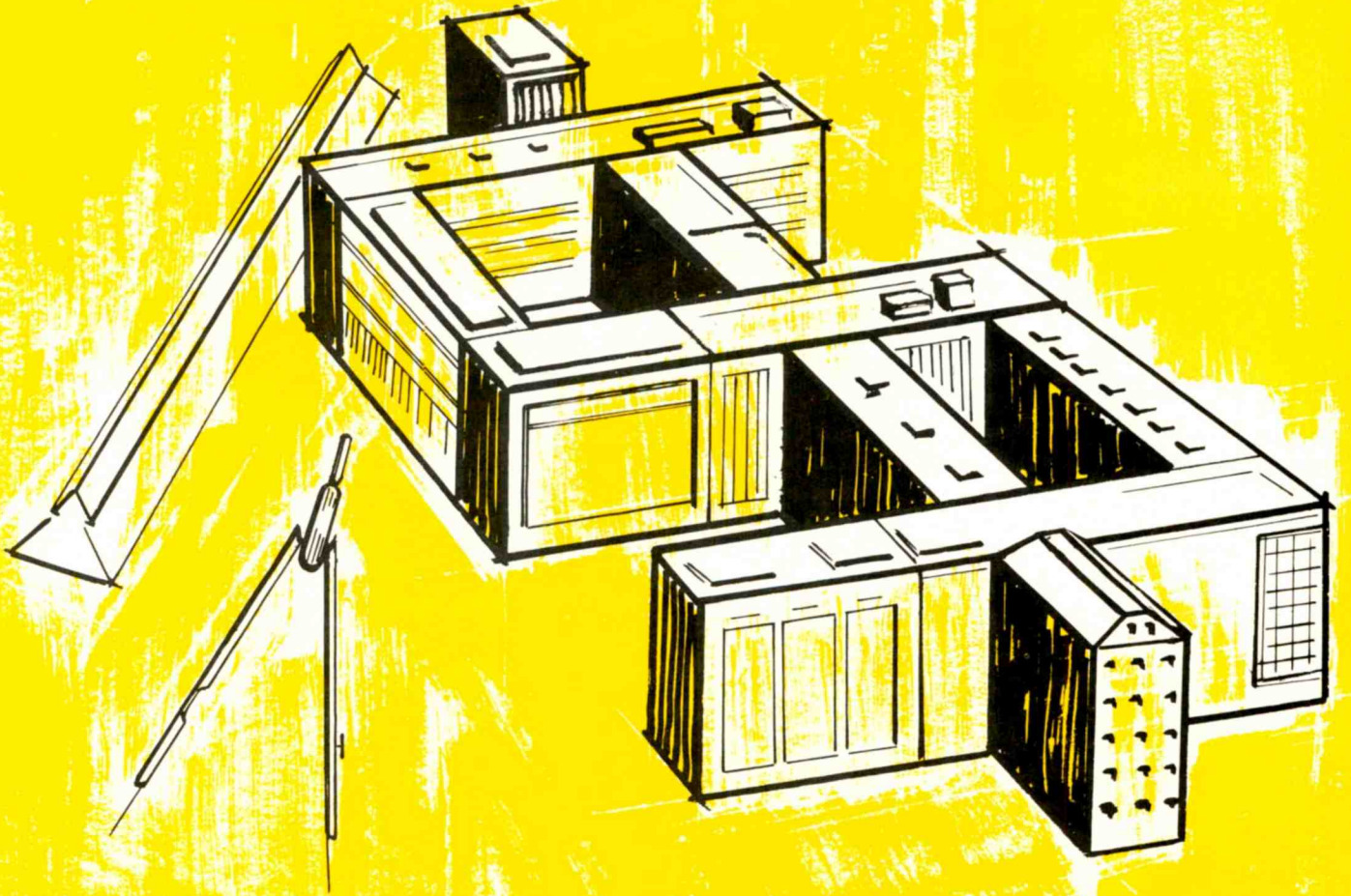
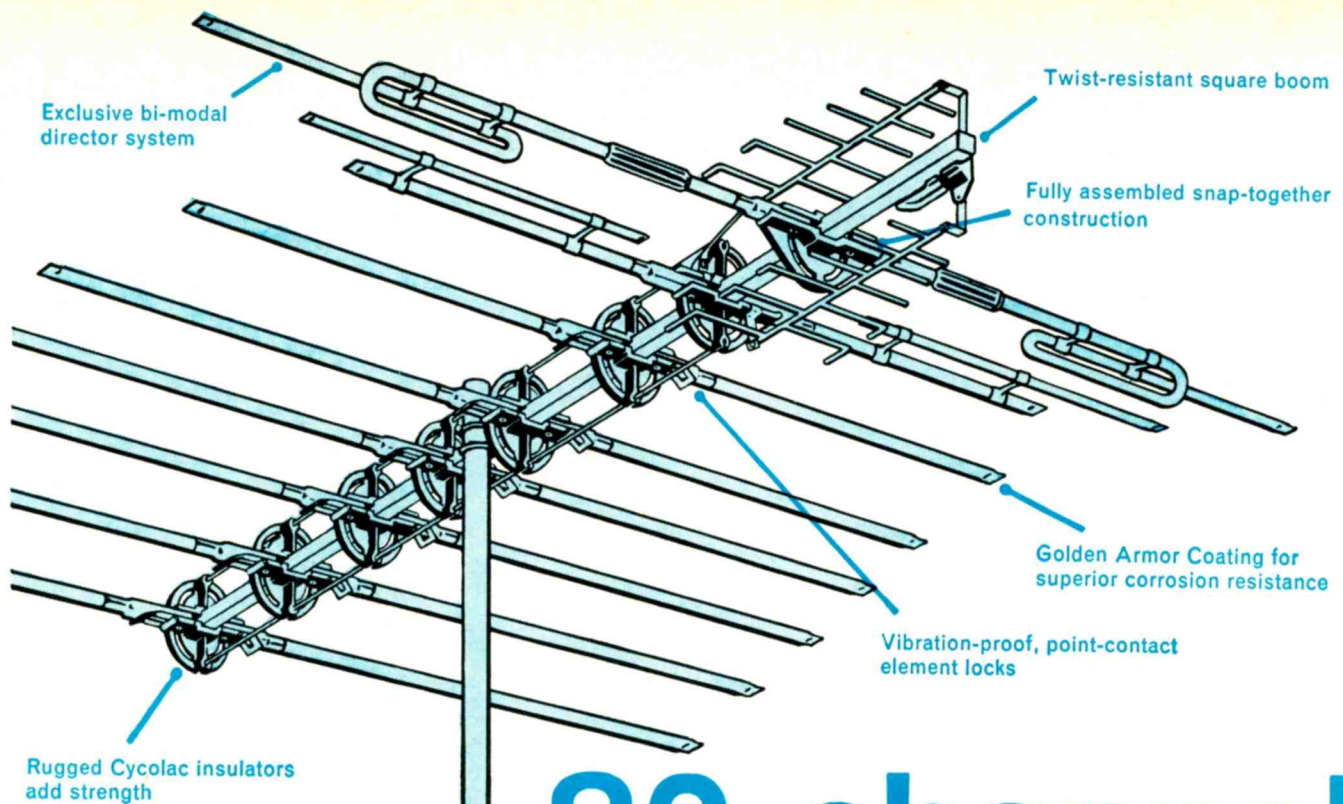


ELECTRONIC service dealer

THE BUSINESS JOURNAL FOR THE PROFESSIONAL
ELECTRONIC DEALER MARCH, 1968



**HOW TO MEASURE
YOUR TAX LIABILITY
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A BUSINESS**



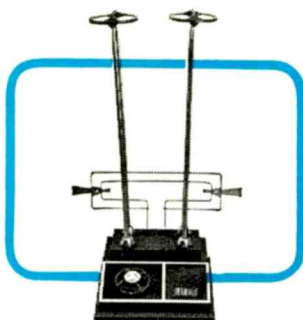
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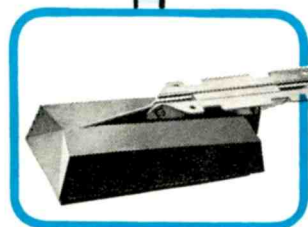
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VUfinders are easy to put together, can't possibly fall apart. The quality that's built in stays in. Quickly convertible to 75-ohm Color-axial performance. VUfinders come in 5 models. Each is supplied with a UHF/VHF frequency splitter. And the list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

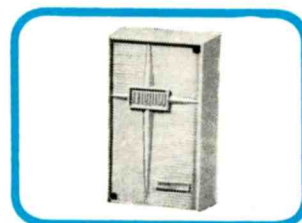
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Indoor antennas



Home pre-amplifiers



Distribution equipment



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ELECTRONIC service dealer

THE BUSINESS JOURNAL FOR THE PROFESSIONAL
ELECTRONIC DEALER MARCH, 1968

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letters

Dear Don:

Congratulations on your new combined Electronic Service Dealer publication. This certainly is a step in the right direction and I hope you continue to expand your operation so that it becomes a complete national publication. Please let me know if there is anything with which I can assist you.

Cordially,
Fred Nataly,
Sylvania Electric
Products

Dear Don:

Congratulations on your new Electronic Service Dealer. It's a beaut! You and everyone else who had anything to do with it are to be congratulated. I have visions of it growing in both content and circulation. Best wishes for the future.

Enos Rice, Editor
TSA Service News,
Seattle

Dear Sir:

I would like an extra copy of your publication Electronic Service

Dealer. We are using your price schedule as a basis for our service charges and need an extra copy for the shop. Thanking you for an early response.

Sincerely,
Royal Stores,
Long Beach, Calif.

Dear Sir:

I would like to subscribe to the magazine Electronic Service Dealer, starting with the January, 1968 issue. We have found it extremely valuable to our business.

ABC TV,
San Jose, California
February 15, 1968

Dear Mr. Martin:

We take issue with your news item about the two service dealers who renamed their business "Certified Color TV Service," especially the connotation as it relates to Certified Electronic Technician.

Chartered Life Underwriters (CLU), Certified Public Accountants (CPA) and Certified Electronic Technicians (CET) are individuals and not businesses.

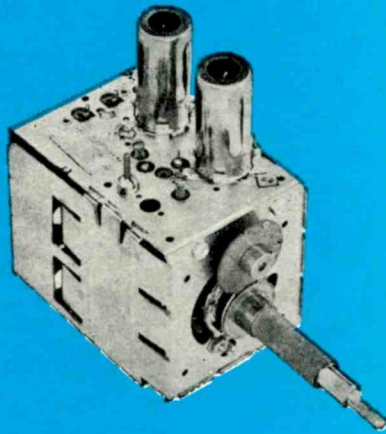
All things human change. Company names do not. Company operations may or may not change. Years of operations may well bring prestige and reputation to both Mr. Scullin and Mr. Lowell. Who is in a position to say the company may exist years hence under the same operators and with the same code of morality, legality, and ethics.

Sears has a national reputation. We hope fervently that CET may reach the same status in our industry. We are sure anyone in the appliance sales business will concur that Sears is one of the largest, most flagrantly consistent bait and switch artists in the appliance sales business. Yet their size and reputation misleads many customers that the \$89.00 washer they saw advertised in the newspaper is really a nailed down model and they will end up with a \$168.00 unit.

We do not believe CET should be anything but a professional recognition of an individual's technical skill.

Sincerely,
Ed Reich,
Indianapolis, Indiana

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AM-FM RADIOS... AUDIO TAPE... BROADCAST EQUIPMENT



THE OFFICIAL PUBLICATION
OF THE NATIONAL
ELECTRONIC ASSOCIATIONS

ELECTRONIC service dealer

THE BUSINESS JOURNAL FOR THE PROFESSIONAL
ELECTRONIC DEALER MARCH, 1968

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editorial



DONALD J. MARTIN, *Editor/Publisher*

The Radiation scare seems to grow larger each day as the politicians seem to think that this is the year of the big consumer protection. Whether or not the tons of newsprint is justified doesn't seem to bother anyone from the President down but the guys that suffer seem to be, once again, the television sales and service industry.

Although the opening gun was pointed at the set manufacturer there seems to be a slight change in direction as the television service man is becoming the whipping board. Of course, there is legislation now pending that would provide seizure and destroy laws to protect the consumer but the service industry may wind up on the real short end of the stick. Under the proposed law, the government would have the right, similar to the food and drug laws, to seize any television set that is in interstate traffic, pending shipment or on a dealer's floor. We know that this type of law will produce the right shielding in the original equipment, since none of the manufacturers want sets taken from their dealers and destroyed, but what about the after sale problem?

A recent report of a study in Pinellas County, Florida disclosed that, "much of the blame for faulty sets can be laid to work previously done by TV repairmen." The report also advised that the problem of excessive TV radiation "should be fully integrated into the factory courses for repairmen."

We ask the question, "What about the radiation accumulated by

the technician working on uncovered chassis? Where does the responsibility lie in regards to his protection? Should the television service industry refuse to work on color television because they may acquire a dangerous accumulation of radiation over a period of years? If the consumer is told to view television from a 'safe' distance of 6 feet . . . why should the service industry take the big 'chance'?"

It is our opinion that the radiation scare has been blown way out of proportion to the actual danger and that it is time for the industry to solve the problem. We would also hope that the Politicians would go back to solving much more serious problems.

Naturally, on the other hand, we don't want to underestimate the problem either. It has had a definite effect on our business and it is important that the industry know all of the facts in order to convey the information to their customers. Once again, the service dealer is on the firing line and they want the facts. It is the responsibility of the industry, as a whole, to get them quickly and distribute them as soon as possible.

There is no doubt that the radiation scare has harmed the sale of color television sets and that it has created a certain amount of unfair competition among brands. However, I would sincerely hope that the fall guy doesn't once again end up being the professional home electronic service dealer who has already taken more than his share of criticism.

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NEA president's report



by JOHN BETZ

plementing of licensing laws.

Our meeting with Richrd Tinnell of the EIA was also a highlight of the meetings. I am sure that all those in attendance came away with a greater understanding of the aims and views of this prominent organization.

Our host for the banquet was the Tri-State Federation and I made many new friends. The speaker for the evening was Forest Belt.

Forest has consented to help NEA with its publicity program and we are embarking on a program to make NEA a household word. We are in the process of setting up a line organization to accomplish this task and our aim is to properly write and properly distribute NEA news releases to all segments of the press. This will include newspapers, trade press as well as others. Many of you will be called on in the near future to work on this program. I hope that if you are called on you will accept and then do the necessary work to make the job a success.

Another area that is of vital importance to all of us engaged in electronic servicing is that of technical training. Here again, NEA has been at work to try to help solve this problem. Our director of training, Dick Glass has been at work since the federal cutback in spending curtailed our MDTA program and at the board of directors' meeting we heard a report on a new program. This consists of a relatively inexpensive correspondence course by the International Correspondence Schools and a means of registering

all of the apprentices under the program. A full report will be mailed to each member in the near future.

We have also seen an upsurge in concern over the regulation and lack of regulation in the entire service field including television and electronics. Even the President of the United States has seen fit to get into the act. I imagine a lot of this has been brought about by the publicity given to the radiation problem and also by the President's Council on Consumer Affairs looking at the electronics industry all the way from warranties to servicing. We should all be on the lookout for signs of this becoming a political witch-hunt during an election year.

I would like to note here the passing of two prominent men in the electronics field. Jim Humphrey of Seattle, Washington, Secretary of WSEC and an active NEA member and also Henry Gulliver of Ames, Iowa, a past president of TSA Iowa and one of the TSA Iowa founders. Both of these men spent most of their lives in the electronics business and also spent most of their lives working towards making this a better industry. We are all a little poorer with their passing.

Our next board meeting will be in Lincoln, Nebraska in May. We will be the guests of NESAs, our newest state organization and we will also get a chance to see one of the most modern, up-to-date service facilities in the country. The agenda for this meeting is not made up yet but it will be coming out in a few weeks.

The first issue of the combined state publications into one national publication has convinced me that the decision to go to this type of a publication was a sound one. Our Editor, Don Martin, did an excellent job of publishing and outside of a few minor points that need some correcting, it looks like the format of the magazine is set. We received a few copies in time for the New Jersey board meeting and even under the critical scrutiny of the officers and directors of NEA, we could not find anything of importance to suggest changes on.

The New Jersey board meeting was, as all NEA board meetings are, a down-to-earth working type of meeting. In next month's issue will be a report on the licensing seminar that started the two-day meeting on Saturday morning. This was a good discussion into the whole licensing field and we had many in attendance who have had a wide variety of experience in the obtaining and im-

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NEA NEW JERSEY CONFERENCE FEATURES E. I. A. TENNEL AND FOREST BELT

by DONALD J. MARTIN

E.I.A.'s director of training Dick Tinnel points out the program being advanced by his organization in an effort to train and encourage young people to become electronic service technicians. Belt discusses public relations for the service industry.

Dick Tinnel, Electronic Industries Association's Director of Education and Training, spoke to NEA's Board of Directors at NEA's February 10 meeting in Pensauken, N.J., at the Ivystone Motor Hotel. Mr. Tinnel, who at one time was himself an independent electronic service dealer, outlined the plans of EIA (the manufacturer's association) to aid in solving the present problem within the industry of too few technicians.

EIA is at work now working on updating the curriculum being used in both public and private electronic training courses and has begun scheduling seminars for electronic instructors, which is intended to provide the teachers with more advanced methods of covering some now-missing areas of electronics training, especially as it pertains to electronics service courses.

Efforts also are to be made in evolving films which will describe the vocation of the Service Technician, these to be available to schools as well as being scheduled for some television stations. Along the same line will be pamphlets aimed at creating a desire in graduating high school students and others to become interested in a career as a technician. These will be sent to all the country's schools to be distributed by career guidance counselors.

Recently the government has begun work with EIA to set up direct training of people on a program

which will give certain basic abilities to men who are about to leave the armed services. This project intends to give those servicemen who indicate interest in electronics enough training to make useful techs of them. The approximate level of training should give them the ability to handle service calls, but is not intended to make full bench techs out of the students.

Mr. Tinnel suggested that the country's independent service dealers and technicians can assist EIA in their efforts mainly by increasing their PR effort through local public high schools. Working with high school principles in acquainting students with the work, and setting up various kinds of classes for electronics training, including refresher courses for adults will help.

Also, EIA is hopeful that a percentage of the "Transition-servicemen" trainees will be acceptable to independent service dealers (as well as to some distributors' service depts., and to some manufactur-



Forest Belt is shown here as he addressed those who attended the annual Tri-States Council Banquet in New Jersey last month.

er's forces), and that the graduates will be hired readily.

Mr. Tinnel suggested during question-and-answer periods, that probably the major reason EIA has had little interest in working with service dealer-technician associations and groups, has been the fact that: even though it is logical that the technician-dealer segment of the business should be involved, there is presently too many ununited groups for this to work well at this time.

Mr. Tinnel was introduced by well known industry editor and publisher Forest Belt who was also the featured speaker at the annual NEA Tri-States Council Banquet.

Mr. Belt urged the trade to extend its publicity concerning three important association projects beyond the intertrade media, and to reach out to the public. He pointed out these three programs of public interest to be: 1. NEA's organizational structure; 2. The Apprenticeship Program, and 3. The Certified Electronic Technician Program. He urged that these and other real problem-solving projects of action be made known to the public, to schools and to all concerned to let everyone know that the Electronic Service Industry is really working to prove its competency and to give better and more efficient service to the public.

Mr. Belt was also presented an NEA Certified Electronic Technician Certificate, as he became the second CET from the publishing field to be qualified, Mr. Howard Bonar made the presentation of the framed certificate.

In addition to the major speakers on the three day program, the regular bi-monthly meeting of the

NEA Board of Directors was held on Sunday.

Hall of Fame

Of major importance was the report of the NEA sponsored "Hall of Fame" project that has been in formation stage for the past three years. The committee has come up with many different approaches to the project and during the board meeting recommended that they be directed to go back to those in the industry who have indicated interest in the idea previously and also to seek the broader thinking of the industry, to a greater extent than was done when the idea first took the form of action. The results of this study will determine which route NEA takes on the project during their national convention in August.

Certification

The highly successful NEA Certification program has been turned over to the International Correspondence Schools division of International Textbook Corp. to grade the examinations.

Howard Bonar, committee chairman, recommended ICS for this major job in order to take "any personalities" out of the system. The program was designed to give those technicians with four years of schooling or experience a level of attainment that is considered to be at or above that of a graduating apprentice from MEA's 4 year Apprenticeship Training Program. Presently technicians in 19 states have been certified by NEA following the administration and passing of the examination.

The committee felt that International Correspondence Schools is ideally suited to handle NEA's test

papers, which involve practical and theory questions concerning electronic service, in a multiple choice of 120 questions.

Apprenticeship

At the same time, NEA has been working with ICS concerning an Apprenticeship and Training program and the board has recommended a new Television Service Course by ICS to its members and the trade in general.

Dick Glass, committee chairman, outlined several methods that shops may use to implement the 4 year NEA Apprenticeship program including outlines of reductions in the time an apprentice must serve before becoming a journeyman such as the ICS course.

One of the requirements for advancing the trainee in time and pay scale is not only the passing of a training course but also the passing of the Certification test. The complete NEA apprenticeship training program is outlined in a special booklet that can be obtained from the association's offices in Waterloo, Iowa.

Annual Convention

The annual NEA Service Technicians Convention will be held at the Huntington Sheraton Hotel in Pasadena, California on August 8-11 and special committee assignments will be made at the next NEA board meeting slated for Lincoln, Nebraska on May 11th and 12th. The newly formed Nebraska Electronic Service Association and its president Roger Brehm will be hosts for the affair. Reservations can be made directly with the Quality Courts Motel, 52nd and "C" streets in Lincoln.

INSURANCE TODAY POLICY CHANGES AND DECISIONS

by RALPH BETZ

*Be sure to be aware of the many changes in insurance policy coverage warns this insurance specialist.
A cautious look at renewed policies could save you from losses you thought were covered.*

New Exclusions In Extended Coverage — Insurance rating bureaus in several states announced important changes in the extended coverage section of new policies.

A new exclusion eliminates loss from windstorm and hailstorm to metal smokestacks. Also excluded is windstorm and hailstorm insurance for signs, awnings and canopies (fabric or slat type) including their supports. If these risks are to be covered the insured may purchase an added loss assumption endorsement at a specific rate.

When new and renewal policies are delivered the insured should check the extended coverage section of policies for new exclusions. It may be presumed that rating bureaus of the various states will promulgate similar changes in the near future.

Comprehensive Crime Coverage

— Mr. X purchased a mercantile open stock policy which contained the usual definition of burglary, requiring that there be evidence of forcible entry. He refused to buy a comprehensive crime policy because of the added premium.

During regular business hours a thief hid on the premises and was unnoticed when the store was locked for the night. Sometime after closing hours the thief removed a quantity of merchandise from the store, making his exit by unlatching a rear door.

Mr. X reported the loss to the

insurance company, which denied liability because there was no evidence of forcible entry. His loss would have been covered under a comprehensive crime policy.

Recalling Hazardous Products— Until recently the costs of recalling products from retailers and distributors have not been insurable. Several insurance companies now issue policies to reimburse a company for expenses incurred to recall products which must be withdrawn from the market.

Product withdrawal may entail costs of news announcements and advertising, letter announcements and postage, telegrams, overtime of employees, hiring temporary workers, and special destruction and disposal costs.

A million improperly loaded aerosol cans can create an expensive disposal problem. Other products can be destroyed by burning or by special disposal methods, but it usually entails heavy expenses.

Manufacturers and processors have traditionally purchased products liability insurance to guard against claims filed by consumers or users, but until recently there had been no insurance available to cover expenses of withdrawal, whether by order of governmental agencies, or to prevent injury to customers.

Recent laws, under consideration for TV sets with radiation problems, could bring this form closer to home.

Liability For Personal Injury

Mrs. Y filed suit because of injuries sustained when she fell on an icy sidewalk at the entrance to B's store. In her suit she contended that an accumulation of snow and ice made walking hazardous and that the store's management failed to correct the hazardous condition for an unreasonable time, making it extremely dangerous for persons entering the store.

In this case the court ruled that the mere fact standing alone that the owner or occupier of a business premises failed to remove natural accumulations of snow and ice from private walks on his business premises for an unreasonable time, does not give rise to an action by a business invitee who claims damages for injuries occasioned by a fall. Where the owner is not shown to have noticed, actual or implied, that the natural accumulation of snow and ice has created a condition substantially more dangerous to his invitees than they should have anticipated, by reason of their knowledge of conditions prevailing generally in the area, there is failure of proof of actionable negligence.

Subrogation Clause — Mr. Y owned a commercial building which was titled in his name only. In the same building he operated a business trading as the AB Company.

When fire damaged the building the insurance company discovered

that the cause was attributed to negligence of AB Company employees. The insurance company paid Y for the fire loss to the building, then sued AB Company to recover the amount paid to Y for damages.

Y's policy on the building contained a subrogation clause, giving the insurer authority to sue whoever was legally liable for any damages the company was obliged to pay.

Y could have avoided this unusual situation if he had named, on the policy, both himself and AB

Company as the parties insured.

Insuring Exhibits — Businessmen who exhibit merchandise and other items at trade exhibits, conventions or fairs, are not always aware of the extra risks involved.

This has been verified by a large number of uninsured losses in exhibit buildings during recent years. Some of these risks may be covered by special endorsements to fire and burglary policies, but a more satisfactory way to protect against exhibit losses is an "exhibition floater" on an all-risk basis.

Umbrella Liability Policy — In a recent suit a group of stockholders brought action against the board of directors of a corporation, resulting in a ruling which held the entire board liable for more than \$600,000 damages because of commissions wrongfully paid to two of its members.

Many reasons are cited for liability claims against directors, officers, or their agents. Failure to use good business judgment was alleged in the suit against the board of directors of a bank. The directors decided to build a new bank building and expand services to meet competition. The bank later defaulted on its own mortgage and went into receivership. The court held that the directors failed to use reasonable prudence and were guilty of extravagance, causing the bank to suspend business.

The president of a company was held liable for the amount of money embezzled by the company's secretary. The directors alleged that as general manager of the company, the president was unaware of the embezzlements during a period of seven years; that he was negligent in not discovering the defalcations at an early period, which would have reduced the company's loss.

In response to problems of this nature, the insurance industry has developed a liability policy making it possible for a company to obtain insurance with limits of \$1 million or more. This is now known as an umbrella liability policy.

A liability judgment against a director, officer or employee may, without blanket liability protection, wipe out his assets in a single case.

A new amendment to the General Corporation Law of Delaware provides that "A corporation shall have power to purchase and maintain insurance on behalf of any person who is or was a director, officer, employee or agent of the corporation... against any liability asserted against him and incurred by him in any such capacity, whether or not the corporation would have the power to indemnify him against such liability under the provisions of this section."

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California's Electronic Bureau Under Attack As Too Costly to the Taxpayer

A few months ago a report was made by the State of California's Little Hoover Commission that recommended that the Bureau of Electronic Repair Dealer Registration be abolished.

The reason given for this recommendation was the commission felt the work of the Bureau had been so successful that it was no longer necessary for it to continue. In all of their recommendations, the one regarding the BERDR was the simplest and there was no other material presented to further explain the action.

In September, as we reported, there was a hearing on the complete "Hoover Commission findings". In this hearing the recommendation was made public and included another recommendation that this type of law enforcement should be returned to the local authorities.

In mid-November, another hearing on these recommendations was heard in Sacramento under the chairmanship of Senator Allen Short of San Jose. The California State Electronics Association was asked to submit a written report covering such issues as public safety and welfare, false and misleading advertising, set napping, provision of law and regulations in home service, state law verses the local enforcement agencies, etc. In addition to this written testimony, an oral presentation was made by Executive Director Ralph Johonnot on the merits of the BERDR and the effect

it has had on the industry as a whole.

In early December, CSEA sent special letters to all State Senators and Assemblymen explaining what was happening and asking their help in keeping the Bureau as it exists today.

Last month another hearing was held in Oakland by Senator Lewis F. Gherman of Alameda. This was a sub-committee hearing on a local level and a special newspaper release asked the consumer to participate in the hearing. The release indicated the service the Bureau had performed over the past four years and stated the position of the Little Hoover Commission that it should be abolished.

The hearing itself lasted over three hours with many outstanding people taking part. One of the first speakers was the Deputy District Attorney of Santa Clara County, Richard N. Solle, who stated that prior to the Bureau his office handled hundreds of complaints. He went on to say that since that time all of this activity had been turned over to the BERDR and they were completely satisfied with the results.

Mr. D. W. Holmes and Mr. L. H. Holcomb testified as members of the Little Hoover Commission. Both felt that the Bureau had completed its job and it was now up to local government to take on their responsibility. They also stated it would save the taxpayers millions of dollars each year. When asked how, since the Bureau's operation was supported through the industry fee structure, they could not answer and referred the committee to the fi-

(Continued on Page 17)

Now...an exceptional opportunity
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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.

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San Francisco: 9 First Street, 397-6433

CSEA Adopts New Workmen's Compensation Plan for Members

The Board of Directors of the California State Electronics Association, at their last board meeting, adopted a new group Workmen's Compensation Plan, for their members, with Republic Indemnity Company of America.

Under the plan, all Television sales and service dealers who are members of the State Association may purchase Workmen's Compensation Insurance on a group basis.

The general advantage in this coverage . . .

The general advantage in this coverage is the fact that a larger spread of premium permits a greater possibility of a favorable loss ratio. Also, the larger the premium, the larger potential dividend. Under a Group Policy, one loss or a series of small losses generally do not produce an adverse experience such as would be the case if insured separately.

All members of the Association who enjoy favorable or unfavorable ratings under the experience and/or schedule rating plans used in this state, retain their own individual ratings. The group coverage does not affect these ratings in any way.

A large number of members in the same type of business can take advantage of our expert engineering services offered without charge to any and all members of the Association. This service includes personal contact and complete supplies of safety material, as needed.

Probably the most important factor is the law of large numbers as far as dividends are concerned. An individual member who pays a premium of \$1,000 could expect, at the most, a dividend of approximately 8% or 9% if he were insured by himself on an individual basis. Under a group plan, the premium could produce a dividend of two to three times larger. This is generally the case. This plan helps particularly the small member who may never realize any return of premium due to his size, but combined with many other small operators, they produce sizeable premium.

Under this new program there is a special offer to NON-MEMBERS. The CSEA Board of Directors has approved the idea that any registered electronic service dealer in the State of California may apply for membership in this group Workmen's Compensation plan, for one year, for an additional \$10. This should be particularly interesting to non-members in that they become affiliated with CSEA only in this group and only for one year. The Board felt that this program may produce enough favorable return to encourage the non-member group affiliate to become a full member at the end of the year. It is quite possible that there may be enough saving to pay for the annual dues.

To learn more about how you can participate in this new CSEA group program, call or write the Robert J. Ryan Company, 422 So. Western Avenue, Los Angeles, California. The phone number is (213) 386-8651 and ask for Eugene Munson. If you wish, you may contact the CSEA State office.

nance committee of the Commission.

Others that testified included William Hayes, assistant chief of the BERDR, who reviewed the activities of the Bureau and the complaint load; Mr. Ralph Jhonnot, who outlined the problems that faced the industry prior to the Bureau and how local law enforcement agencies were helpless in prosecuting service repair dealers; Mr. Thomas Schneider, representing the California Consumers, testified as to the consumer's viewpoint; Mr. Keith Anderson, a member of the BERDR Advisory Council, who reported on the effectiveness of the regulations imposed by the Bureau; Mr. Darrell Petzwall, CSEA Past President, who testified to the need for continuing the Bureau and a report by Frank Reynolds, deputy Director of the Dept. of Vocational and Professional Standards, that their office would fight for the continuation of the Bureau.

Although most of the testimony heard at these hearings was in favor of the Bureau, a real bombshell broke just a few days after the Oakland hearing. A special finance committee held a hearing in regards to budget expenditures for the coming year and recommended that the BERDR, along with seven others, have their budgets eliminated. According to the recommendation, this would save the California taxpayers \$1.2 million annually. The hearing was kept very quiet and only by accident did it come to light in time for this issue. What the results of this recommendation will be, is anyone's guess.

Some time ago Electronic Service Dealer publisher Don Martin stated in an editorial that in his opinion the Bureau of Electronic Repair Dealers Registration could not be abolished since it would take an act by the entire legislature. However, he stated that it could be done by turning off the funds in budget sessions. Of course, the full legislature must o.k. the budget but unless there is a great amount of pressure regarding this particular budget cut, it will be lost in the shuffle and the Bureau will go down the drain.

CSEA president's report



by HUGH WILKINS

The continued extensive publicity being given by newspapers, magazines and other media to the so-called "peril" of color tv radiation has, without doubt, begun to alarm many who now own color television receivers. Also, there is little question that many prospective buyers of these sets are beginning to adopt a "wait and see" attitude before committing themselves to purchases. These reactions to the radiation scare are amply attested to by the questions being directed at tv service technicians by customers.

It is our opinion that the *impression* created by the widespread publicity given to this subject is one indicating a much greater hazard than actually exists. However, we in the electronic servicing industry are operating in a world in which *scientific facts* are what must govern our efforts, not our individual opinions. This being the case, we shall have to leave it to those branches of government, industry and medicine which are armed with the highly sophisticated instruments and background knowledge essential to a correct determination of these facts we must direct our attention to such corrective measures as are available to us to reduce to a minimum any radiation from color television receivers which may be present, regardless of how significant it may be.

A circular issued by Packard Bell under the heading, "Emission of X-Rays From Television Sets," points out that suitable shielding is important to the control of X-radiation and therefore must not be altered, and must be replaced if found to be missing. The circular also points out that X-radiation is "... a function of high voltage, so that

a small percentage increase in high voltage produces a much larger increase in X-radiation." The circular, issued over the signatures of Packard Bell engineers, Paul L Pekarsky and Fred M Hayden, concludes with the following paragraph:

"Measurement of high voltage with a meter having *reliable accuracy* should be part of the routine service performed on every set repaired by the technician. The high voltage should always be set to the value specified in the service manual for the model in question."

So here are two things that we can do to increase the security of our customers from X-radiation. We would assume by now that every color tv service technician carries and makes use of a high voltage meter in his work. Good quality portable meters for this purpose are now easily obtained at reasonable cost. In my own experience I have come across many color sets operating at excessive high voltage, occasionally as much as 6 kv over normal. I am sure that many of you have had the same experience.

Regardless of how serious the X-radiation hazard may be in fact, we as electronic service technicians who are dedicated to high standards of professional service and business ethics must take serious note of anything about the instruments we service which might adversely affect our customers. In line with this, I have written regarding this subject to Mr James G Terrill, Jr, Director of the National Center for Radiological Health, U.S. Public Health Service, Washington, DC, as follows:

"Dear Sir:

"Our Association, representing

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AMPLE PARKING DAILY UNITED PARCEL

television service shops throughout California, would like to cooperate in protecting television viewers from the effects of excessive radiation. Can you recommend any readily available devices and /or procedures which would enable servicemen to determine when excessive radiation does exist in individual television receivers and thus alert them to the need for special measures to correct the condition? Of course, we are already urging all color t.v. servicemen to carry a high voltage meter and check to see that second anode voltages are within prescribed limits.

"We are thinking in terms of some sort of device (not necessarily a measuring instrument) which might at least give a fairly reliable indication of x-radiation at specified locations at or near the receiver, with the significance of such indicators having been predetermined by the use of more sophisticated instruments at, for example, your laboratories. Portability would be an important feature."

Let us hope that out of all the confusion to date regarding the seriousness of X-radiation will come some practical answer to the question which must be uppermost in our minds: What can we do to protect householders and technicians alike from any bad effects which might otherwise result?

IMPORTANCE OF NEA

Our concern with the X-radiation scare and the steps we are taking in connection with it should underline to all of us the importance of nationwide unity within the home electronics servicing industry in order to deal with problems which are nationwide in scope. X-radiation is a subject of national concern, not just a California issue. You will note that my letter on the subject was sent to Washington, DC not Sacramento. A copy of the letter was forwarded to John Betz, President of National Electronic Associations for the very reason that the subject is of concern to electronic service associ-

ations in all the states which are affiliated with NEA.

The officers of NEA are carrying out a heroic effort to bring together all of the state associations for the purpose of unifying our various programs having significance beyond state boundaries. According to my last figure, sixteen state associations are already affiliated and others are at various stages in the process of officially joining.

CSEA Affiliated

A minimum number of individual members of NEA in any state association is a requirement which must be met prior to affiliation. CSEA is affiliated with 155 individual members carrying the NEA banner in this respect. Dues are \$12.00 per year and can be paid under our CSEA central billing procedure at the rate of \$1.00 per month. Members receive technical bulletins and other information of special interest from NEA national headquarters. Application for membership may be made directly to our CSEA state office at 13543 S Hawthorne Blvd, Hawthorne, Calif 90250. Some chapters have affiliated their entire membership, paying dues out of chapter funds.

When you consider whether or not you should be a member of NEA, think of how much more attention would be paid to our complaints to manufacturers, for example, regarding certain policies or product deficiencies if these complaints were joined in by other associations in other states which coordinate their efforts through NEA. Think of how much more effective our industry's position on national legislation directly affecting its interests would be if presented through a national organization with a representative present at hearings to look after our interests? It is true that a large percentage of the problems tackled by CSEA are local or interstate in nature, but those which cross state boundaries often need unified handling on a national scale. Personally, I am happy to kick in a buck a month to make this possible. How about you?

CSEA news wire



RALPH JOHONNOT, CSEA Executive Director

*** ALAMEDA ***

A Senate hearing on the "Little Hoover" commission's recommendations was held on the Bureau of Electronic Repair Dealer Registration, February 23rd at 9:30 in the State Building in Oakland. Members of the Oakland and San Francisco Chapters were been invited to attend.

*** DIABLO VALLEY ***

Local Chapter President, Walt Parker reports that all dealers in the area still are swamped with business and the shortage of technicians is still an acute problem.

*** FRESNO ***

Bob Cobb reports that Al Chesser, State Director Zone C is back in business after losing his lease on Blackstone Blvd. Nice to hear the word Al, and hope you will be back on the board also.

*** GLENDALE/BURBANK ***

Chapter meets the first Thursday of every month. March 7th meeting will be devoted to a technical meeting by Sues, Young & Brown Co. on Zenith Color. April 4th the Chapter will give the certification examination of all interested persons.

*** NORTH SAN DIEGO ***

Helen Merrill, Chapter Secretary, reports their Chapter has completed elections and that the same slate of officers were kept. President, Jack Cornell, Vice Pres., J. Hieronymus, Secretary/Treas., Helen Merrill, Delegate, Ray Merrill and Alt. Del., Bob Tomko.

Installation dinner set for late February or early March.

*** PASADENA ***

Installation dinner of new officers will be held on March 16th. Time and place not settled at time of this release.

*** RIVERSIDE ***

Emmet Mefford, Chapter President and Western Vice President of the National Electronics Association, has taken on the task of coordinating the NEA convention in August. I am sure with his broad knowledge he will put together a wonderful program.

*** SAN ANTONIO ***

Voted to retain present officers for 1968, reports Fred Bowerman, Chapter President. Installation dinner

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will be held on February 28th. He also reported Jim White and Tee Yukuta of Motorola put on a fine meeting on trouble shooting their solid state color set. New BBB pamphlet well accepted and will become Chapter project to distribute. Niel Miles of Miles Appliance burglarized of 20 color sets and 4 black and white.

*** SAN FRANCISCO ***

Chapter enthused by actions of the state office in retaining the membership of chapter during the leave of absence of Mike Fusaro.

*** SAN JOAQUIN ***

No problems, no meetings, reports Chuck Medcalf BUT we are going to have an election soon and hope to get some programs started.

*** SAN MATEO ***

Last meeting was technical. A discussion on the UHF Tuner, the VHF Tuner, IF alignment and servicing, with special emphasis on signal tracing with the oscilloscope.

*** SANTA BARBARA ***

Bill Dickerson called and reports new BBB Brochure "is just the answer" and will contact the Santa Barbara Bureau to place an order for same.

*** SANTA CLARA ***

Jim Ballard, President, called and stated the Chapter office has been relocated to 984 W. El Camino, Sunnyvale, due to the moving of their Executive Secretary to Los Gatos.

*** SONOMA ***

Reports from Bud White, Corresponding Secretary, states that the Chapter is holding their annual election February 21st and that all acceptance speeches and ready excuses for refusal be well rehearsed. All yellow page advertising complete and all members are displaying under Association heading.

*** TULARE ***

I met with President Morgan and Chapter officers on February 14th. They agreed to change the Chapter to 100% C.S.E.A. membership and lower the Chapter dues from \$2.50 per month to \$2.00. This makes the total dues \$4.50 monthly, which includes Chapter and State fees. Chapter spirits are high and business never so good.

*** VENTURA ***

Again in my travels I visited the Ventura Chapter. Officer's meeting had been called for February 13th at which time the following dues structure was established for all members in the Ventura County. State dues, \$2.50, Zone dues .50 cents and Chapter dues lowered to \$1.50. They also will request a transfer from Zone F to Zone E because of interests and geographical territory. This change will strengthen the Chapter considerably because of the similar interest of the coast cities.

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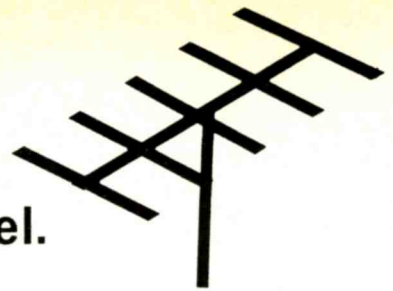
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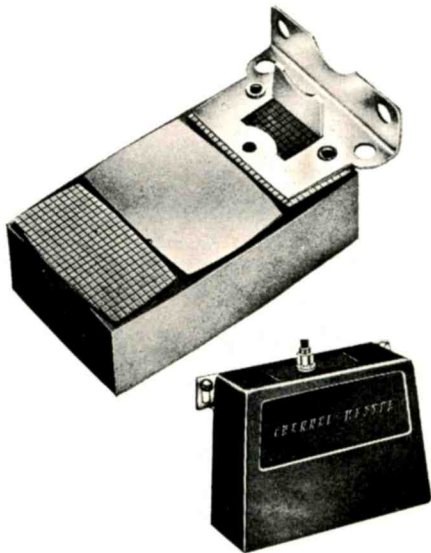


New Channel Master *CONTINUOUS MATV Color Amplifiers bring in all 82 directly "on channel".*

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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).



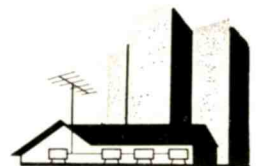
15 DB COLOR DISTRIBUTION AMPLIFIER (Model 7263). 75 ohm MATV distribution amplifier. Also available in 300 ohm (Model 7260).



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.

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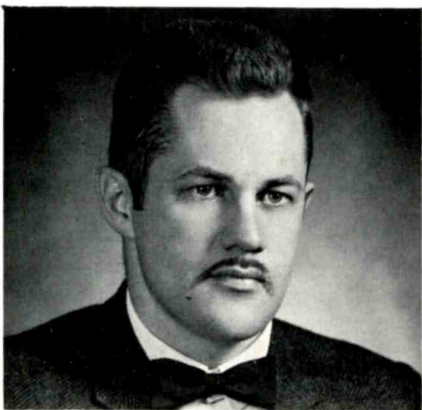




So. Calif. Distributors Attend ERA Conference

Palm Springs, California — Almost 100 western distributors attended the four day Electronic Representative Association's manufacture, distributor, representative conference in Palm Springs last month.

Shown above, during one of the conference coffee breaks, are (left to right) Andy Futchik of Andrews Electronics in Burbank California, Irv Tjomslund of Hurley Electronics in Inglewood California and Charles Hurley of Hurley's Electronics in Santa Ana. Mr. Hurley is also a principal in the eight store Hurley chain throughout Southern California.



Snelling New Vice Pres. of Gavin Instruments

Somerville, New Jersey—James H. Snelling has just been named as the new Executive Vice President of Gavin Instruments, a subsidiary of the Advance Ross Corporation.

Logan Firm New Rep. For Antenna Specialists

San Francisco, California—The Logan Sales Company of Redwood

RCA Executive Predicts \$2.5 Billion Tube & Transistor Sales

Newark, New Jersey — John Farese, Executive V.P. of RCA Components and Devices division predicted last month that the sale of receiving tubes and solid-state components would reach an annual sale of \$2.5 Billion this year. This compares to sales in 1967 of \$2.4 Billion and is only the beginning according to Farese.

In reviewing the industry he stated that RCA expects a strong demand in color television picture tubes, a current level of receiving tube sales and a significant gain in the sale of integrated and industrial tubes.

City has just been named as the Northern California representatives for The Antenna Specialists Co. of Cleveland, Ohio.



Bette Cutbrith Named To BERDR Advisory

Mrs. Bette Cutbirth of Bakersfield California was recently appointed as a consumer representative on the Advisory Board of the Bureau of Electronic Repair Dealer Registration.

The appointment was made by Governor Ronald Reagan and Mrs. Cutbirth is shown in the above photo being sworn into office by Henry M. Shine Jr., Chief of the Bureau, during a recent meeting of the advisory board held in Los Angeles, California.

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Section Editor

WHAT IS AN "ELECTRONICST"?

by ED VILIMEK

Electronists come in two distinctly different models; one uses the John, the other the Jane. While they vary considerably in size, shape, color, and age, they have one thing in common—their work is concerned with the electron.

Some have degrees from graduate engineering schools; others attended the "college of hard knocks," or the "Classroom of experience." Some electronists are businessmen; they employ others to work for them. Others work for someone, some company, some institution. They are found inside, outside, on the roof or ladder, and in the basement or cellar. Some wear white shirts or blouses, others wear blue; some wear plaid, others striped; still others prefer sweaters.

Consumers see them in stores, workshops, laboratories, radio and television stations, garages, or even their own homes. They travel by car, station wagon, bus, truck, jeep, and even motorcycle.

Some work on benches with tools, wires, and parts; others work on drawing boards, with papers, pencils, and reference books. Some electronists specialize in replacement of vacuum tubes; others switch transistors, while still others practice general service.

An Electronist is seen as:
WISDOM — as he traces a circuit with a Sams or Service Manual;
STRENGTH — as he climbs three floors of an apartment building to deliver a TV set (only then to find

the buyer not at home);
COURAGE — as he discharges a picture tube;

MAGICIAN — by a small boy or senior citizen as he carefully changes the batteries of a small transistor radio receiver;

HOPE — as he pronounces, "It doesn't look too bad," after examination of a teenagers stereo that lacks volume;

INGENUITY — as he replaces a _____ with a _____;

CLEVERNESS — as a new integrated microlithic circuit is developed to replace a larger one (now it takes up only $\frac{1}{4}$ inch instead of $\frac{1}{2}$ inch);

MASTERFUL — as he uses sidecutters, longnoses, wirestrippers, and a variety of screwdrivers ranging from jewelry-type to one two-foot long with a full inch bite;

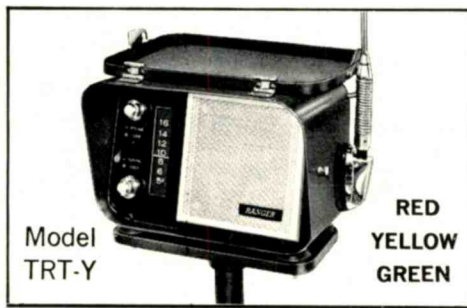
KNOWLEDGE — as he draws geometric shapes on scratch paper to explain to a consumer why the bias on a _____ cannot exceed _____ volts;

UNDERSTANDING — as he patiently listens to the complaints described by a diminutive dowager about her "All-American 5" with a 60 cycle hum;

PATIENCE — as he systematically removes countless metal screws, nuts, bolts, and disconnects wires in order to remove a dead fly lodged in a VHR tuner;

SYMPATHY — as he gently handles a 1934 Stewart-Warner, explaining that the defective tube is out of production and no longer available;

RANGER TRACTOR RADIOS



SPECIFICATIONS

BANDS — 535 — 1610 KC	SENSITIVITY — 6 or 12 VOLTS 2-10 MV
VOLTAGE — 6/12 VOLTS	BATTERY DRAIN — 6 VOLTS — 1.5 AMPS
POLARITY — POSITIVE/NEGATIVE GROUND	12 VOLTS — 2.1 AMPS
PEAK AUDIO — 6 VOLTS 11 WATTS	COMPONENTS — 7 TRANSISTORS — 2 DIODES
12 VOLTS 38-40 WATTS	SPEAKER — HEAVY DUTY CERAMIC — 6" ROUND WATERPROOF CONE

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DES MOINES, IOWA 50307

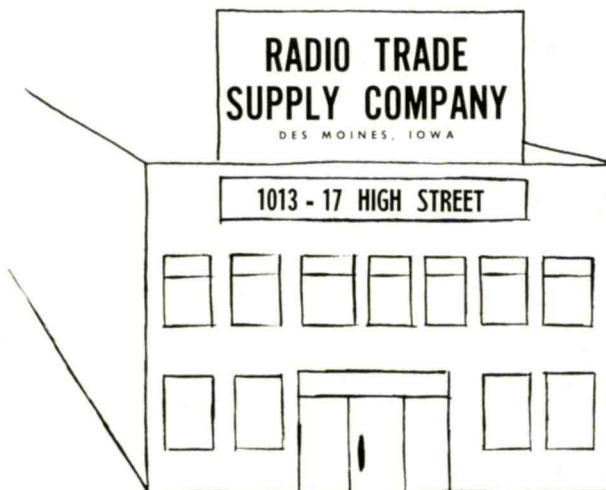
Your New "ORDERING CENTER"

"EVERYTHING IN ELECTRONICS"

FEATURING Electronic Components and Devices



THE MOST TRUSTED NAME IN ELECTRONICS



ELECTRONICST *continued*

WEALTH — as service fees or purchase prices are quoted over the phone;

POVERTY — by himself, as he looks over unpaid accounts, and bills due at the end of a month.

Electronists choose the worse times to go "out of town," refuse to change household fuses in the middle of the night, and seem to engage in a conspiracy to make all present-day electronic gear obsolete when the next models come out.

And even though they're teased, jibbed, and sworn at, they are also praised, paid, and sworn by. They take the blame for most of the problems in TV, radio, tape and record players; they also get the credit for intercelestial communication.

Individually, ELECTRONISTS are hard to define; but as a group, they are the ones who have harnessed the electron, turned it into a way of life. We watch, listen, and even feel their products; we respect their skills, are awed at their innovations, and admire their tolerance of us.

They have come to be taken for granted. The customer has faith and respect for his ability to make it work even though they may not want to pay for this skill.

One thing we don't understand, though, is how come they go by so many different names?



Miles Sterling of Garden Grove, California was the guest speaker last summer at the NEA convention in Iowa. Since he had never seen an Iowa corn field, Wayne Hutchins of Central City, made sure he wouldn't return to California without seeing the original. Needless to say, the corn was higher than Miles eye so he returned to California much wiser in the ways of the corn country.

IOWA STATE CONFAB SLATED FOR MAY 3-5 IN WATERLOO

Tentative schedule of events are now set up for the 1968 TSA Iowa Convention to be held at the Holiday Inn in downtown Waterloo, Iowa, May 3, 4, and 5. The ladies will be treated to a play "1,000 Clowns" at the Recreation Center on Friday night after the evening buffet.

On Saturday Mrs. Jack Betz has scheduled a hair styling demonstration and the rest of the day free for shopping in Waterloo and Cedar Falls area. Saturday evening will be the banquet for all and entertainment will follow.

Sunday concludes the ladies activities with a morning brunch.

The technicians will be kept busy after the evening buffet Friday with a board meeting and committee meetings. Immediately following will be the distributors hospitality and at this date details of their plans are not known. We certainly hope this year many of their personnel will be on hand as well as various manufacturers representatives. We again have an open invitation to all radio and TV personnel to attend as in the past. We enjoy having them around and discussing our mutual problems.

Saturday brings us to the official opening of the convention, by president Ed Vilimek, followed by a keynote speaker to be announced. Business meeting and election of officers will fill the rest of the afternoon. The banquet will follow with Lysle Shanafelt as the speaker. Following the banquet — entertainment to finish off the evening.

Sunday any unfinished business will be taken care of and a new board of directors meeting.

Make plans to attend now!!!!!!
A complete convention program will be in next month's ESD, Iowa Section.

SYNZ BUZZ

by R. L. K.

Well, just got back from New Orleans. My last week of vacation courtesy good ole Generous Electric. Say, that New Orleans is something. I saw a gal topless and darned near bottomless dancing down the length of the bar top and I wasn't even in the joint. I was across the street and happened to look across the street and the door was open and there she was.

Quite a trip but too much driving for us old folks. Sure gonna try to learn to like airplanes before I go again that far. I don't know why they call it vacation to come back to a shop loaded with a month's work, and tired out and really needing a couple days of sleep.

Dick Moon's been giving T.V. Sets away again. I guess the old adage, take the easy ones twice still holds true. Burglarized twice in a short time must get tiresome for him or his insurance company.

Every paper and magazine seems to have Help Wanted for T.V. Servicers in it these days. Sure is encouraging and the wage situation seems to be getting better, too. If we live long enough we might make a few bucks unless the Gov't decides to take it away again. It's nice to handle it for awhile anyway.

Don't forget to charge that tax on labor or you are cutting your wages again fellows. I can't see why so much stink is being raised over 3 per cent when all the states down South get 5 and 6 per cent on everything sold including motels, etc.

I don't know what the tax was on watching that dolly dance. I didn't go in, but I'll bet there was a tax on it. We went through one of those old restored Southern plantation homes. The gardens and ap-

proach to that place was out of this world. They really knew what gracious living was back in those days, but then labor was cheap I guess.

Remember this, That, An Old Timer is one who remembers when folks rested on Sunday instead of Monday.

Just finished reading an article in Merchandising Weekly about the California Bureau of Electronics Repair Dealer Registration. Everyone seems to like it and I think this has all the Licensing Bills beat all hollow. I hope Iowa Ass'n Officers take a long, deep look at this and consider a Plan for us likewise. (Enclosed full details if you want to reprint, Dick.)

A situation came up the other day regarding the color setup and convergence on a G.E. Porta Color. Since G.E. is the only Mfg. that uses this tube I think probably a lot of you are not too familiar with this set. In case you would like to know how to set it up, I am available to go thru it with you or your servicemen, either here, at our shop or at a meeting of your group. There is a lot of them around, so just ask. For that matter, any G.E. product that you might need information on.

Just found out that Jim Carter is phasing out his T.V. Service for more lucrative fields such as servicing electronic organs. Where, oh where, are the men to come from to keep up with all this related servicing. Jobs are plentiful and help is non-existent.

I still have plenty of copies of that Transistor Checker I offered you last month. Real easy to build and costs less than six bucks. A real time saver and fairly accurate, too.

Jerrold Announces Area Antenna Selection Program

Philadelphia, Pa.—The Jerrold Corporation of Philadelphia Pa. has developed a new program of antenna selections for specific areas of the country.

Under the program, Jerrold will eliminate the guess work of antenna needs for any given area by surveys of TV and FM radio signals in major areas of the country. After the Jerrold experts complete their signal surveys, they will use truck-mounted antennas, solid-state field strength and portable receivers to establish antenna needs for the various areas.

With this concrete material available, Dealers will be able to buy the correct antenna for a particular installation and be assured that the antenna will produce the desired results. At the present time, the firm is compiling a series of map books for major marketing areas and a simple scan of the maps will detail the correct antenna. Information can be obtained from local Jerrold distributors or field representatives.

Or you may write to Mr. Milt Dienes, Distributor Sales, the Jerrold Electronics Corp., at 401 Walnut Street in Philadelphia.

TSA...WHY ME?

by CLARK POHL

Why are there 400 to 500 service dealers in the State of Iowa who do not belong to TSA? Do you not understand the principals, the reason there is a television servicemen's organization? Do you not know how to belong, where to join? Possibly we could answer some of these questions here and now.

First of all, it is not necessary or mandatory that you belong to a local as some have believed, to be a member in TSA. Anyone can join TSA as a member at large and receive minutes, state publications and national business news, and all benefits derived from TSA. For a mere \$2.00 a month you can belong to state and national. However, we wish to inform you that \$2.00 from each *will not* give you an active, informative organization. It takes funds to have programs, materials, or do any work which would benefit individual members. We certainly hope all members see fit to vote a dues increase this coming convention so both our state and national will have adequate funds to do the jobs we want them to do for their members. Four dollars a month would be a very small price

to pay to have representation on a state and national level. When political issues, licensing, and various other subjects came up, money would be available for advertising, promotions, sending representatives to speak up for our rights and needs.

You need not hesitate to join because you do not have time to attend meetings. You can still support organization by simply belonging and paying the dues, attending a board meeting in your area, and the state convention once a year; or by sending your ideas to the state or one of the directors so they may act upon them. You have the right to vote and choose who you wish to be on the board of directors and who you wish to lead the organization. These fellows that you elect attend monthly board meetings and conduct business of the state.

One problem is that there are too few television service technicians who belong to the organization. You ask, "Why should I join?" Did you ever think about yourself? If you had no customers, no funds, could you do anything? Think about it! Quite a simple answer, but true. A mere four dollars a month would be a mighty small price to pay to help create some activity and useful programs for yourself and the industry. After all, you have elected to be an independent service dealer. You should support yourself. Even if you are not a joiner or meeting attender, you could still benefit with your dues and financial support. You could occasionally attend the board meetings and the convention where all issues are brought up and discussed.

Let's all see if you really want to help yourself and your image. Sign the membership blank in this magazine and plan to meet your neighbor technicians at the state convention the first week in May. Details in next month's issue.

Convention Registration

Television Servicemen's Association
of Iowa

Holiday Inn — Waterloo
May 3-4-5

Men\$17.50

Women 15.00

Banquet and
entertainment only
\$7.50

Please make reservations for _____ persons.

Have enclosed \$ _____

The above prices include all meals, instruction, and entertainment for men and wives.

NAME _____

ADDRESS _____

CITY _____

Mail To:
Clarke E. Pohl,
V.P. TSA Iowa
302 Willow Avenue
Perry, Iowa 50220

You need not be a member to come.



ELECTRONIC service dealer

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Lloyd Milham

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Kenneth Marcy

SERGEANT-AT-ARMS

Stanley Gresham

SECRETARY AND NATIONAL DIRECTOR

Wilford Carden

MEMBERSHIP

Lauren Matson

KEA President's Message

by ROBERT HERMRECK

By the time you read this we will have held our March 3rd MEETING AND ALL OUR Convention plans will have been formulated. This year we have Seminars by the best on Color TV and the Transistor TV's that have been showing up around your shops. If you have any questions on Color or Transistor TV's bring them to the convention and we will have the men that can answer them. This alone is worth much more than the low cost of attending this convention and missing a day's work.

A full convention program will be mailed to all members of KEA. Any non-members that would like to receive this convention program, please drop me a line with your name and address and I will mail this program to you. We encourage non-members to attend our convention, meet our officers and members, attend the Seminars, enjoy yourselves at our Banquet and Dance. A close look at our Association by any non-member will convince you that our low cost of Association dues are the most profitable business expense that you can ever pay.

At the same time, you will be

able to meet many of the national officers of the National Electronic Associations and to exchange valuable information regarding business as well as technical advancements in our industry. A state convention is truly the forum for money making ideas and programs. As a non-member we will make every effort to bring you up to date on KEA activities so that you will be able to determine yourself whether or not you wish to be affiliated with such an outstanding organization.

Make plans now to come to Wichita on May 10-12.

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

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Service Industry*

Authorized  Distributor

Receiving and Picture Tubes
For B-W and Color TV
Batteries, Semiconductors
and RCA Service Parts

A Complete Supply of all
other Electronic Parts, TV
Antennas and Accessories.

THE BENEFITS OF BEING A MEMBER OF KEA

by LAUREN MATSON

"MAN IS NOT AN ISLAND UNTO HIMSELF." This quotation has never been more true than it is today in the Home Electronics Service Industry. There has never been a successful man in any Business, Industry or Profession that has isolated himself from his Competitors. Where would the Doctors be today without the AMA? Where would the Lawyer be without the Bar Association? Where would the Business Man be without the Chamber of Commerce? NEED I GO ON?

"LET US HANG TOGETHER OR WE WILL HANG SEPARATELY." A few weeks ago when some men got together to start a new KEA Chapter, one of the men was completely floored to find out that he charged less than any of his competitors for Service Calls. His customers had him convinced that he was the Highest Priced Shop In Town. His prices went up the next day. \$10.00 and \$12.50 Service Calls are beginning to appear in Kansas. WHAT ARE YOU CHARGING?

How many reasons do you need to join your ELECTRONIC'S ASSOCIATION. Let me list a few that can each save you much more than your annual dues.

1. Lower Blue Cross-Blue Shield Rates
2. Lower cost on other Group Insurance
3. "DOG" Night Meetings
4. Service Schools
5. Business Schools
6. Receive "SERVICE TIPS"
7. Associate with top men in the Industry
8. Monthly Local Meetings

FROM THE EDITOR

by LLOYD MILHAM

The WORST enemy of any Organization is a lack of communication. I have seen many Organizations slow down, stop or cease to exist because no member had the time nor desire to answer all communications. Some Members would take the time to answer a few of the letters that they may receive and a few would attend some of the meetings. Yet we all want our Organization to prosper, gain members and do a lot of good when we have a complaint that needs handling. Who is to do this work? We have let George do it till he got tired and quit. There is not a George born every minute, regardless of the old saying.

It is time for us all to set back and take another look at ourselves. It is not too late to get active and get the job done. If you are not a member of your State and National TV Association, JOIN. If you are an inactive member then get active. Attend the meetings. Answer letters. Write letters. Get on the phone. Do something, EVEN IF IT IS WRONG. You profit by your own mistakes and so does your Organization. A poor idea may start someone else to thinking along the same line and his thoughts may be a good idea that we all will profit from. After all, any Organization starts and ends with the individual member. What this member does will determine the success of the Organization. This member, my friend, is YOU.

9. Semi-Annual State Meetings
LAUREN MATSON
833 N. GRIMES
McPHERSON, KANSAS 67460

Pittsburg Radio Supply

212 S. BROADWAY • PHONE AD 1-2150 *Serving the Four State Area Since 1927*
PITTSBURG, KANSAS (Distributor Of FINCO Antennas)

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AN INTERVIEW WITH M. L. FINNEBURGH, SR. ABOUT THE ANTENNA BUSINESS

This month we were fortunate enough to be able to interview Mr. M. L. Finneburgh, Chairman of the Board of the Finney Company, regarding the immediate future of the service dealer and the antenna industry. To relate Mr. Finneburgh's past accomplishments would take more space than the interview, so will begin by asking him . . .

Q. What type of year do you think 1968 will be and what effect will color television sales have on our immediate service industry?

A. "Personally I feel that 1968 will be one of the greatest we have ever experienced. Finally, the public has recognized the dramatic superiority of color television as against black and white reception and with the more popular prices on color TV, there seems to be an unlimited market for the foreseeable future. With the advent of the smaller color receivers, there is now a good possibility of an average of two color sets per home in the not too distant future. What this means is more sales of color sets, more sales of antennas to do the job right, more products to service and a healthy overall picture for this year and for the next several years.

Q. Has there been any real change in the antenna business in the past few years?

A. Without a doubt there has been a substantial change in just the past year. Even in metropolitan areas, people are installing larger and more powerful TV antennas in order to make sure that they can get good flat response for color. Also, because of the increase in UHF stations, the combination antenna has become more and more in demand and this trend will continue for many years to come.

Q. What about the dealer himself? Can he hold the line on antenna prices and make a good profit?

A. It is all up to the professional service dealer. In the final analysis, no television receiver can produce a picture with good sound any better than the signal that is delivered to it. This can only be accomplished through a top quality, powerful TV antenna together with a good installation including top quality lead-in lines, necessary stand-offs to protect the line and the use of efficient signal couplers and signal splitters. There is no one better qualified and in a better position to do the job right, charge the best prices and to make a good profit for his talent and work. The independent service dealer must make the right recommendation to the set buyer as to the type of antenna and there will be no problems of call backs, costly service to correct a faulty antenna system, etc.

Q. What about problem areas? There isn't such a thing as a do-all everywhere antenna.

A. You're right and, in fact, Finco makes over 2,200 different special television antennas as well as a full line of standard VHF, VHF/UHF and VHF/UHF/FM antennas and we expect to add at least another 100 new special models to the line this year. It only goes to prove the importance of the qualified service dealer who can choose the right antenna for the right spot.

Q. Of course there is a market for new installations for people buying their first color set but what about the replacement market. How does the dealer get his share of this business?

A. First of all, in all probability, the replacement antenna market for 1968 will be at least equal to, if not larger than the installation market on new TV sets. For this reason the dealer should be extremely alert to the recommendation that an old, obsolete antenna be replaced at the time he is making repairs or giving service on an old installation. Many times the poor quality of picture reception on an old set can be attributed directly to an old obsolete antenna. One of the biggest faults of most people involved in sales of one kind or another is to ask for the order. If the dealer doesn't mention that an old antenna might be causing the major reception problem he can never make a sale of a new antenna. Too many times we wait for the customer to ask for it before it is offered.

Q. The picture isn't all rosey. What about the current economic problems?

A. Of course the picture isn't all good. Our industry is faced with what I call the current hysteria relating to "free goods." The electronics industry on all levels is throwing away its well-deserved and hard-earned profits through untimely and unnecessary sales promotion programs featuring "free goods." There are a number of manufacturers in the antenna business alone who break from time to time with powerful dramatic sales promotion programs offering so-called baker's dozen. There doesn't, in my opinion, seem to be any justification for this type of promotion in that it merely inflates the pricing structure with an abnormal and unrealistic discount structure. Actually, if all of these incentive sales programs are passed on down the line the only one that benefits is the consumer. After all it means a lower dollar volume for the same number of sales and a higher cost per sale to everyone from the manufacturer, to the distributor to the dealer. The real kicker is that one manufacturer raised his prices 8% and then turned around and offered a baker's dozen promotion. Who benefitted? Cut prices are not the answer to any selling program whether it is in our industry or not. We are against the "free goods" concept and will continue to merchandise our products in a normal program that will benefit everyone along the line.

Q. One other thing, you have been a striking force behind the independent service dealer. Has the industry itself accomplished as much over the years?

A. There is no question about it. The gallant effort being put forth by National, State and Local Service Associations to bring together the power of "Service" and to upgrade the image and competence of the Service Technician has had a tremendous effect on the consumer. However, to help accomplish this goal, I feel, it is just as much the responsibility of the manufacturer and distributor as it is the service technician himself. I also feel that they are becoming more aware of this responsibility and that the future will find them more involved than ever before in our short history.

In summing up his comments Mr. Finneburgh stated that he hoped that 1968 did not go down into history as a "year of profitless prosperity." "Let not the ultimate buyer . . . (consumer) unjustifiably benefit from our industry's poor merchandising and weak salesmanship. The public will gladly pay a fair price for a good product supported by an ethical warranty."

national...news & views

Maryland Set To License TV Service Dealers

A recent report indicates that the State of Maryland may soon have a license law for the television service industry.

Although some political leaders indicate that the law is imminent, there is still some opposition to be heard from in the weeks to come. Under the proposal, the law would call for initial examination of applicants, but would provide for re-examination periodically to assure that licensees are keeping up with the constant changes in TV technology.

The law is patterned after the license law now in effect in Massachusetts and is being backed by the Maryland Electronic Television Association in cooperation with the State Attorney General's office.

The test itself will have to be worked out and the RCA Institute has been contacted in regards to producing such a test.

Harry O. Johnson, who owns Johnson Electronics Co. is President of META, stated that the industry would be in favor of a six man review board that would be charged with examination for licensing and investigation of consumer complaints. The board, in his opinion, should consist of five master TV technicians and one State employe with full authority in issuing and revocation of licenses.

\$200 A Week Is A Fair Wage For Skilled Technician

Sam Boyd, past president of NARDA and principal in the Bailey-Wagner Co. of Springfield, Mass., stated at the recent national convention that "\$200 per week is a fair wage to pay for a skilled technician." At the same time he quickly followed that to pay a man this amount would require that he produce \$600 per week in business and that service charges for a home call would have to run at least \$15. Isn't this what we have been saying for many months and it is now starting to take place?

College Course Offered To Service Technicians

It had to happen. In Benton Harbor, Michigan, the Lake Michigan College is offering a course to service people on customer strategy. The one year course is designed to provide a professional attitude among service personnel and covers such items as "customer relations," ethics and human relations. The program is being backed by Maytag, Whirlpool and Sears who provide an advisory committee board to set standards

and to help students find employment following completion of the course.

Electronic Industry Advisory Council

Discussions are under way leading to the formation of a new Electronic Industry Advisory Council, encompassing manufacturers, distributors and sales representatives.

Exploratory talks have been held by the presidents of NEDA, ERA and AEM with the idea that membership on the council would be made up of dedicated citizens of the industry, men who have made their mark within their own companies and can afford to devote time and energy to industry betterment.

According to Ken Prince, President of AEM, "we see a real place for a body of this kind since the industry needs a forum that can provide mature counsel leading to the improvement of our existing institutions, including our trade associations, and to the betterment of the entire industry.

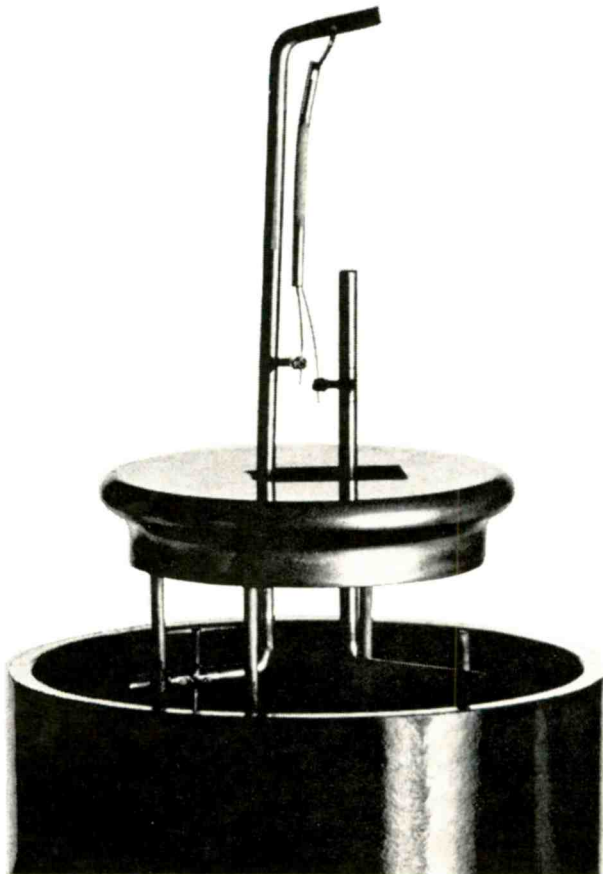
Under the plan, the group will provide their own agenda and formulate its own plans for organizational structure and future meetings.

It would seem that the so-called "trade associations" do not include the dealer organizations, representing the service dealers who buy the finished part, and install it in the defective circuit and take the abuse of the consumer. Is there no one in the service organizations that fit the description of mature, dedicated, financially solvent and respected?

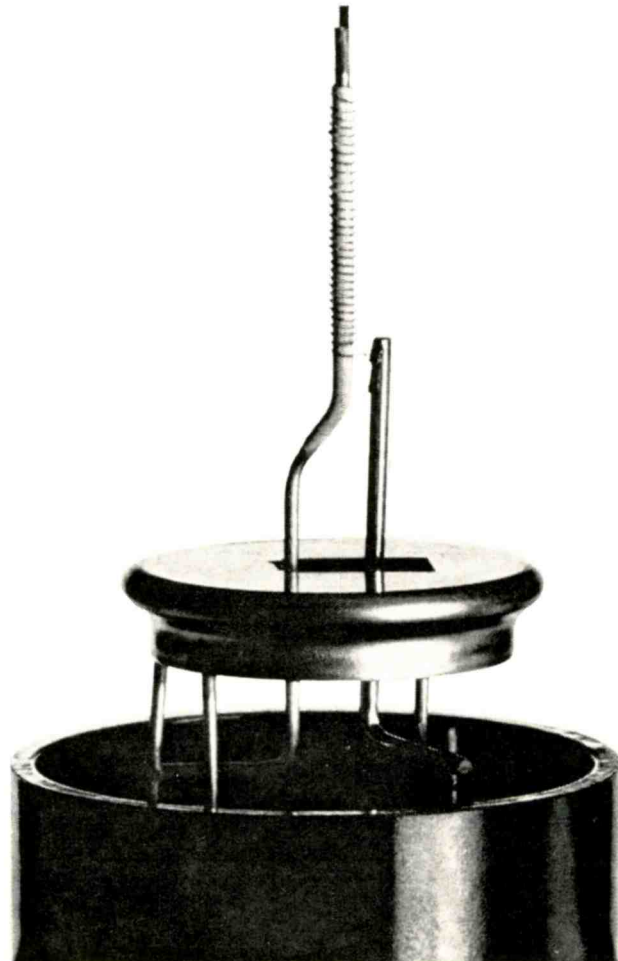
FTC Complaint Against Tube Checker Fraud

THE FTC has recently filed a complaint against the U.S. Electronics, Inc. of Pine Lawn, Missouri in connection with their sale of tube checkers, tubes and supplies. This action was brought by the government in a complaint charging false and misleading advertising. Under the promotion, the firm offered tube checkers for a cost of about \$3,000 each and stated that the owner would make \$6,000 per year net income. According to the FTC, respondents to the offer did not receive good locations, did not train the purchaser, purchaser had to sell and solicit new locations after company locations failed to produce and the respondents do not accept the return of the machines or tube stock and do not help the purchaser to resell them regardless of the reason for going out of business. Final results of this complaint have not been made, but we felt it would be of special interest to our readers across the country.

We've rectified high-voltage rectifiers.



How it used to be.



Our new 3CU3

Take a look at our new "Posted filament" design. There's no delicately suspended heater-cathode system. There's no need to heat up a metal sleeve and then an oxide coating.

It takes less than a second for the 3CU3 to start rectifying full swing.

In case of a break, there's no way for the 3CU3's filament to fall against the anode, creating a short and knocking out other components in the circuit.

The 3CU3's filament is always perfectly centered. It emits electrons uniformly in every direction. From a much larger surface than in the old design. There's no suspension post in the way to create an "electron shadow" that cuts down the plate current.

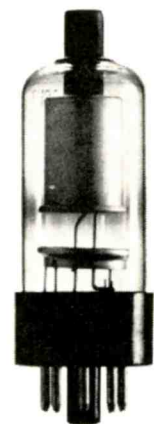
The uniform electric field around the rigid support reduces high voltage stresses. Arcing and its resulting troubles are eliminated.

The 3CU3 is interchangeable with 3A3 and 3A3A

high voltage rectifiers. And it's made exclusively by Sylvania.

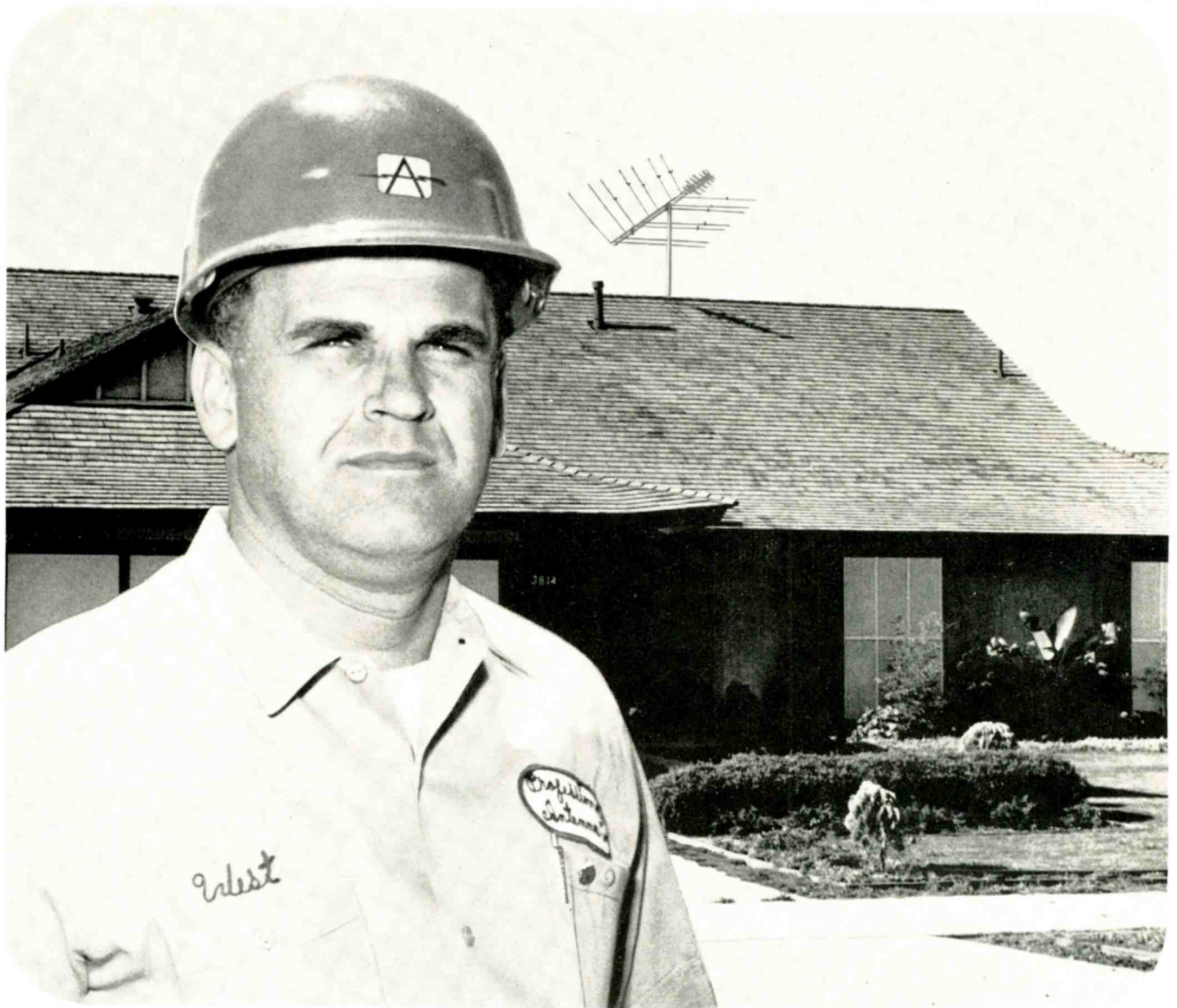
The 3CU3 is just one of a new "posted filament" family which includes the new 3BL2 and 3BM2. They're designed for use in new color TV sets. These tubes are especially good for transistorized TV where their fast warm-up fits in with the "instant on" feature of solid state circuitry.

The new construction has higher reliability and longer life and should give you fewer and less troublesome callbacks.



From the outside you can hardly tell it's changed.

SYLVANIA
A DIVISION OF
GENERAL TELEPHONE & ELECTRONICS



**"My customers like the performance—
I like the compliments..."**

when I install JFD Color Laser antennas," says Wesley Correll, of Professional Antenna Co., Tustin, California.

"We have our own testing laboratory where we check all available brands for their color performance in this area. Dollar for dollar the JFD Color Laser is the best in power. We find the Color Laser works better for us because of its narrow front beam and high gain on both VHF and UHF.

It's easy and quick for one man to install. Its construction is the strongest we have come across."

Wesley Correll (who incidentally

has installed close to 12,000 antennas over the past 14 years) prefers JFD Color Lasers like other professional installers do. He knows they deliver the pictures his customers expect from a professional.

If you're an installer, need more be said? If you're a dealer can you think of a better way to make hay between color set sales than by installing JFD antennas?

Very likely you'll soon be earning bigger profits on JFD antennas than on color set sales. In fact, when you discover how sweet and easy it is, you won't wait for set sales slow-downs to install them. You'll be sell-

ing JFD antennas the year 'round. So why not butter *both* sides of your bread? Sell JFD Color Lasers and Log Periodics with *every* color set... install them regularly...and *double* up on profit!

Your JFD LPV distributor can *prove* it to you!



Switch to the JFD Color Laser—the professional's antenna.

JFD ELECTRONICS CO.

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