are interested in placing classified advertising in your publication as soon as possible.

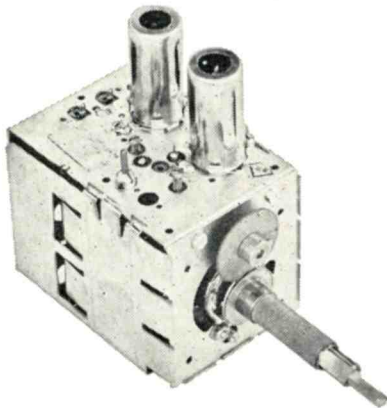
We presume that 1" is the minimum, but need less. Please quote rates on that amount or less for one insertion. So we would like to know the deadline for next issue and when that will appear.

Let us have this information by return mail if possible especially if a deadline is near to make the next issue.

Yours truly,  
W. W. Kaponat  
Guarantee Television

**It's free and your ad can be found in the classified section.**

Tarzian offers  
**FAST, DEPENDABLE  
TUNER REPAIR  
SERVICE (ALL  
MAKES)**



It just makes sense that a manufacturer of tuners should be better-qualified, better-equipped to offer the most dependable tuner repair and overhaul service.

Sarkes Tarzian, Inc. pioneer in the tuner business, maintains two complete, well-equipped Factory Service Centers—assisted by Engineering personnel—and staffed by specialized technicians who handle ONLY tuner repairs on ALL makes and models.

Tarzian-made tuners received one day will be repaired and shipped out the next. Allow a little more time for service on other than Tarzian-made tuners.

Tarzian offers a 12-month guarantee against defective workmanship and parts failure due to normal usage. And, compare our cost of \$9.50 and \$15 for UV combinations. There is absolutely no additional, hidden charge, for ANY parts except tubes. You pay shipping costs. Replacements on tuners beyond practical repair are available at low cost.

⊕ Tarzian-made tuners are identified by this stamping. When inquiring about service on other tuners, always give TV make, chassis and Model number. All tuners repaired on approved, open accounts. Check with your local distributor for Sarkes Tarzian replacement tuners, replacement parts, or repair service.

**SARKES TARZIAN, INC.**  
Bloomington, Indiana

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

ONLY  
**\$9.50**  
INCLUDING

**ALL PARTS**  
(except tubes)  
**and LABOR**

**24-HOUR SERVICE  
1-YEAR WARRANTY**

**TWO SERVICE CENTERS  
TO SERVE YOU BETTER**

See your distributor, or use the  
address nearest you for fast factory  
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10654 Magnolia Blvd.  
North Hollywood, Calif.  
Tel: 769-2720





DON MARTIN

### **Fantastic Response To Price List Offer**

Last month we wrote an editorial on service prices going up again and at the end of this article I mentioned that anyone who wished a copy of what one dealer is doing should drop me a line along with a self addressed envelope. The response has been nothing short of fantastic with several hundred reaching us the first week.

What we have done was to forward these requests to the dealer, Miles Sterling in Orange County, and asked him to send along one of his price lists to each of the shops who have requested them. To date, every one has been answered and we will do our best to keep up with them on a daily basis. However, anyone who still would like a copy should send along your request to me at the Electronic Service Dealer, 13543 So. Hawthorne Blvd., in Hawthorne, California 90250. Be sure to enclose a self addressed, stamped envelope so that we can send it right back with a minimum of time. We will try to keep it up until our supply runs out so if you are interested, and who isn't, get a note off to me right away.

### **What About MATV As A Profit Maker?**

Last month I had an opportunity to go over some figures with a local manufacturer of MATV materials for home apartment and institutional use and I was amazed at the amount of profit that can be realized through the installation of systems. I was also amazed to learn of the number of service shops who have become specialists in this field and are making real money for the first time.

While in his office we worked out a typical 30 unit apartment house installation. They worked out the diagram for me and mapped out the equipment I would need to install the system. The total cost of the amplifier, plates, etc. came to a little under \$200 but did exclude the antenna and cable. Now, it would seem to me that you could charge a minimum of \$15 per unit for the installation which would make a total of \$450 for the job. If it took you two days to install it you could still make around \$100 per day which isn't bad. I'm sure that every major manufacturer of MATV systems can offer the program and will just about guarantee the system to work if their layout is followed. It certainly might be worth while taking a look at and it may be a big plus to your service business. A service card in every apartment might help future business as well when the time is ripe. The reason I bring this up is that I just recently built a new home and under my electrical bid was the installing of a TV system. Being very much interested in this field I had six outlets but the job the electrician did was unbelievable. I finally had a service dealer do the job right and everything is working well.

### **Bureau Still Without A Chief**

No sooner had the last issue of ESD hit the streets when came the announcement that Dan Weston

had resigned from government service and the Bureau is still without a chief. As you noted on our front cover, the advisory board is finally been appointed but the most important position is still left without a person to guide it.

At this time, we would like to recommend to the Governor that he consider the appointment of the acting chief Jack Hayes. Hayes is well versed in the Bureau and is a former Television Technician with the technical knowledge necessary to run a Bureau of technicians. It just makes good sense that he be considered by the Governor and that a person with his ability be selected over that of a politically oriented person who may or may not know anything about the television service industry. I believe the appointment of Hayes will definitely strengthen the Bureau and enable it to perform an important function in the protection of the consumer.

### **NEA Covention Coming Up**

One of the finest arrays of nationally known speakers will address the delegates to the NEA national convention to be held in Des Moines, Iowa August 10-13. Of particular importance will be the presence of M. L. Finneburgh Sr. who has done such a great job in voicing the objections of the industry to mis-representation by national magazines, newspapers and, most recently, television commercials. Other top notch speakers include Bill Clancy of JFD who is one of the most entertaining speakers in the Country, L. O. Shanafelt of RCA, Jon Twitchell of Mart Magazine and Forest Belt of Radio Electronics. Top speakers from the U.S. government will also address the delegates as well as many other fine people. All in all, it should be a great event and anyone who can make it should try to do so.

### **CSEA Moving Along In Great Strides**

It is amazing just how much activity goes on in the State office of CSEA. There never seems to be a dull moment and the inquiries for membership are almost overwhelming. I would estimate that there are at least five to ten new applications for membership received daily and many of the chapters that were inactive have suddenly come to life. Of course, there are many new programs going on and for the first time, I believe, in a long time the member is getting something for his hard earned cash. Both insurance programs are receiving great participation and the I.C. credit systems seems to be a real good one. The red carpet service is also getting a lot of attention and everyone should send in a couple of bucks to get one for his caddy. I honestly feel that CSEA can turn this red carpet service into a state wide promotion that will really make the consumer aware that such an organization exists and that it is to their advantage to do business with these members.

*(Continued on Next Page)*



## Service Prices Still Going Up

Our latest information indicates that the cost of service calls are going up all over the country. In the latest issue of our National Edition of ESD we reprinted the California Service charge program that appeared in October. The response to this has generated renewed interest all over the country and we have received many letters stating it was the best article ever presented by a trade magazine in our industry. Needless to say, we are pleased with this type of response and only hope that this effort will lead to eventual financial soundness and strong independent service throughout the country. Higher price tags on service means higher wages for technicians, higher earnings for dealers and a chance to attract the new people so necessary to keeping this industry going in the years to come.

## Start Of Another Year

With this issue of ESD we begin our seventh year of publication. It doesn't seem possible that we have been writing this page every month for seven years but it's true. We sincerely hope that you have enjoyed the publication and that our "third person" view of our Industry in California has been right more often than wrong.

## Pocket Size Dynamite

If you want to have your hair stand on end . . . what's left of it . . . pick up a copy of the latest Dell 25 cent publication at your local super market titled "What TV Repairs Should Cost."

This little gem proclaims on the cover: "Don't be overcharged. Know the fair price of specific TV repairs; know how to tell if your set really needs repairs; know how to judge a repairman's honesty and competence." If you think that the national consumer magazines damaged the industry . . . this is really something else. About a third of the publication is based on the opinion that all TV men are cheats at heart if not actually in fact.

According to the book, "When the serviceman comes to your home you are liable for a service charge ranging anywhere from \$3 to \$10 with an average around \$5." It goes on so say that "from \$3 to \$5 for each additional half hour of labor is a fair charge."

The real kicker is the list of the prices of the "most commonly used tubes." Three fourths of the listed tubes are not used in Television sets and most of them date back to 1950. Would you believe that they have listed a 1A5GT at \$4 and this dates back to prewar days?

The back cover of the book is also a classic. It states: "What does your TV serviceman charge to replace a \$2.25 tube: \$9, \$15, \$18 or \$21? If he is honest, the charge is \$8 to \$10 (including service call and labor). If he is dishonest, the 'average' charge is \$20.95\* (most of it for extra parts and labor your set doesn't need!) It calls special attention with the \* and quotes Based on the results of a test conducted by the Bureau of Consumer Frauds and Protection of the Office of the Attorney General of the State of New York and CBS News."

Pick up the book yourself . . . and then drop a few kind words to the publishers of Dell purse size books.

# RCA SERVICE TEST-CART



This new heavy duty RCA service test-cart is the kind of rugged, labor saving device that TV service technicians appreciate.

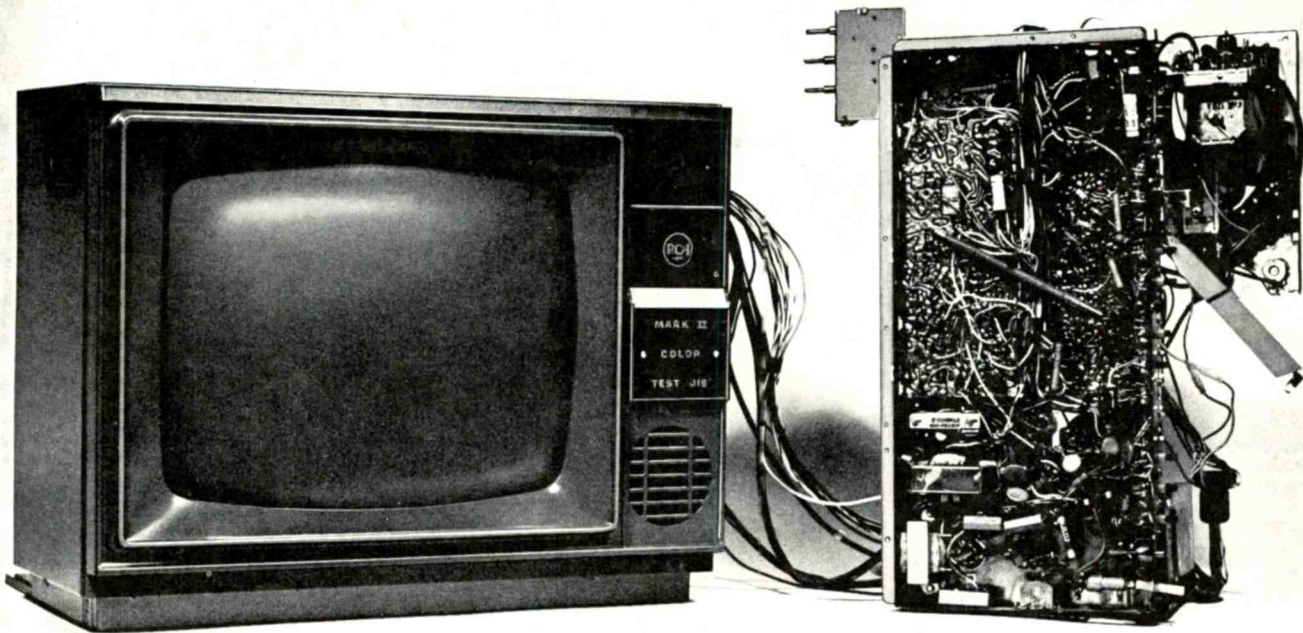
## SPECIAL OFFER

WITH THE  
PURCHASE OF  
ANY OF OUR  
TEST JIGS

ONLY **\$10<sup>00</sup>**



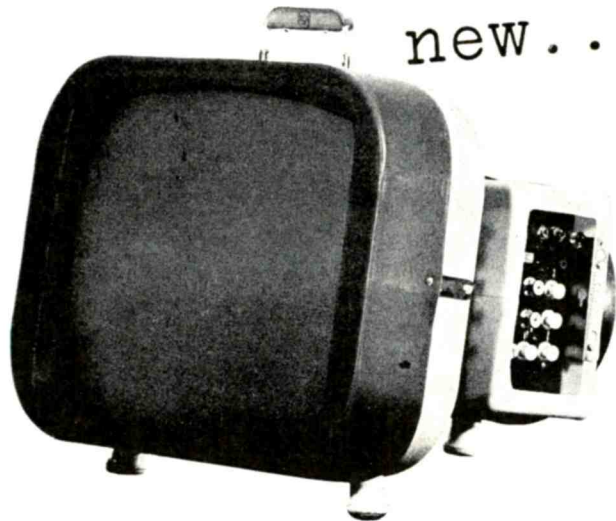
# Announcing . . . the new, improved RCA MARK II COLOR TEST JIG



(Stock #10J102)

**Dealer Net \$99.50 plus test kine**

## RCA MARK III PORTABLE COLOR TV TEST JIG



- The Mark III test jig can be used for servicing RCA 90° rectangular receiver chassis 18" diagonal, 20" diagonal, 23" diagonal, as well as all RCA Victor 21", 70" (round) receivers manufactured within the past ten years.
- All necessary deflection components are included. Purity and blue lateral magnet assembly and convergence components come completely preassembled. Deflection yoke comes complete with outer shell, clamps, wide blue lateral adjustment arm and rubber cushions. Picture tube not included.
- The RCA specially matched components used are the same as those used in RCA Victor Color TV Chassis.
- All cables necessary for servicing are available individually or as a complete kit at low cost.

**\$99.50 plus test kine**

(Stock #10J103)



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San Gabriel Valley, 443-6907 Orange County, (714) 521-6700  
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RCA VICTOR DIST. CORP.  
San Diego: 820 West "F" Street, 234-6316

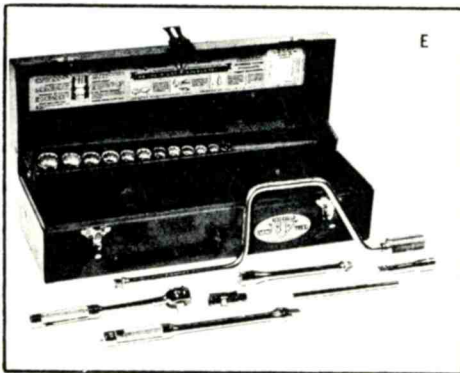
# FREE GIFTS FROM PHILCO-FORD!!



**HERCULES BOYS AND GIRLS BICYCLES.** Painted black with white trim, this 26" bicycle features a Sturmey Archer 3-speed hub with trigger handle-bar control; front and rear caliper brakes. **YOURS FREE** with purchases of only \$800 in merchandise. AD-4682 (Boys) AD-4683 (Girls)



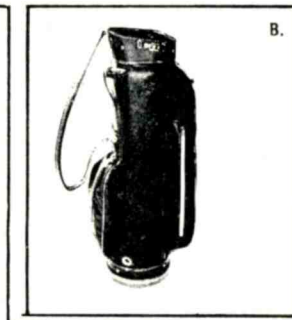
**A. REGALCOTE/TEFLON COOKWARE.** The set of Regalcote/Teflon cookware includes 1-2-3-qt. covered sauce pans, 5 qt. Dutch Oven, and 10" open fry pan. **YOURS FREE** with purchases of only \$520 in merchandise. AD-4676



**E. 19-PIECE 3/8" DRIVE SOCKET SET WITH METAL BOX.** Features 19 important tools, to quickly accomplish the most difficult jobs. 3/8" ratchet, 12 socket sizes 3/8" to 7/8", and the other pieces come in a streamlined metal case. **YOURS FREE** with purchases of only \$420 in merchandise. AD-4593



**A. GENE SARAZEN CREST GOLF CLUBS . . . BY WILSON. WOODS . . .** Cherry tone with Strata-Bloc construction for rugged durability. Clima-Gard treated for moisture resistance. Matched Woods No. 1 & 3. AD-4599  
**IRONS . . .** Balanced, full-flanged blades for driving power. Chrome plated head with contrasting ferrule. Matched set of 3, 5, 7, 9 and putter. **YOURS FREE** with purchases of only **WOODS \$315—IRONS \$515** in merchandise. AD-4600



**B. SPORTY, RUGGED VINYL GOLF BAG . . . BY WILSON.** Ivy Green vinyl with matching trim and Gold welt. Features include a large keyhole top ring, tough rubber bottom and grommeted club dividers. **YOURS FREE** with purchases of only \$245 in merchandise. AD-4602



**C. SAM SNEED SIGNATURE GOLF CLUBS BY WILSON. WOODS . . .** Strata-Bloc heads in rich cherry. Clima-Gard treated for moisture resistance and balance. Matched set of 1, 3, 4. **IRONS . . .** Scientifically weighted, straight-line scored heads and chrome plated shafts. Matched set of 8 (2-9). **YOURS FREE** with purchases of only **WOODS \$1,000; IRONS \$1,900** in merchandise. WOODS . . . AD-4684 IRONS . . . AD-4685  
**SAM SNEED "100" GOLF BALLS . . . BY WILSON.** Endorsed by "Slammin' Sam," this superb ball was created for distance and durability. One dozen. **YOURS FREE** with purchases of only \$185 in merchandise. AD-4601

**PLUS . . .**  
**Dozens More to**

**Choose From When You Purchase From Philco**



.....THE SERVICEMAN'S FRIEND FOR 38 YEARS

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Phoenix, AL 8-3965





# CSEA NEWS WIRE

A ROUND-UP OF STATE AND LOCAL NEWS OF  
THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

## JOHONNOT ATTENDS SWEARING IN OF NEW BERDR MEMBERS

Ralph Johonnot, Executive Director of the California State Electronics Association was in Sacramento last month to attend the swearing in of the new members of the State Advisory Board to the BERDR. Governor RONALD REAGAN addressed a general meeting of all new appointees to the different Bureaus in the morning and that afternoon Henry Shine, Chief of the entire Bureau, swore in Mrs. Esther E. DePaoli, public member from Jackson California, Robert Whitmore, industry member from Placentia and Byron L. Peterson, public member from Escondido. Absent was Mrs. Bette E. Cutbirth, Public member from Bakersfield. Holdover member, from the industry was Andy Anderson of Sacramento.

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## I-C SYSTEM RESPONSE FANTASTIC

Response to the CSEA mailing regarding interest in the I.C. System credit collection service has been fantastic with hundreds of inquiries flooding the State office in Hawthorne. Under this program, members may have the full services of a nation-wide collection agency for the cost of \$1 for each name given and 25% of the amount collected. The dealer receives the money direct from the customer and the commission is then sent on to the company. The I.C. System is being used by service organizations all over the country with great success.

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## MEMBERSHIP CONTINUES TO MOUNT

New membership applications for CSEA are coming into the State office at the rate of five a day and are being processed as quickly as possible. The renewed interest in the Association has been generated by many new programs and services to members as well as a highly successful state convention and new billing procedures.

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## SONOMA COUNTY TO DISCUSS YELLOW PAGE ADVERTISING

The Sonoma County Chapter of CSEA is studying a program for more combined yellow page advertising and a series of technical meetings. President Vern Hassett is working extremely hard in behalf of the Association and promises an outstanding series of meetings. The SCRITA secretary Bud White also reported a slip of the typewriter last month when he reported that "looking at the program for the recent CSEA convention, it must have been a lousy three days." It should have read Busy three days. Tisk! Tisk!

ESD ESD ESD



## EVERETT PERSHING RECEIVES PLAQUE AND LOU HALL WELCOMED BACK

Everett Pershing is shown in the picture at the left receiving a plaque from Harry Metcalfe for his services as Zone "F" Chairman the past two years. Metcalfe is the new chairman of the Zone and the presentation was made at a recent meeting. In the center picture Lou Hall (center standing) and his wife, are welcomed back to a recent meeting of the ACTRA chapter of CSEA in Oakland. Lou was very active in CSEA form many years until he had a set back because of ill health. He also attended the State Convention in Fresno and everyone was pleased to see how well he is doing. The picture at the right was taken during a recent Zone "F" meeting and shows the delegates who attended.

(Continued on Next Page)



DOYLE GAINS CSEA STORY IN LOCAL PAPER

Ray Doyle, president of the CSEA Pasadena Chapter, received a fine write-up in the local newspaper regarding CSEA and its dedication to ethical service practices. Doyle is quoted as stating that "the public should be informed as to the protection that is being offered to the consumer by the Association." Great job, Ray!

ESD ESD ESD

ZONE "B" TO HOLD BOAT TRIP DINNER SEPTEMBER 30TH

The Zone "B" Council of CSEA will hold their 2nd annual boat trip-dinner dance on Saturday, September 30th. The tickets are available onw at \$10 each and the boat will leave from Fisherman's Wharf for the Golden Restaurant in Alameda. Reservations should be made by calling lovely Dorothy Schmitt at (415) 588-5366 or by writing her at 574 San Mateo Avenue, San Bruno 94066.

ESD ESD ESD

TSDA SAN MATEO ELECTS NEW BOARD MEMBERS

Loren Canino, Don Marshall, Larry Schmitt, John Stahlman, Dan Tipp and Art Blumenthal were recently elected members of the Board of Directors of the TSDA of San Mateo County. They will serve with the new officers. Frank Schuhs is President with Harry Graham as V.P. and Ken Deedler as Secretary-Treasurer. Ray Morris is Executive Secretary for the group.

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SAN ANTONIO CHAPTER HEARS MOTOROLA STORY

The San Antonio Chapter of CSEA heard the latest report on the new Motorola Chassis at their last meeting as well as a report on the State convention, price trends and promotional services being offered by the Association.

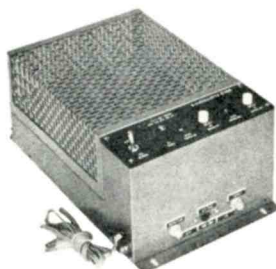
ESD ESD ESD

CSEA BILLING DELAYED

The monthly billing program from one central office was delayed a month because of the convention and the inability to learn exactly which chapters wanted the State to do the billing and the total amount of chapter dues. At the present time, the system is being carefully laid out and members will receive a bill for July and August dues starting this week. The monthly billing program will make membership much easier but it is time consuming until the system is completely worked out. Executive Director Ralph Johonnot has asked all the chapters and members to bare with him this first time around.

ESD ESD ESD

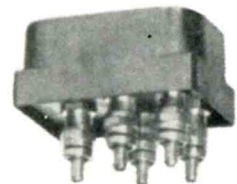
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## PRESIDENT'S MESSAGE

by HUGH WILKINS

With the development and sale of many new and attractive electronic devices for use in the home, there should be little doubt that the home electronic servicer who keeps his head cut in and plans carefully has a great and exciting future ahead of him. Unfortunately, however, the vast majority of small shop-owners — the group which handles the biggest share of the radio and t.v. servicing job—is so caught up in the “rat race” of getting his work out, resolving business problems, buying parts, running down hard-to-get parts items, handling Mrs. Smith’s complaint, etc., etc., that he has little time to think through to logical conclusions the very problems whose solutions may account for his survival in this field.

It was for this reason that I emphasized in my acceptance speech at Fresno the importance of C.S.E.A.’s undertaking to do the job of research that must be done if we are going to know where we are headed as small businesses. The proliferation of home electronic devices such as video tape recorders, FM multiplex stereo and electronic ovens; the introduction of solid state and integrated circuits into both black-and-white and color t.v. with ever more profound and complicated changes on the boards—these developments alone should underline the importance of an organization like C.S.E.A. undertaking to determine how all of this must affect our planning and our very mode of operation. Are we going to be able to “bone up” and “tool up” on a sufficient scale to stay in the battle as individual small-time operators? Or may it become necessary, in order to survive, that groups of us join in setting up jointly-owned sales and service centers in order to successfully cope with the costly necessities of staying abreast of the increasing demands our profession will be making upon us? Research in depth of the *facts* involved might very well bring out the answer.

However, research in any field of endeavor is futile if those on whose behalf it is undertaken are either too busy or too obtuse to use it. On the other hand, such research can light the way to new successes and satisfactions for those with the intelligence to heed

its findings and shape their endeavors accordingly.

We must face it: The growing complexities of home electronic devices will soon be leaving no place for the jack-of-all-trades electronic tinkerer who gets his kicks out of nailing an evil-doing electron to the cross. In terms of sound business economics, the cost in time and money of such “victories” turns them all into defeats and the recalcitrant electron enjoys the last laugh.

This was never intended to be a non-profit industry, operated just for fun. If it becomes one, it will soon pass out of the picture. Then the average householder, many of whom kick about realistic charges, will be caught with a lot of highly complex electronic gadgets and nobody to fix them.

No, indeed! Each repair job and each installation job must be performed for the purpose of returning its share of a good income to the shop, as well as providing the customer with a job well done and honestly billed. Electricians and plumbers, whose skills require much less schooling and experience than ours, understand and act upon this concept; who are we to deny ourselves its benefits?

Therefore, if we assume that we are entitled to operate our businesses at a profit commensurate with our investments and the extensive training and experience required, then the problem becomes one of how to do this efficiently and at a realistic cost to the householder. It is this problem which is becoming increasingly difficult with the advent of ever more complex electronic devices. Can we afford, individually, to stock the great variety of costly components that will be needed, acquire the increasingly sophisticated and expensive test instruments essential to quick isolation of troubles, staff ourselves with technicians capable of doing the job, etc., etc.?

C.S.E.A. needs every last one of the honest, intelligent and diligent operators in the home electronics servicing field in its ranks to help find the right answers to these problems. Only by pulling together in this way do we feel that the independent service dealers, as an industry, can successfully survive the demands that will increasingly be made upon them.

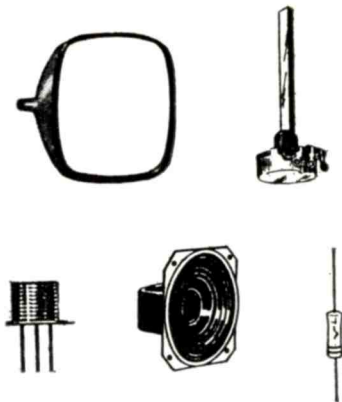
# ORIGINAL



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# YOU CAN AND MUST CONTROL YOUR CREDIT



RIED S. JOHNSON  
Regional Manager  
I. C. Systems, Inc.

One of the major problems facing all businesses today is the control of credit. It's a good time to remember the old saying which goes — "Credit properly extended is half collected." A little extra time spent in extending credit carefully can reduce its ultimate cost substantially!

One of the major credit costs arises from the fact that accounts receivable soak up scarce capital which often is badly needed in other phases of the business. Equal in importance, however, are the more tangible costs—

1. Cost of earning it in the first place.
2. Time and effort trying to collect.
3. Loss when charged off.

These costs will no doubt vary from one organization to another.

The important thing to know about credit is where and how to draw the line. A realistic approach is to require that a credit sale be settled in full within 30 days. This is long enough to accommodate customers who prefer to pay their bills once a month rather than to pay cash for each purchase or service. At the same time, it is short enough to minimize most of the costs and problems involved in credit extension.

Thirty-day credit can be considered to be "convenience" credit. Credit granted for longer periods on a regular basis, however, really amounts to production financing — a business which most suppliers are not equipped or capitalized to conduct. Production financing is available through banks and other lending institutions. A business should encourage and assist its customers to arrange for their financing through these institutions.

How then can the control of credit be tightened? The following is a general outline of action to take:

1. Adopt a formal, written credit policy: No one policy will be suited to all businesses, but all credit policies should spell out—
  - (a) when the account is due in full,
  - (b) at what point further credit is to be refused,
  - (c) the amount of service charge, if any, to be assessed on past-due accounts. Impartial enforcement is the key to making any credit policy stick.
2. Inform customers: When the policy is initially adopted, letters should be sent to customers explaining the policy and the reasons for its adoption. These letters may be supplemented by signs in your place of business. Credit terms should also be printed on sales slips. The customer's signature should be obtained on sales slips which evidence charge sales in order to help reduce misunderstandings and mistakes.
3. Take credit applications: New or unknown customers should be asked to complete a credit application, giving a financial statement and references. Sufficient checking should be done to determine the customer's

credit-worthiness. The responsibility for approving credit should rest with one person — the owner, manager or the credit manager.

4. Review receivables regularly: Management should be continuously aware of the status of receivables. A monthly aging of receivables should be prepared and studied.

As the age of an account increases, the chance of collection decreases. The "Changing Times" magazine estimates the chance of collection of accounts of various ages as follows:

Age of Account	Collectibility
2 months	90%
6 months	67%
1 year	45%
3 years	15%
5 years	1%

The above figures point to the need of positive action on delinquent accounts just as soon as they become overdue.

As the American Collection Association points out, "Time is the safest refuge of the delinquent debtor. The more he gets of it, the less he pays."

5. Establish collection procedures: The initial step should be to send monthly statements. If the customer does not respond, a definite follow-up should be made with a friendly reminder letter, and, when possible, a personal call. When these means have been exhausted turn the account over to a reputable, professional collection service.

While your collection procedure must be firm, it should permit management to use its own good judgment in handling individual cases. In any event, arrangements should be made for payment of a past due account in an orderly manner, such as by monthly installments or some other specific program.

The job of credit extension and collection is often demanding, tedious, and in some cases, distasteful. It is a job, however, that can often spell the difference between success and failure of a business. Certainly, its stakes are high enough to make the job worth doing well.

With this problem in mind, last month your Association announced an extension of its services — an exclusive arrangement between the I.C. System, of California, Inc., and CSEA to provide an effective, ethical and economical system for collecting your delinquent accounts.

The advantages of this service are that you maintain full control over your receivables; you collect all money directly; you are free to settle on your own terms. Your only charge is \$1.00 per account plus 25 per cent of money actually collected.

If your accounts receivables are causing you headaches — shift your collection burden — investigate what I.C. System, Inc., has to offer by getting in touch with CSEA Executive Secretary Ralph Johannot.





DES MOINES, IOWA, is one of the mid-west's most outstanding cities. Being the State Capital it offers an ideal location for the NEA national convention.

## NEA CONVENTION SLATED FOR DES MOINES IOWA AUGUST 10-13TH

One of the finest arrays of top national personalities will highlight the third annual National Electronic Associations Convention to be held on August 10th through the 13th at the Savery Hotel in Des Moines, Iowa.

According to Ed Vilimek, Convention Coordinator and President of the Iowa State Association, "we have tried to combine the talents of all segments of our industry by selecting top speakers to address the delegates to this affair. Individuals that have a real story to tell and a message that everyone will be able to take back to his state and use to promote our profession.

The four day convention will begin on Thursday, August 10th with more or less a social "get-acquainted" format. There will be golf, special functions or just get together the first day. Of particular importance will be a change in format in our keynote speaker. For the first time, two past presidents and the current President will act as keynote speakers. Gerry Barkoukis, Dick Glass and Jack Betz will get things off and running early and our regular keynote speaker, Mr. M. L. Finneburgh will close the convention on Sunday.

Throughout the four days we have scheduled well known and top notch people from Government, Industry and our own profession to discuss problems facing the service dealer and technician today.

From the publishing and editorial segment of this industry we will have as speakers Mr. Jon Twichell, Eastern Editor of *Mart Magazine*. A graduate of Monson Academy in Massachusetts at the top of his class, Twichell spent one year as a federal cataloger, 4½ years

as managing editor of *Weider Publications* and for the past two years he has been the eastern editor for *Mart Magazine*. He also does some free lance writing and was responsible for the outstanding article on the NEA apprenticeship program that appeared in a recent issue of *Mart*.

Mr. Forest Belt, former editor of *Radio Electronics* and a key speaker at last year's convention, will again address the delegates. An outstanding young man Mr. Belt knows the industry and the many problems it faces in the future.

Representing the U.S. Department of Labor, Bureau of Apprenticeship and Training from Washington, D.C. will be Mr. Alton Jones. With him will be Mr. Russ Kelso, the director of the Department's Apprenticeship and Training program in Iowa.

Representing the major manufacturer's on the program will be Mr. Conan D. Gorman who is in charge of technical training activities as National Service Manager of Motorola. With nearly twenty years of experience in the consumer electronic industry, he has served as field service representative, regional service manager, district sales manager, technical writer and technical training manager for Motorola.

Sylvania's own John Borlaug, National Service Manager, will also address the convention and will go over the problems of Industry Service Training.

In addition to these major speakers we will have L. O. Shanafelt of RCA and Bill Clancy of JFD Electronics. Shanafelt is well known to all NEA

members since he has attended all of the past conventions and has taken an active part in the development of greater relations between NEA and the RCA Corporation. Bill Clancy is one of the electronic industries finest and most entertaining speakers. His presentation would be enough in itself to make a person want to attend this outstanding convention.

From our own service profession comes a young man that is largely responsible for the up-swing of prices. Here is the man that started the ball rolling in Orange County, California that swept the country last fall. Now he is back with even more startling news. Would you believe \$12.95 for any service call including black and white, stereo or phonograph? That is what the man says and predicts prices will go even higher within the next few years. He will come equipped with charts, facts and figures and full information on the newest trends in California.

According to Sterling, "many of us desire to see our industry truly raised to a professional status. We speak of many things that we should do to achieve professionalism. Most of these things are correct and very necessary, but those things which lead to this end generally start from a very basic beginning. In almost any field, that beginning is a good income. If we start to build from a foundation of high earnings, the other steps towards professionalism will become so much more possible."

Special guest speakers during the four day convention include the very

*(Continued on Next Page)*



## FIGART'S SELECTS

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14 element 300 ohm  
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✓ **PXB-48** List \$26.50

15 element 300/75 ohm  
less splitter

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## NEA CONVENTION

(Continued)

well known and loved M. L. Finnebaugh, Sr. His presentations are always a major part of the convention and, in itself, worth attending.

Another top notch and entertaining speaker is Mr. E. F. Butler formerly of Maytag. Known for his outstanding presentations throughout the nation the convention committee was extremely pleased to have him accept an invitation to address the NEA delegates.

In addition to this fine array of top speakers there will be numerous host and special event speakers as well as the general business sessions of NEA.

Of particular importance is the contest for President of the Nationwide Association of State Associations. With Ed Vilimek spearheading a re-election campaign for Jack Betz the South seems to have risen again with the announcement that Kentucky's favorite son Fred B. Watjen has thrown in his hat for the top spot.

Colonel Fred, as he is known, is being backed by NEA Vice President Clement G. Raffauf as a favorite son and has announced a special vote getting mint julip sipping contest for all those delegates that will vote for the South.

Fred was the leading factor in the

Louisville Association and was a major influence in the formation of the Kentucky Electronic Technicians Association last year. A fine gentleman and completely capable to lead NEA.

The merits of Jack Betz are much too numerous to go over here. A great leader with an outstanding record for NEA this past year. Either man would be a credit to NEA. The best of luck to you both. (No picture of Fred so we won't run one of Jack.)

The social activities include special ladies activities with sightseeing tours, to the art center, State Capitol, Salisbury House (old castle brought from England) famous buildings and a bowling contest.

Co-educational events include the many luncheons and dinners with special attractions including the Friday evening "Millionaires Party" and the annual Saturday night banquet and dance. We have also been told that their will be baby-sitting services available.

Registration costs (prior to August 1st) are \$15 for a member, \$10 for a wife and \$6 for a child under 12. Non-member's registration fee is \$20.00. After August 1st the registration fees to up to \$18.00, \$12.00 and \$25.00 for non-members.

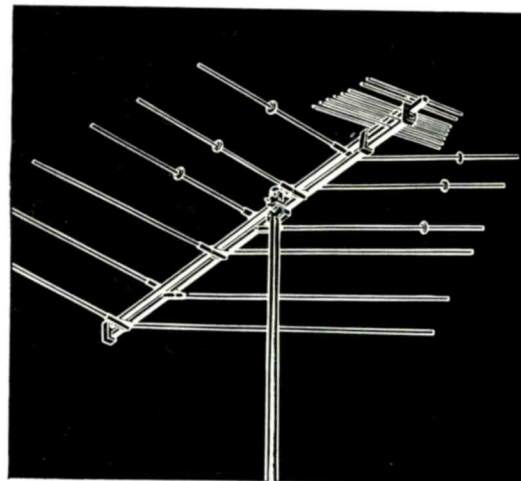
Advance registration should be sent to Jack Betz, NEA, 211 West 18th St., Waterloo, Iowa.

# Why not sell the best

## NEW ZENITH LOG-PERIODIC ANTENNAS built to the quality standards of Zenith original parts

Advanced designs . . . developed by the Antenna Research Laboratories of the University of Illinois. Model 973-49 (right) works like a powerful, multi-element Yagi. It offers superior Color or B&W reception on *all* channels. And it delivers better FM/Stereo FM performance in metropolitan areas.

Other Zenith quality periodic antennas are specially designed for UHF, VHF, FM and FM stereo, or planar helical UHF reception.



Order Zenith antennas and all genuine Zenith replacement parts and accessories from your Zenith distributor.

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The quality goes in before the name goes on



# NEWS & VIEWS

## WARRANTY PRICING COMMITTEE REPORT SENT TO MEMBERS

SEATTLE, Washington — The first report of the national warranty committee, headed by Jim Humphrey in Seattle, has been sent out to members throughout the United States. This valuable survey of warranty policies by major manufacturers has led to a great deal of changes in warranty prices and indicates the great difference between areas of the country and the prices manufacturers are paying for the same work.

## NEA FIELD COORDINATOR TO BE ANNOUNCED SOON

The new NEA Apprenticeship and Training field coordinator applications are being studied by the committee of Emmett Mefford of California, Art Van Sicklin from Connecticut and Paul Carrette from North Carolina and their recommendation is to be announced as soon as the new contract is signed between NEA and the Federal Government. It is hoped that the announcement of the signing and the new man can be made during the annual convention to be held next month in Des Moines.

## NEW YORK STATERS ELECT BAKER AS NEW PRESIDENT

ALBANY, New York—The Empire State Federation of Electronic Technicians Association, Inc. elected Warren Baker of Albany as their new President for 1967-1968.

## NEA ACTION BRINGS STOP TO EXCEDRIN COMMERCIAL ON "TV SERVICEMAN"

A series of letters from officials of the National Electronic Associations and its State affiliates throughout the United States ended last month with the announcement that the Excedrin Commercial "The TV Repairman" was dropped from use.

After the industry voiced a unanimous objection to the commercial the Bristol-Myers Company Product Manager David N. Ruckert ordered the withdrawal of the commercial from future use.

## NEA TO CONDUCT NATIONAL SURVEY ON NEED FOR MORE TECHNICIANS

### LOUISVILLE GROUP TO START NEA-OJT PROGRAM AUGUST 1

LOUISVILLE, Kentucky—Under the sponsorship of the Louisville Association, a series of large posters are being used in 12 high schools to advertise the apprenticeship and job training program. At the present time, the training is scheduled to begin August 1st.

At the same time, the local group has reported the use of similar posters in all distributors stores to advertise the certification program. A series of test sites and a schedule of when they will be held are being sent out by the distributors.

A series of one hour small business seminar courses are planned by this group to proceed regular monthly meetings. They will be professionally presented by top notch business experts.

### CERTIFICATION GAINING NATIONAL RESULTS

INDIANAPOLIS, Indiana — Dick Glass, NEA apprenticeship and certification chairman, stated recently that the CET test had been upgraded six times to date and that disinterested persons felt it is a splendid and practical one. In Indiana, he reported, 120 had taken the test with 61 passing. There is no limit to the number of times you can take the test and results are kept in the strictest of confidence.

The Department of Labor has asked NEA to conduct a national survey to determine the individual shops, firms, branches and departments of firms who need additional electronic service technicians.

Specifically, the question asked is: "Would you, as a shop owner, be interested in hiring a capable, alert, interested young man, at the starting salary of 1/2 the journeyman rate being paid in your area presently, and who would normally be intending on staying in your employment for at least 3 1/2 additional years, during which time this apprentice would be attending additional training courses and gradually reaching the pay scale and capabilities of a journeyman Certified Electronic Technician?" The Apprentice would receive 540 hours of classroom training before being sent in to your shop, in an effort to provide you with an efficient man, who has a sound basic theory and practical background. Such men are proving out to be excellent employees in our pilot areas, and both the employees and employers are elated at the results of this trade sponsored training program.

If your shop has a need for a man, within the coming 12 months, you are under no obligation, but you can be of great help in effecting this national survey, if you will spend a minute of your time and send a postcard to Dick Glass, Director of Training, NEA, 5302 W. 10th Street, Indianapolis, Indiana 46224. Please give your name, shop name, address, number of present technicians employed, phone number, and your owner's or shop manager's name. For additional questions concerning this federally assisted training program for electronic technicians, write to NEA.

### JACK BETZ BECOMES CET IN IOWA

WATERLOO, Iowa—At the regular June 14th meeting of the Black Hawk County Chapter of the Iowa TSA President Tester Boege of that chapter presented Jack Betz, President of NEA his certification as a Certified Electronic Technician.



# NEA Sets Up Electronic Industry “Hall of Fame”

by **VINCE LUTZ**  
Committee Chairman  
St. Louis, Missouri

Final draft of the National Electronics Association “Hall of Fame” concept was unanimously adopted at the Board of Directors’ meeting in Wichita, Kansas, recently.

After much exploration most of the helpful ideas for a “Hall of Fame” are said to have come from the Pro Football Hall of Fame and the National Baseball Hall of Fame. Both of these organizations guard zealously against a “flash in the pan” individual being elected. As pointed out by the committee, “Addie Jones, a brilliant pitcher for nine years and Lefty O’Doul, a batting ace for a few years, were both considered to be outstanding stars for too few years to be honored for Hall of Fame membership. Such men are honored by pictures in the Hall of Fame, not plaques.”

Baseball requires (among other things) a five year and football a three year waiting period after retirement. This is to prevent anyone from “being hastily and wrongly recognized.”

“The Electronics Hall of Fame shall consist of three groups. 1( Men actively engaged in the home entertainment electronic service field. 2( Men engaged in the manufacturing segment; furnishing the products and materials we

use. 3( Men in related fields who contribute to our industry. This group would include industrial and communications technicians, broadcast engineers, factory “Reps,” salesmen, distributor personnel, etc.”

“To be considered for election, a candidate must have had ten years active participation in his segment of the industry.”

“There would be no automatic” selection to the Hall of Fame, based on an outstanding, but single achievement, regardless of the value or the single act.”

“The ten years requirement shall cover work for the industry, rather than the candidate just working for his own individual business. This would be in association organization, development of outstanding products for the industry, or publication of industry information and helps; or a combination of these activities.”

“The candidate does not have to be a member of NEA to qualify as a candidate.”

Group rules are laid out for the selection of the Selections Committee, its continuation, operation, etc. Each segment of the industry is to be represented on the committee.

“Until the Electronics Hall of Fame can establish its own physical property to house the Plaques and other property, Mr. Howard W. Sams has consented to the use of the area in the Directors’ Room of the Howard W. Sams, Inc., to house the plaques and other awards.”

“A plaque shall be displayed at the Electronics Hall of Fame honoring each individual elected. Those who do not qualify for election to the Hall of Fame, but have contributed in some outstanding fashion to our industry shall have, upon a 75 percent vote of the Selections Committee, their picture and a record of their contribution displayed in the Hall of Fame.”

“There shall be no restrictions on the number of candidates to be elected the first two years. This is so that all of the men previously in the industry may be honored and included. This provision is so that all men really entitled to election be included in the Hall of Fame.”

“After the first two years and each year thereafter, a limit of two men in the service segment, one in the manufacturers segment and one in the publisher-miscellaneous segment shall be elected.”

It is not required that the Selections Committee elect the full quota each year. There are other rules and regulations, but the above is a fair run-down. The portions enclosed in quotation marks are direct quotes from the many paragraphed report adopted unanimously.

The Sub-Committee on External Affairs, being the committee charged with establishing the Hall of Fame is asking nominations both to the Selections Committee and to the Hall of Fame. It is not necessary to be a member of NEA in order to make a nomination. It is hoped the first selections can be made this calendar year. Nominations should be addressed to Vincent J. Lutz, Sub-Committee Chairman, Committee on External Affairs, 546 Sells Ave., St. Louis, Mo. 63147.

The Committee submitted the following nominations with their report:

Edward Carroll, Indianapolis; Richard Glass, Indianapolis; Frank J. Moch, Chicago; Paul LeCoy, Sundusky, Ohio; Richard, Des Moines; Vincent J. Lutz, St. Louis, Russell Harmon, Ohio.

Thomas A. Edison, Dr. Lee DeForest, Dr. Allen B. DuMont, Gugilemo Marconi, John P. Rider, Howard Sams and John Graham.



# electronic service dealer

## TRADE / TALK

### BALE, TJOMSLAND, HUBER, MARTIN TO SERVE ON "HALL OF FAME" BOARD

LOS ANGELES, California — Richard Bale of International Rectifier, Irv Tjomsland of Hurley Electronics in Inglewood, Carl Huber of Philco, Los Angeles and Don Martin, Publisher of ESD will serve on the NEA selection Committee for the Electronic Industry "Hall of Fame" program.

Developed under a similar format to that of Baseball's Hall of Fame, the selection of those individuals who have done an outstanding job for this industry will be done on a nation wide basis with the selection committee asked to vote for candidates each year. Under the plan, there will be no particular number selected the first two years but after that time it will be limited to three per year.

Individuals will be selected for their continued efforts in behalf of the industry rather than as a single act or program. The headquarters of the plaques will be established in the board room of the Howard Sams Company until such time as a permanent site is selected.

### WALTER CORMAN ANNOUNCES RETIREMENT AS LOCAL WINEGARD REPRESENTATIVE

#### 1968 PALM SPRINGS DMR CONFERENCE TO BE LARGEST EVER

The keen interest today, six-months before the 1968 DMR Palm Springs Conference, indicates the event will be bigger than any ever held according to Russ Bidwell and Bob Margolis, Co-Chairmen.

"Nearly 25 manufacturers have sent in their registrations already," said Margolis, "that's a pretty good sign we'll be 'sold out' since we still have six months to go." Bidwell was equally enthusiastic pointing out that, while the drive to sign up Distributors will not be made until September, John Hurley of Hurley Electronics has already registered and will bring 12 of his staff besides.

The 1968 DMR Conference will be held at the Holiday Inn/Riviera from February 8-11, 1968. The Conference is an All-California event jointly sponsored by the Northern and Southern California Chapters of ERA. Non-ERA manufacturers are, for the first time, being permitted to participate.

Los Angeles, California — Walter Corman, Winegard sales representative since 1955 in Southern California, has announced his partial retirement from the electronic sales field but will handle fewer lines. Although he will not handle the Winegard line as sales representative he will remain as part of the Winegard team for a period of time as a sales consultant.

Corman pioneered the higher priced gold anodized arrays of antennas in Southern California and brought the Winegard line from far down the list of sales to the top seller in this area.

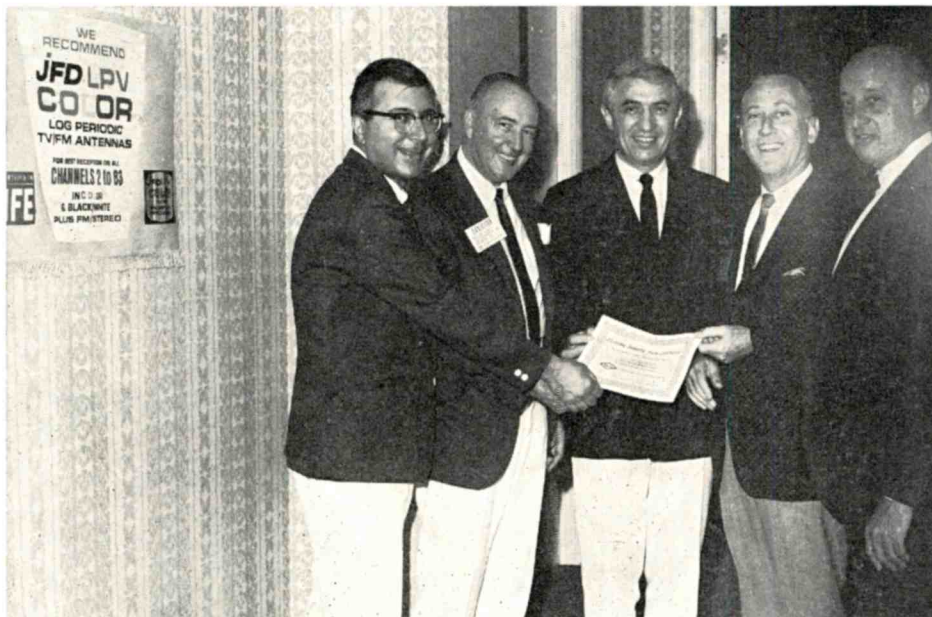
The one thing that will be missed most by dealers and distributors in this area is Walt's outstanding determination to service the people who handled the Winegard line. Of no small importance was the contribution his wife Innie played in helping Walt to build this outstanding sales achievement.

At the same time, Winegard has announced the appointment of Ben Hedges as the new Southern California Sales Representative. Ben comes from an active mid-west territory and brings with him a great deal of experience and ability. Mike Sweaney, local sales technician, will remain as Ben's assistant along with a full time secretary and new warehouse facilities in Inglewood, California.

(A small bit of editorializing . . . Walt has always been a good friend and a hard worker and we want to wish him all the luck in the world. We also want to extend our continued help to him whenever asked . . . Pub. Don Martin).

### MARSHANK FIRM WINS REP. OF YEAR AWARD

LOS ANGELES, California — The Marshank Sales Company of Los Angeles was recently named as Representative of the Year for the University Sound Company. The award was made to company principal Norm Marshank by Haskel Blair President of University Sound. The award was for "making the greatest contribution to sales and franchised distributor service in the company's sales distribution network in 1966-67."



During National Electronics Week, which took place June 19th through June 21st, in Chicago, Illinois, the Electronic Industry Show Corporation presented JFD Electronics Company with its 1967 Merchandising Award Of Merit For Best Space Advertising and for Distinguished Promotional Efforts In Behalf Of National Electronics Week. Shown receiving the award, from left to right, are: James C. Sarayiotis, president, Delphi Advertising, Inc.; William (Bill) Clancy, JFD vice-president-Distributor Sales; Edward Finkel, JFD executive vice-president; Albert N. Kass, chairman publicity committee; and Kenneth C. Prince, executive vice-president of the Electronic Industry Show Corp.



# A Special Thanks . . . .

. . . is extended to the following distributors for their participation in the 1967 State Convention of the California State Electronics Association

Dunlap Electronics, Sacramento  
Kiesub Corporation, Long Beach  
Calectron, San Francisco  
RCA Victor Distributing Corp.,  
Los Angeles  
Edisco, San Francisco  
Andrews Electronics, Burbank  
Associated Radio Dist., San  
Francisco  
Dean's Electronics, Long Beach  
Ametron, Los Angeles  
Hurley Electronics, Santa Ana  
Jack C. Arbuckle, Fresno  
Miller's Electronics Supply, Inc.,  
Oakland  
Norcal Electronics, Inc., Sacra-  
mento  
(General Electric Dinner)  
Ander-ton Electronic Supply, Inc.,  
Redwood City  
Andrews Electronics, Burbank  
Bell Radio, Inglewood

Edisco, San Francisco  
Electronic Supply Corp., River-  
side  
Figarts Radio Supply, Los Angeles  
Inland Electronics Supply, Fresno  
Inland Electronic Suppliers,  
Modesto  
Kiesub, Corp., Long Beach  
Martin Distributing Co., Hunting-  
ton Park  
Millers Electronics, San Jose  
Overac Electronics, Anaheim  
Pacific Radio Supply, Concord  
Radio Product Sales, Los Angeles  
Sacramento Electronic Supply,  
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**The first major improvement  
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# COLOR-DUCT 82

ULTRA LOW LOSS UHF/VHF RG-59 TYPE COAXIAL CABLE



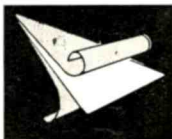
Model  
9537

- **LOWEST COST**  
**82 CHANNEL CABLE**
- **LOWEST LOSS**
- **100% SHIELDED**

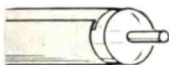
100% SHIELDING literally creates a direct line to color.

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

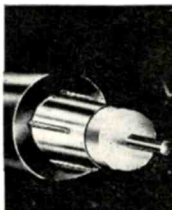
NOW, Channel Master has applied this proven 100% shielded construction... for the first time in TV history... to 75-ohm coaxial cable designed for MATV and home television installation. Yet, it has all the flexibility and handling ease of ordinary coax.



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



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

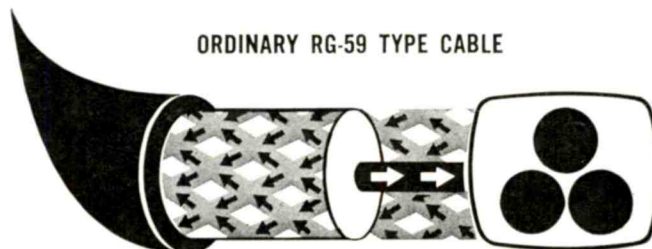


Before the black outer jacket is applied, four equally spaced, parallel wires are positioned around the circumference of the shield. In addition to providing extra strength to the cable, these wires maintain electrical conductivity even if a break should occur in the shielding.



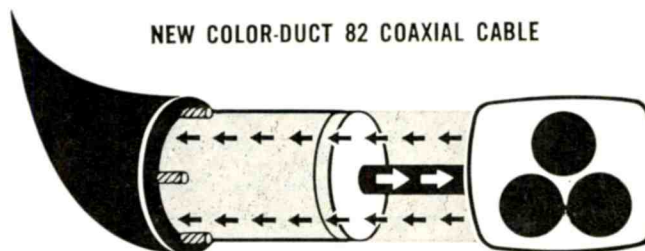
In ordinary braided shielding, air spaces are formed between the wire strands, reducing both the conductivity and the shielding effect from 80 percent in the best qual-

ity coax to as low as 50 percent in lower grade cable where fewer strands have been used in the braid.



ORDINARY RG-59 TYPE CABLE

While current in the center conductor flows in a straight line with minimum resistance, to complete the circuit between set and antenna, return current must traverse individual braid strands in a "maze" pattern that creates a resistance loss. In lower grade standard coax with fewer strands, this loss is even greater.



NEW COLOR-DUCT 82 COAXIAL CABLE

The over-all shield, plus four wires, conducts current through the same low resistance, straight-line path as the center conductor. The result is lower db loss per 100 feet at both VHF and UHF. In fact, at higher UHF frequencies in the average installation, use of Color-Duct 82 instead of ordinary coax is actually the equivalent of adding a 3 db amplifier to the installation! This is a tremendous advantage for UHF color as well as VHF fringe area coaxial installations.

Finally, new Color-Duct 82 is so economical you can now give the owner of any set... UHF, VHF, Color or Black and White... the luxury of a professional coax installation.

Pick up THE DIRECT LINE to UHF/VHF color. Call your Channel Master Distributor or write The House of Color

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