

# ELECTRONIC service dealer



THE OFFICIAL PUBLICATION OF THE NATIONAL  
ELECTRONIC ASSOCIATIONS ... DECEMBER, 1969



**Best Wishes For  
The Holiday Season**

EXCLUSIVE

# ZENITH TUNER EXCHANGE

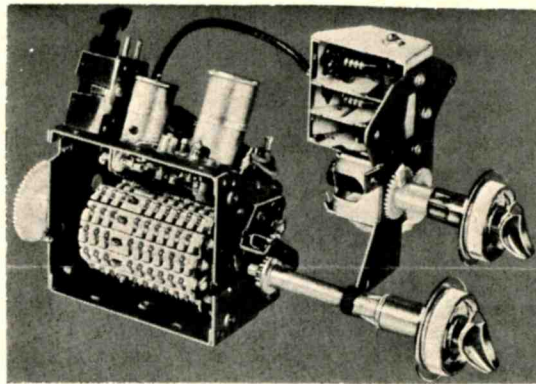
**ALL TUNERS REBUILT WITH GENUINE ZENITH REPLACEMENT PARTS!**

**\$12.95**  
PARTS & LABOR

(If Required)  
TUBES & TRANSISTORS  
WILL BE CHARGED AT  
NET PRICE

UHF TUNERS  
**\$9.95**  
PARTS & LABOR

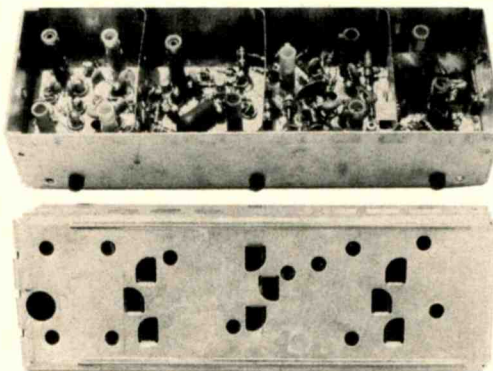
- FINE TUNING RANGE CHECKED ON ALL CHANNELS
- OVERALL RESPONSE ALL CHANNELS SHIELD COVER IN PLACE
- CONTACT SURFACES CLEANED AND LUBRICATED PROPERLY
- OVER COUNTER EXCHANGES WELCOME



Shipping Instructions: Fill out job card, tag tuner, enclose all parts and ship United Parcel for faster service. Send us the defective tuner complete: Include tubes, shield cover and any damaged parts with model number and complaint. Your tuner will be exchanged, returned promptly and warranted for 90 days.

## NOW OFFERS *Exclusive* ZENITH I.F. SUB-CHASSIS EXCHANGES

- COMPLETELY ALIGNED
- OVER COUNTER EXCHANGES WELCOME



**\$12.95**  
Includes Parts & Labor

SHIPPING INSTRUCTIONS — Send us the defective I.F. Sub-Chassis complete: include shield cover, and any damaged parts with model number and complaint. Fill out job card and an exchange will be sent to you promptly. Ship United Parcel for faster service.

**Add More Profit to SERVICE ▶ Exchange It!**

**PHONE (213) 466-9311**

**ADVANCE TUNER EXCHANGE 1233 N. HIGHLAND AVE., LOS ANGELES, CALIF. 90028**

NOTE: Above price does not include shipping charges.

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# ELECTRONIC service dealer

THE OFFICIAL PUBLICATION OF THE NATIONAL  
ELECTRONIC ASSOCIATIONS... DECEMBER, 1969

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Electronic Service Dealer  
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Hawthorne, California 90250  
(213) 675-8070

## EDITORIAL DEADLINES

All regional section editorial material must be in the hands of the regional editors on or before the 15th of the month proceeding publication. Advertising in these sections have a similar deadline.

All editorial material must be in the hands of the Publisher no later than the 20th of the month proceeding publication. Any material received after deadlines will be held for future issues unless space permits its use in current issue.

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Volume 9, Number 7. All rights reserved. No part of this periodical may be reproduced without the consent of Associated Publications.

# letters

Dear Mr. Martin:

We all appreciate your seeming dedication to pull our industry out of the "Joe Fix-It" Shop. We, in our shop, use white shop coats with C.S.E.A. emblems and it looks professional to the customer. We also are C.E.T.'s which must go along with the looks. In

closing, we may disagree with you occasionally when you start getting into the technical end but bless you for your voice. We need it.

Sincerely,

Larry Boracci C.E.T.  
President, Diablo Valley Chapter CSEA

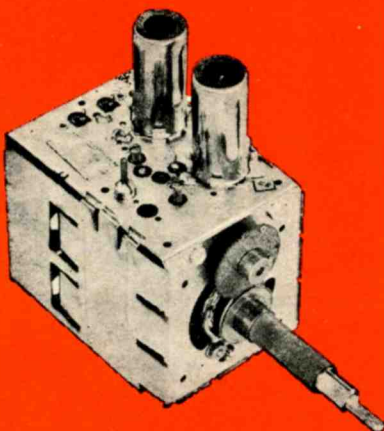
Dear Don:

Just a note to say thanks for your help in selling our store. The ad we ran in ESD sure did the trick and it is a real service to the industry. I know that you do this as a free service to the industry and it is something no one else can do. Again, our appreciation and we hope to remain active in CSEA even though we are taking it a lot easier.

Jim Scarborough  
Scarborough TV, Burbank, Calif.

*Ed: It is our pleasure to make this service available to the service industry. This month we are running nine or ten such ads and feel it is a service not being offered by anyone in the industry. At the present time, as you know, this is free but if it ever gets out of hand we might have to make a nominal charge just as a means of screening. Our best of luck to you Jimmy.*

## TUNER REPAIRS



# \$9.75

### FOR COMPLETE OVERHAUL

Includes ALL parts (except tubes)  
ALL labor on ALL makes

### 24-HOUR SERVICE with FULL YEAR WARRANTY

Sarkes Tarzian, Inc., largest manufacturer of TV and FM tuners, maintains two completely-equipped Service Centers to serve YOU. Both centers are staffed by well-trained technicians in this specialized field and are assisted by engineering personnel to assure you of FAST, DEPENDABLE service.

⊕ Tarzian-made tuners—identified by this stamping—received one day will be repaired and shipped out the next. A little more time may be required on other makes. Every channel is checked and re-aligned per manufacturer's specifications, not just the channels which might exist in any given area.

You get a 12-month guarantee against defective workmanship and parts failure due to normal usage. Cost to you is only \$9.50 and \$15 for UV combinations, including all labor and parts except tubes. No additional costs. No

hidden charges. All tuners repaired on approved, open accounts. You pay shipping. Replacements on tuners beyond practical repair are available at low cost.

When inquiring about service on other than Tarzian-made tuners, always send TV make, chassis and Model number. Check with your local distributor for Sarkes Tarzian replacement tuners, parts, or repair service. Or, use this address for fast factory repair service.



**SARKES TARZIAN, INC.**  
TUNER SERVICE DIVISION

See your distributor,  
or use this address

10654 Magnolia Blvd.,  
North Hollywood, Calif.  
Tel: 769-2720

Don Martin,

I have been noticing a monthly feature Forest Belt, C.E.T., has in RADIO-ELECTRONICS magazine. It's something you might want to tell the members about, since it is something rather new and unique in TV troubleshooting.

According to Forrest, it has been going in RE since last June and the reader response has been good. Enclosed is a copy in case you aren't familiar with the idea.

The name of it is KWIK-FIX. It has pictures of the symptoms, shows the voltages, and the waveforms as any wrong condition occurs in the circuit. Each month there are different circuits, and this series can be clipped and used as a guide and cross-reference in troubleshooting each circuit in the future.

Possibly some of REs readers haven't as yet begun using them, and other techs may be interested as it looks like a terrific idea to save time and money on service work.

Dick Glass, C.E.T.

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

ELECTRONIC SERVICE DEALER

# ELECTRONIC service dealer

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THE OFFICIAL PUBLICATION OF THE NATIONAL  
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# editorial



DONALD J. MARTIN, *Editor/Publisher*

In recent years there has been a lot said about service call prices. Indications from all over the country show a vast difference in what is being charged by dealers according to city, state, region or nationally.

A few months ago the Society of Radio and Television Technicians, Inc., in Van Nuys, California did their own survey of the San Fernando Valley. This is a relatively small area of Southern California but it does include over a million people in population. In many respects it is larger than half of our states and has a buying power index of a little over 2 points. In our opinion it might be compared with a good size mid-western city and the results of this information is applicable to many marketing areas of the United States.

Because of this, we are publishing the results of their survey as a simple indicator of what has happened locally. You might want to compare your area's general pricing structure against these figures in order to judge your own performance in the last five years.

Now, what conclusions can be derived from this statistical report? First of all, we can see that the average in 1965 was \$7.86 for a color call. Today, some dealers are still only a few dollars above this figure when they reported a low of \$10.00. On the other hand, the average indicates that service call prices for color television has almost 'DOUBLED' in the last four years.

In a recent report released by the United States Bureau of Census on Price Indexes, it showed that general service prices have gone up 135% since 1947. At the same time, most of us know that electronic service hardly moved from the 1947 level until 1966 so it would indicate that color television service prices are still a REAL BARGAIN to the consumer.

In 1966, when we started our crusade for higher service pricing we could see very little movement in pricing from 1960 to 1966 and proved it, editorially, that you could not operate on this price structure. We again urge you to ana-

lyze your cost of doing business, apply a current indicator for increasing your cost of labor and charge accordingly. The only thing that will bring the young men into the industry or to attract people back from the industrial electronic firms is money. There is only one way to get money and that is through your service rate structure. Combine the two and we have the answer to the current shortage of manpower and a more profitable operation for the man who has invested his time, his money and, for the most part, his life to servicing electronic home entertainment products.

## ANNUAL SERVICE SURVEY RESULTS JUNE 1969

	LOW	HIGH	AVERAGE	
			1969	1965
<b>HOME SERVICE:</b>				
Black & White	\$ 7.95	17.50	11.30	6.22
Color	10.00	17.50	13.95	7.86
2nd Set Black & White	3.50	10.00	5.83	3.27
2nd Set Color	3.50	12.50	8.18	3.27
<b>CARRY IN MINIMUMS:</b>				
Black & White	3.50	9.50	5.65	3.73
Color	6.50	12.50	8.92	3.73
Tube Radio	1.50	4.50	2.52	
Transistor Radio	1.50	15.00	6.46	
Manual Record Player	1.50	10.00	4.28	
Automatic Record Player	2.50	17.50	8.50	
Console Stereo	3.50	17.50	8.32	
Tape Recorder	3.50	17.50	9.50	
Auto Radio	4.50	12.50	6.78	
Auto Tape Player	3.50	17.50	9.10	
<b>CARRY IN MAJOR:</b>				
Black & White	11.95	29.95	19.29	14.25
Color	19.00	48.50	30.22	14.25
<b>HOURLY RATE CHARGE</b>	7.50	15.00	11.11	
<b>COLOR ANTENNA</b>				
INSTALLED (Combo)	20.00	75.00	54.59	52.58
<b>TIME IN HOME: (Minutes)</b>				
Black & White	20	40	28½	27
Color	30	60	33	34

76% of Home Service Calls are Color. 24% are Black & White.  
75% of carry in televisions are Black & White. 25% color.

# HOT! from PHILCO-FORD

THE BETTER IDEA PEOPLE

YOU GET **60%-10%-10%** OFF LIST ON

**BUY 100** (or more)  
**ONE ORDER!**  
**ANY MIX!**

Tubes are shipped prepaid

**PHILCO Star-Bright  
RECEIVING TUBES**

**BUY 50 TUBES—  
GET 60% AND 10% OFF LIST**

**CHECK THESE SPECIAL  
PRICES ON PHILCO  
M.R.E. BRILLIANT  
COLOR PICTURE TUBES**

**THEY'RE ALL NEW! ALL NEW GLASS!  
OEM SPECIFICATIONS! NEW RARE-  
EARTH SCREEN! NEW ELECTRON GUN!**

...and check these special prices on PHILCO  
R.E. BRILLIANT COLOR PICTURE TUBES  
• All NEW except glass • NEW rare-earth screen • NEW electron gun

**M.R.E. 25AP22(XP) .. \$62<sup>00</sup> net exchange**

**M.R.E. 22JP22 ..... \$100<sup>00</sup> net exchange**

**M.R.E. 19EYP22(GW) \$87<sup>50</sup> net exchange**

**M.R.E. 15NP22 ..... \$74<sup>75</sup> net exchange**

**M.R.E. 21FJP22 ..... \$60<sup>50</sup> net exchange**

TUBE OFFER GOOD THROUGH DEC. 31, 1969

**R.E. 25AP22(XP) <sup>5 or more</sup> \$49<sup>net</sup> <sub>(SINGLE LOT \$52) exchange</sub>**

**R.E. 22JP22 ..... \$82<sup>50</sup> net exchange**

**R.E. 19EYP22(GW) .. \$71<sup>75</sup> net exchange**

**R.E. 15NP22 ..... \$67<sup>75</sup> net exchange**

ALL RECTANGULAR TYPES BUILT TO O.E.M  
SPECS AT OUR LANDSDALE, PA. PLANT.  
THE NEWEST AND MOST MODERN PLANT IN  
THE INDUSTRY AND IT BUILDS THE WORLD'S  
BEST, MOST BRILLIANT COLOR CRT's. TRY  
THEM AND SEE

**PHILCO** 

**For More Information Call**

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PHILCO PARTS STORE  
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L.A. 22, RA 3-0345

Bill Louderback  
PHILCO PARTS STORE  
6150 Mission Gorge Rd.  
San Diego, 283-7361

Bill Calvert  
PHILCO PARTS STORE  
1579 Adrian Rd.  
Burlingame, 692-3835

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



## On a color TV Service Call... GO BY THE BOOK!

Speed up your trouble-shooting and routine service adjustments on 15 makes of 1967 and 1968 model color TV sets with this remarkable book. All the data you usually need on a color service call is right here. Just look up the chassis number of the

set you're working on in the Chassis Index and you'll be guided to the proper sections of the Handbook. Chassis layouts...purity and convergence adjustments...and so much more...you'll find it indispensable for servicing color sets of

recent make. The RCA Color TV Service Handbook (1A1759) is available from your local RCA Tube Distributor. RCA Electronic Components, Harrison, N. J.

**RCA**



# NEA president's report



by EMMETT MEFFORD, C.E.T.

---

Your association, The National Electronic Associations, Inc., is a group of forward-thinking men who make their livelihood by home electronic servicing. Its founders saw a need for group action to improve working conditions and raise the standards of servicing. Your association is creating at last an image of trustworthiness in this intricate and complicated business.

Your decision to join means you recognize the need, too. But it brings a question to mind, if I may speak frankly. Did you join with the hope of gain without involvement? If so, you have been misled.

As with a savings account, unless you put something in, you can't get much out. Involvement means adding your own ideas to the present functions of this association. Becoming active in committee work is the best way to get involved, and you'll probably find it the most personally rewarding.

With these thoughts in mind, I sincerely welcome you into the National Electronic Associations, Inc. By joining NEA you are adding strength to this growing national professional group. You are helping improve industry conditions. You can pitch in as together we develop better exchange of ideas with parts distributors and manufacturers. You'll help us with the servicing industry's public relations, upgrading the image of the electronic servicer.

Taking an active part in association work, be it only a small part, will be of immense value to you in your business operation. You'll be surprised at the financial benefits.

I commend you for your wise decision in joining this professional group of electronic technicians — NEA.

Let me also take this opportunity to wish you a very pleasurable holiday season and a most prosperous New Year.

# from the V.P.



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

---

## REGIONAL SERVICE SYMPOSIUMS ... they won't work!

You association guys are nuts! If you think that dealers will let their technicians off to attend a service meeting, or that self-employed will take the time that they normally spend in repair, to go to a service meeting, you had better think again. In the first place many of them are used to going to distributor meetings and you aren't going to change that. And besides, when you confuse the issue by covering more than one brand, or by letting more than one test equipment manufacturer instruct, the fellows can't digest it all.

But wait: the associations, (state and national) the manufacturers, the distributors, the test equipment makers — and the dealers and techs, if they never agreed on anything else, all admit that the product service meetings and upgrading sessions aren't doing as good a job as they should, considering the technicians man hours spent.

So, over a year ago, some in NEA proposed that all those concerned with training sessions for home electronics technicians concentrate their efforts, and work together to come up with a better way.

One solution was: to hold quarterly regional service symposiums. They could be combined with state association conventions. The manufacturers, the test equipment makers, the distributors, and even the public schools could all participate. Rather than a dealer or tech spending 4 or 5 evenings a week out to product service meetings, and still missing many valuable sessions, in the regional symposium, he could concentrate on products, or theory sessions of his choice, yet be given the opportunity to also be exposed to other brands as well as speci-

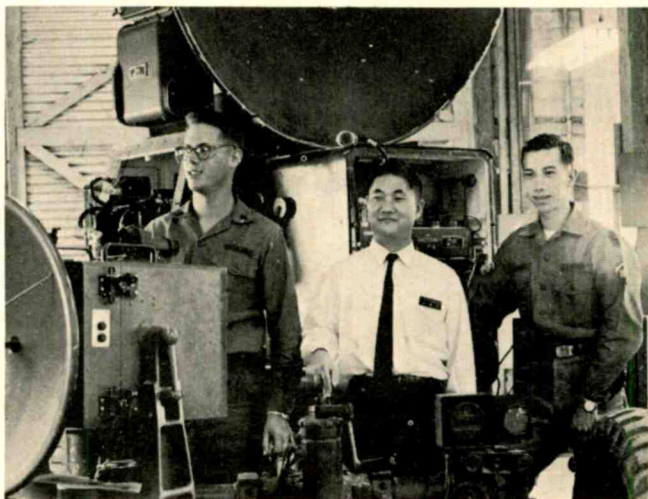
fic training sessions. Specific training sessions might be on Scope useage, alignment, basics, antenna installation procedure, matv, and etc. One such symposium every three or four months for two or three days, might well be better than all the evening classes, not to mention the time that the men would save and could spend with their families.

Some efforts have been made to experiment with such sessions. The NEA Waterbury Convention last July, the Texas Clinic in Galveston last August, and the Indiana and Kentucky state conventions. In Texas and Nebraska the results were great. The others were fair only.

Now, the Distributor Products Division of EIA, has, (as you read in Don Martin's Editorial in ESD last month) begun efforts to set up regional service symposiums, with the first to be in Houston, Texas early in 1970.

But wait! It won't work. Well, anyway, it won't work, if we continue to THINK it won't work. An example might be the Elephant. Baby elephants are tied to a stake while young, and try as they might, they can't get loose. Even after they are so large that they can easily lift a TON, they THINK they can't pull up the stake. And none ever do, even though they could, easily.

By the same token, if we KNOW the symposiums won't work and we don't get behind the effort on a state and national level, with the manufacturers; and if the test equipment manufacturers put most of their efforts into their usual meetings programs; and if the dealers and techs don't concern themselves and understand the advantages; and if the distributors don't help in the promotion and enthusiastically push the idea; it won't work . . . **EVEN THOUGH IT COULD, EASILY!**



## C.E.T. SPANS PACIFIC OCEAN NOW IN SOUTH KOREA

Recognition of the C.E.T. Certification program now extends all the way to South Korea. Mr. Kim Chong Kun, of that country applied for and successfully passed the test administered by Ap5 John A. Roberts, C.E.T. stationed near Bupyong, South Korea with the 516 L.E.M. Co., of the 20th General Support Group of the U.S. Army.

Mr. Kim Chong Kun has worked in the radar shop of that unit for 9 years. Before that he worked for a radio and TV repair shop there. Now, proud of his C.E.T. status, he and his family of five plan to locate in Baltimore, Maryland where he will work for Liberty Television.

The first Korean C.E.T., Mr. Kim Chong Kun, center, was photographed after the test with Sp5 John A. Roberts, left, and Sgt. George Kosut.



Participants in the CSEA Leadership Course held at the Sands Motel in San Diego on October 22 included: Tony Trook, Trook's TV; Sid Chemmick, Scotty's TV; Gene O'Brien, El Cajon TV Center; Larry Clifford, Fairway TV; Bud Rettig, Modern TV; Joseph Kopacz, Windy's TV; Jay Goodwin, Mission Hills TV; Joe Hoodak, Drew's TV, Ronnie Bonaventure, Color TV. The course was sponsored by CSEA and presented by Bob Lawrence of A.R. Lawrence & Associates in conjunction with Joseph Aguilano of the State Apprenticeship Board.

## TELSA-CONNECTICUT EXPRESSES CONSENSUS AT WARRANTY SEMINAR OF CONVENTION

At the Warranty Seminar of the Telsa of Connecticut Convention in early November at New Haven, members voted "to support and contribute to a movement by independent servicemen and their association such as Telsa and the N.E.A. which would immediately initiate action and use dramatic means to dramatize the inequities and losses forced on the independent servicing industry in handling television set manufacture part warrantees."

A tabulation of the answers to a questionnaire distributed at the convention showed that a majority of service people feel that, "they lost considerable money on handling factory TV parts warrantess." They also felt that, "more of the cost should be borne by the manufacturer or the distributor." A majority gave a "yes" vote to "recommending we petition the government to immediately investigate and if necessary stop the use of transistors and/or components in consumer products until a uniform and workable system of identification and more economical serviceability is available."

A resolution was passed by Telsa of Connecticut to support the sentiments of the Warranty Seminar of the Convention and appropriate action be taken by a special committee.

## REGIONAL REPORTS AT NEA BOARD MEETING REFLECTS GROWTH IN MEMBERSHIP AND CET

The following is a resume of area activities as reported at the Board of Directors meeting in Phoenix.

Region number 1, report by Dick Glass, "largest NEA membership in region is in Connecticut with Pa. and N.Y. following."

Region number 2, report by Joe Vannier, CET, "Major activity in region is in So. Carolina and Georgia. Good response to CET Program."

Region number 3, report by Edward Carroll, CET, "increasing activity in Illinois and Ohio. Continuing good national statewide participation in NEA in Iowa and Michigan."

Region number 4, report by Ray Demonbrun, CET, "outlined efforts of strongest state in region, Kentucky. Good membership work, addition to ESD by KETA's participation in ESD magazine and Charles Cave's, Director of Training, work on troubleshooting contest."

Region number 5, report by Roger Brehm, CET, showed "fine percentage of NEA membership in Nebraska and good CET participation."

Region number 6, report by Secretary Brown and J.W. Williams, CET on TEA. Vincent Lutz, CET and EVP Glass reported on status of Oklahoma of new membership activity there along with work in Colorado and New Mexico.

Region number 7, report by Ralph Johonnot, CET, EVP of the California State Electronics Association. Note was made of the association activity in Washington and membership efforts in Utah.

Region number 8, report by Larry Schmitt, "activity in Nevada and large amount of work and activities in California. CSEA is now near 900 members and good financial strength statewide, zone and locally."

**C.E.T. "CERTIFICATION" PAMPHLET  
PREPARED BY N.E.A. COMMITTEE**

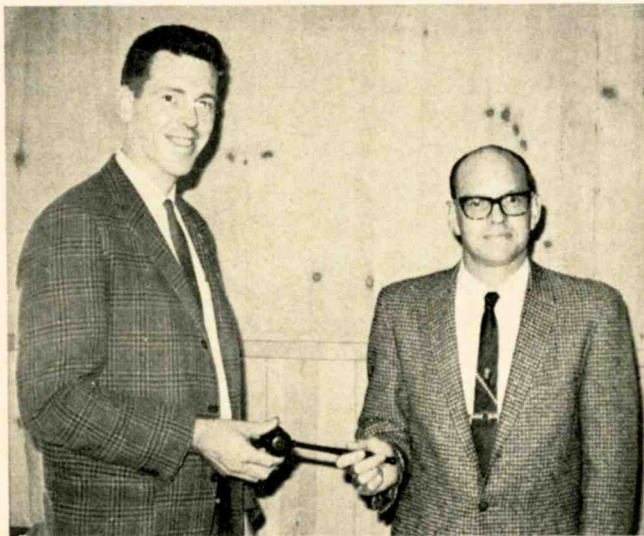
The N.E.A. has prepared a concise and informative pamphlet for the Certified Electronic Technician program. The pamphlet explains the need for the certification, the work that went into the establishing the training program, and the requirements and information on becoming a Certified Electronic Technician. The "Certification" pamphlet is a strong step in industry and public relations to establish a level of professional acceptance for electronic technicians. Available from the N.E.A., Certification Chairman, 12 South New Jersey Street, Indianapolis, Indiana 46204.

**TSA-KING COUNTRY CHAPTER HOLDS  
MEETING AT MASTER CABLE CO. FACILITY**

The October meeting of TSA combined the regular business meeting with a tour of the facilities of Master Cable Co. that included explanations and equipment demonstrations.

Special emphasis was given to picture quality and related signal amplification. The tour hosts were Fred Kalanquin, Jerry Brown, plant superintendent and John Katsandres, service representative.

Master Cable Co. serves the West side of Lake Washington and parts of Mercer Island.



**OREGON TELEVISION SERVICE ASSOCIATION  
ELECTS NEW OFFICERS**

New officers for the Oregon Association were elected at the Fall Convention. They are as follows: President - Warren Jaquenod, CET of Springfield; Vice President - Jim Biskey, CET of Sheridan; Secretary - Bob Huyett, CET of Salem; Treasurer - Mark Hobsen, CET of Eugene.

**SYLVANIA EXPANDS FACTORY SERVICE  
BY BUYING ALERT TV IN PHILADELPHIA**

In what has been interpreted as a further move toward establishing a national service organization, Sylvania Service Co., Division of Sylvania Electric Products Co., purchased Alert TV, the largest independent service organization in Philadelphia.

Anthony R. D'Annibale, owner and founder of Alert TV was named president of the company which now becomes a subsidiary of Sylvania Service Co. Alert TV operates a fleet of 22 service trucks.

It is understood that, at present, Sylvania has no immediate plans to purchase additional independent service companies or setting up factory service branches.

**TEA OFFERS TERMINATION SERVICE**

An "Employee Termination File" has been set up in the Texas Electronics Association state office. By using self-addressed cards to advise TEA when employees are terminated they can quickly locate former employees or prospective new employees.



At the recent '69 Clinic of the Texas Electronics Association, these eight new Certified Electronic Technicians received their Certificates at award ceremony.

**SPECIAL COOPERATIVE EFFORTS LEAD TO  
NEW TV SERVICE CLASS IN OKLAHOMA CITY**

Through the joint efforts of the TV Service Association and the Oklahoma City Area Vocational Technical Center, a television service class has been inaugurated as part of the adult night school program. Impetus for the class came from local service businessmen in the Association who saw a need for training new personnel in the field.

The 36-week program is filled to capacity with 20 students enrolled. It includes 216 hours of instruction on basic concepts in electronics, circuitry common to radio and TV and television circuitry. The association through the Advisory Committee will provide an instructor to team with the school instructor in the teaching program and will utilize special equipment furnished by the association.



"Progressive Local Association in the Texas Electronics Association" to Mervin Gudman and "Doc" Childers. Presentation was made at meeting of the TEA.

# NEA BOARD MEETS IN PHOENIX ARIZONA SETS PLANS FOR SOARING SEVENTIES

The regular meeting of the NEA Board of Directors was held last month in Phoenix, Arizona with representatives arriving from all over the United States.

Major topics included the C.E.T. program, the 1970 Convention, the setting up of a new national office in Indianapolis, the E.I.A. Technical Symposium project, a revision of the Techni Tip reporting system, membership, and many more.

The NEA sponsored Certified Electronic Technician program came under discussion for some length as it has once more been attacked by NATESA Executive Secretary Frank Moch. It was the concern of those attending the meeting in that it would seem the C.E.T. program has been the most successful project ever undertaken by any group and is the one measure generally accepted for technical ability. Since C.E.T.'s are being certified at record rates, NEA officials agreed to promote it to even greater degrees during 1970. Reports from all board members indicated extreme interest in their areas and more and more people taking the test. California, alone, has over 500 C.E.T.'s with an average of 50 taking the test each month. It was difficult

for anyone to understand why the industry's first real effort to establish a measure of technical ability should come under attack by someone who should be helping to promote the concept rather than trying to minimize or destroy it.

At the same time, because of the fantastic response to the C.E.T. program, additional staff has to be added at the national offices in order to process the tests and verify the results. The Board voted to increase the fee for testing to \$10.00 with no charge for retaking. This goes into effect in January and will enable faster service to everyone involved in the program.

Of major importance to everyone in N.E.A. was the announcement of the establishment of major offices in Indianapolis. As of the 15th of November, NEA is located at 12 South New Jersey Street, and the phone number is (317) 636-9062.

This new suite of offices in a major Indianapolis Building will enable Executive V.P. Dick Glass to add the necessary personnel to operate efficiently. All correspondence should be directed to him at the new address including all items  
(Continued on next page)



Ray Demonbrun of Kentucky, far right, is shown here making his V.P. report during the recent NEA meeting in Phoenix. Seated next to him are Ralph Johonnot and Larry Schmitt of California and on the opposite side of the table is Leonard Dean of Arizona and NEA V.P. Dick Glass.



This NEA round table discussion was set up to determine further up-dating of the C.E.T. program. New tests and procedures came out of the discussion along with a recommendation to increase the fee to \$10 in order to increase the rate of processing.

# The Complete Line

## FINCO<sup>®</sup> MATV EQUIPMENT

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

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Home entertainment distribution wiring system designed for easy installation



MODEL HWK-75 (75 ohm)  
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Get in on the MATV boom for more profits. Everything needed to wire a home for multiple set reception. Your service department can easily install this system.



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## NEA BOARD MEETING

Continued

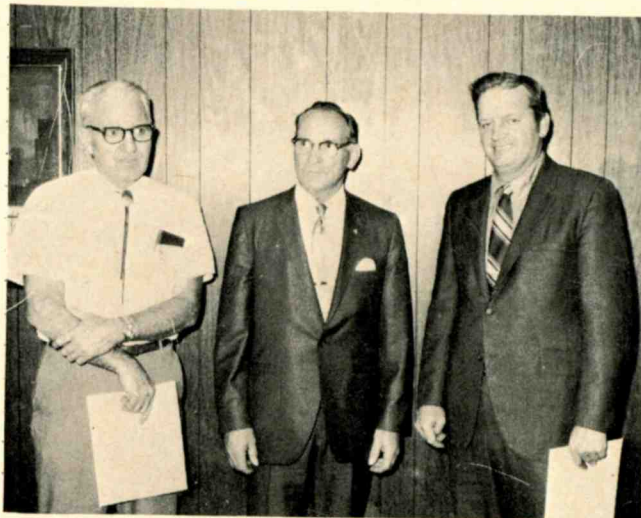
pertaining to the C.E.T. testing program. This is the second major step in 1969 to provide NEA with the stature it has earned in its short history. With membership now over the 2,000 mark nationally it is only a matter of time before it becomes one of the largest trade associations in the nation.

Special guest of honor at the meeting was Mr. Leonard Dean, President of the Arizona State Electronics Association. Joining Mr. Dean at the meeting were Fred Engle, Allen Tope, Loyd Hosier and Russell Billow. The Arizona association was just recently formed and have adopted similar organizational standards to the California State Electronic Association. Several people from California joined in helping them to organize their group.

The 1970 NEA Convention, slated for St. Louis July 15-19, was discussed at length with a fine report made by Convention Chairman Vince Lutz. Special social functions and business workshops are already in the scheduled state with others being planned. Of major importance was the decision to drop manufacturer sponsorships of convention events. The Board expressed their appreciation to the many firm's who have aided their convention in the past through their sponsorships but felt the time had come when the association could handle the expenses as part of the registration fees. A resolution was adopted and will be sent to all former sponsors in grateful appreciation for their support in making possible the formation of NEA. It is the plan of the convention committee to invite many of these people to take part in the convention as our guests.

At the same time, the Board ok'd the publishing of a special convention yearbook and advertising will be made available to these people in the event they do wish to participate in continued support of NEA.

Special reports by area vice presidents and state presidents in attendance were also made during the two day meeting with much progress being demonstrated on all levels of NEA. Much of this will be reported in other sections of ESD.



NEA PRESIDENT EMMETT MEFFORD, center, is shown here with Leonard Dean, President of the Arizona State Electronics Association (right) and Loyd Hosier, a director of the new State group. The picture was taken during the recent NEA Board meeting in Phoenix.



# ELECTRONIC service dealer

## CALIFORNIA SECTION

### CSEA president's report



#### CSEA Editorial Advisory Board and Officers

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ELECTRONICS ASSOCIATION, INC.

RALPH JOHONNOT, C.E.T.

Executive Vice President  
13666 S. Hawthorne Blvd.  
Hawthorne, California 90250  
(213) 644-4636

By VIRGIL GAITHER

A new concept in resolving customer-dealer complaints is being formulated by CSEA and the Better Business Bureaus.

The basic idea is not new, it has been used successfully by the textile industry to settle disagreements between the Dry Cleaners and their customers. The judges of the small claims court have found this Arbitration Panel to be a very useful tool in helping them to arrive at a fair decision, in a field in which they have little knowledge. Hopefully, the television service industry may be able to establish this same relationship.

A pilot program will first be introduced in the Los Angeles and Long Beach area. This will be done so that any problems which may develop or any changes needed can be made before the plan is adopted on a State-wide basis.

Participation in the program shall be open to any firm that agrees to the provisions of the program. All participants agree to abide by the decision of the Arbitration Panel.

All complaints must be in writing on a specially designed form. A form specifically developed to detail a Television Service complaint. The BBB will try to determine the validity of the complaint. Many complaints will be resolved or rejected at this point. If the Bureau feels the complaint may be justified, they may contact the firm and attempt an informal adjustment.

If the matter is not resolved then, it will be referred to the Arbitration Panel.

The panel will consist of members of the industry. Men who are highly qualified and respected in the Service Field. A representative of the BBB will serve as Chairman at all meetings of the Panel, but will not participate in any decisions.

The service firm and the customer will remain anonymous to the Panel — their identity will be known only by the representative from the BBB.

Participating firms will be expected to make adjustments on the basis of the Arbitration Panel's recommendations; likewise any customer who avails themselves of the Panel's services will be expected to abide by the Panel's decision.

Much ground work has yet to be done. The initial meeting with Wm. Fritz of the Los Angeles BBB and Ben Parris of the Long Beach Bureau was held recently and was attended by Whitney Bruce, Miles Sterling, and myself.

The plan was submitted to the CSEA Board of Directors meeting in San Francisco on November 2, 1969. A resolution was passed unanimously by the Board to approve CSEA's participation.

Subsequent meetings with the BBB have been scheduled and we hope to have the pilot program off the ground in the near future.

# WHY ???

## A STATE ASSOCIATION ... STRENGTH - RALPH JOHONNOT

State association has the power:

1. To improve the image of the profession in the eyes of the public.

2. To improve the income of your firm and the pay scale of your technicians.

3. To pool knowledge that is impossible to attain without an association.

4. To create buying power for programs such as group insurance plans so that your members can save money.

5. To create a uniformity of policies pertaining to labor and parts warranties relative to service repairs.

6. To create legislation for your industry within your state AND watch out for and fight against adverse legislation.

7. To create good business and management seminars and technical forums for the membership.

8. To channel business to competent firms who are your members.

9. Fight all activities which tend to undermine the fair and competitive status of the *honest* and *competent* electronic service dealer.

10. Promote fellowship and cooperation among dealers through association meetings and activities.

To achieve these things in Oregon, you MUST if you want a strong, successful state association, follow these recommendations. In California we have proven that it can be done. Other states are patterning their associations after ours. As an example, Arizona, a state just reforming as a state association, is now using our by-laws, our leadership manuals, our bookkeeping methods, and ever detail they could copy. At their first membership meeting they signed up and collected dues for almost one-hundred members.

In California at our office there are three full-time secretaries plus myself. Over \$30,000 *per month* is flowing through our hands - Almost a half million dollars a year and from only 800 firms and we are growing at the rate of almost 400 dealers per year.

1. Now to the keys of success:

A. Hire a full-time, well paid director - make part of his income an incentive plan.

B. Set the dues high enough to

support and a secretarial staff, plus money for overhead for rent, telephone, utilities, printing, etc.

C. Association income does not have to come from dues alone. We receive over \$1,500 per month administration fees from insurance plans. Over \$500 per month from sales of supplies and numerous other incomes too many to mention.

2. Go to a monthly billing for your dues and other payments - A small amount each month for dues is a natural to add insurance, supplies, and other items too. To the dealers, this becomes nothing more burdensome than a utility bill. Charge a billing fee of 25 cents per month per member to balance your budget.

3. Find a good agent for insurance, MAKE him your broker of record. Give him 100% of the association's business so that he can afford to put *full* time men in the field (we now have 3 full time insurance consultants selling insurance and membership throughout the state of California).

A. Types of insurance your membership need: health and accident, loss of income, workman's compensation, retirement for employer or employee, income investment, and liability. We are now starting a new liability plan that is non-cancellable for fire or theft, a true association program that should get many new members.

B. Insurance programs keep members from dropping membership.

C. Insurance programs get new members.

D. Insurance programs SAVE the dealers money!

4. Go after legislation - If you have tried and failed on a true license bill, try the California approach, REGISTRATION. After six years we can say without a doubt, "IT TAKES BOTH AN ASSOCIATION AND LEGISLATION" working hand in hand to make the consumer aware of our profession and professionalism that is due our industry.

5. Divide your state into zones - chapters within the zones. Delegates representing the chapters, directors representing the zones. Zone directors comprise the state Board of Directors.

Activity is the key to enthusiasm and a contented membership. Get all your members active. Make them a part of the association. Give them something to do NOT just to be a listener.

6. State committees with sub-committees in each chapter and zones creates activity for many people. A working member is an enthusiastic member. The more committees, the better.

7. There *must* be good communications for the members. Without communications, you will die. Our "HOT LINE" costs less than \$25 for printing each month and goes to our 800 members. It is enclosed with our monthly billing so there is no cost of postage.

8. Brochures geared for the public and telling about OSTA and the GOOD SERVICE your members provide should flood the consumers' homes. DECALS - SHIRT PATCHES - anything you can dream up should be displayed by ALL MEMBERS.

9. Devise a uniform billing form for the dealers to use. Standard forms indicate to the public that you are part of a professional organization.

10. An association should NOT be geared to business alone. There must be a certain amount of social activities. To know each other, to work with each other cannot but help make a strong industry.

11. Your association should have a strong creed, a code of ethics for the consumer, a code of standards for your members to live within, AND stop back biting both from within and without your membership. Did you ever hear a physician talk about how bad another doctor performed an operation?

12. Lastly, the need for you to be a part of the National Electronics Association.

A. We in California screened both Nationals some four years ago. We felt we must have true representation as a state association and we selected NEA. We now have over 400 NEA members on a completely voluntary basis and we are proud to be affiliated. B. Their programs have much merit - Serviceability, their latest venture has already created interest from manufacturers - Certification, an excellent program. We in California now have over 450 proud CET's - and Apprenticeship, where else is the new blood coming from?



# CSEA news wire



RALPH JOHONNOT, CSEA Executive Director

## NEW CHAPTERS FORMED

On November 13 a new chapter of CSEA was formed called the San Luis Obispo County Chapter. A meeting was called by Mr. Roy Kernaghan of Roy's TV and Hi-Fi Den in Paso Robles. Dealers throughout the county were in attendance and elected officers for 1969-70. The president, Mr. Roy Kernaghan; vice president, Mr. Howard Stafford from San Luis Obispo; and secretary-treasurer, Mr. Wes Swan from Morro Bay. The newly formed chapter will be meeting on a regular basis starting in January. Anyone in the county wishing to join the new group can gain information by calling Mr. Kernaghan at 238-1424.

Palm Springs was the meeting place for the newly chartered chapter called the Coachella Valley Chapter. On November 17 dealers in the Palm Springs and immediate vicinity met and elected Mr. Ken Parker of Hallmark TV in Palm Springs as their president. Mr. Jack Ragsdale of Indio, vice president; and Mr. Gene Bowman of Cathedral City as secretary-treasurer. Dealers interested in joining this newly formed chapter can reach Mr. Parker at 325-9661.

Fairfield is another area where a chapter is in the formative stage. Anyone interested in learning more about this chapter should contact Mr. Mike Rickley at 422-4411.

A meeting was held on November 11 with officers of CSEA and the membership of the Society of Radio and Television Technicians at the Sky Trail Restaurant in Van Nuys. The purpose of the meeting was to propose to the membership of the SRTT affiliation of the two groups. Mr. Ralph Johonnot, executive vice president of CSEA, presented the advantages of the proposed affiliation. Much interest was shown by the membership and there is now a possibility that this elite group will join the state association. If this affiliation becomes a reality, not only will this be the last independent group to merge but it will put the membership of CSEA over the 1,000 mark.

## TAKE THE CET TEST

Somehow, last month the number of California CET's showed to be 442. This should have been 422 - This month we have grown to 437.

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

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

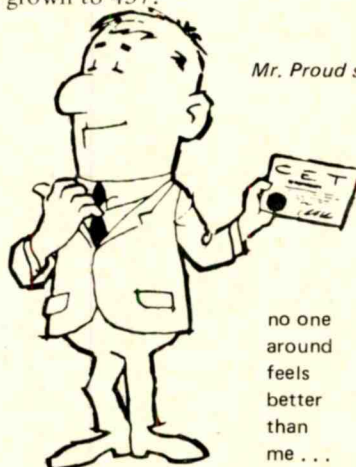
Pomona - Second Wednesday of each month at 7:30 p.m., Riverside City College, Tech. Bldg. A, Room 101 in Riverside.

North San Diego - by appointment, 727-0524.

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

San Francisco - Third Tuesday each month at 7:30 p.m., EDISCO INC., 550 Sylvan, Daly City.

San Diego - Second Tuesday of each month - phone 291-2810 for time and place.



now that I'm a CET!  
Certified Electronic Technician

(Continued on next page)

## TAX, INSURANCE & INVESTMENT

### TIPS

BY

RYAN



ROBERT J. RYAN

The shop is closed!! George Abbott has passed away!! Boy, and what a nice business George had built over the last ten years.

What about Jane Abbott and the children - how will they get along? Oh, they had some savings - and some insurance, they'll manage somehow.

The situation above is being repeated thousands of times across the country. It would be nice to just say it 'happens' and let it go at that. But there is a deeper problem involved here:

George Abbott had worked for many years building a business. He was successful. His business earned good money - over \$25,000 many years, over \$20,000 most years. Shouldn't his business be worth money to his family? After all, don't they pay over \$40,000 for a food franchise nowadays?

This is where the tragedy comes in. George's business IS worth money - if he's there. The goodwill alone, with the net profit it generates, should be worth \$25,000. But without George there, the business in all probability is worth whatever the tools and fixtures can bring Jane Abbott on a forced sale.

Seems unfair, doesn't it? But that's the way it is.

Many astute businessmen are looking ahead, and have developed a plan to help their wife and family out of this dilemma. Here's the way the plan works:

Let's use George Abbott's case. A few years back, George could have selected one of his technicians - one of his better men - to buy him out upon his death. An agreement could be drawn up - a price fixed - and the key employee could give his widow the money for the business at death. Of course, one big problem, where does the key man get the cash to do this? The ideal way is a life insurance policy on the owner with the potential buyer as the beneficiary. Now, the price is set - the cash is there - and instead of the widow receiving tools, etc. - she receives 'some' return on the years of labor and long hours her devoted husband put into the business.

This is a good solution. We've seen some owners make an arrangement with a competitor to buy them out!! Why not? It was a good store. We've seen an owner make an arrangement with one of his suppliers to buy his interests at death. We've seen owners give their key employee a raise to pay the premium deposits - a raise was due soon anyway - and what a way to kill two birds with one stone.

There are additional benefits. A key employee will be much more dedicated to a business he might own some day.

See what it would cost you to put this plan into operation. Drop a note to your CSEA office.

**Robert J. Ryan Company**  
422 South Western Avenue  
Los Angeles, California 90005  
**386-8651**

Orange County — December 16, Lincoln Savings & Loan, Santa Ana, 7:30 p.m.  
for exam reservations call 537-3861.  
CET tests are now available in Spanish.

### SANTA BARBARA HOSTS ORANGE COUNTY

Shown to the left is the head table during the dinner portion of a joint meeting below the Orange County and Santa Barbara Chapters. Seated (L to R)



are John & Eileen Grimes, Treasurer of Santa Barbara (Eileen is not visible in the picture); Shirley & Stan Berko, V.Pres. of Orange County; Emmett Mefford, NEA Pres; Diana & Darryll Widman, Pres. Santa Barbara; Marge & Ed Wineberg, Secretary Orange County; Jane & Don Albertson, Prog. Chairman.

It was an educational and entertaining day for the members of both chapters. The Orange County members gathered in Santa Ana at

noon, Sunday, November 16 and then traveled together to Santa Barbara by chartered Greyhound Bus. Upon arriving, the Orange County members were greeted by the Santa Barbara members with a delicious buffet. Later they were divided into three groups. One group went out on a short cruise on a superb 35-foot boat owned by Joe Friedmann (a Santa Barbara member); another group was given a tour through the Channel 3 facilities; and the third group visited the Santa Barbara Mission and Botanical Gardens.

Later the members all regathered, enjoyed a cocktail party and then spent an evening at dinner and dancing. The highlights of the evening were an address by Emmett Mefford, president of the NEA, and a comedy magical show presented by Sandy Herzog (another Santa Barbara member). The chapters took over the entire Sky Room Restaurant of the Santa Barbara Inn.

The members of both chapters became well acquainted with their competitors, was actually the most important part of the evening. They all had such a good time that both chapters are now looking forward to similar repeat performances.

## You never saw a scope like this for twice \$229.

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

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

It has FET vertical and horizontal inputs, directly coupled with push-pull amplifiers for no-distortion display. (You won't find that on any other scope



for the money.)

It's the perfect test companion for Leader's LCG-388 color bar generator. The only one that's perfectly stable, the instant you turn it on.

The LBO-53B: only \$229, and now you know what we mean about never seeing a scope like it for twice the price.

At your distributor's, along with the LCG-388 and other Leader test instruments. For the distributor nearest you, just drop a line or call.

## Seeing is believing.

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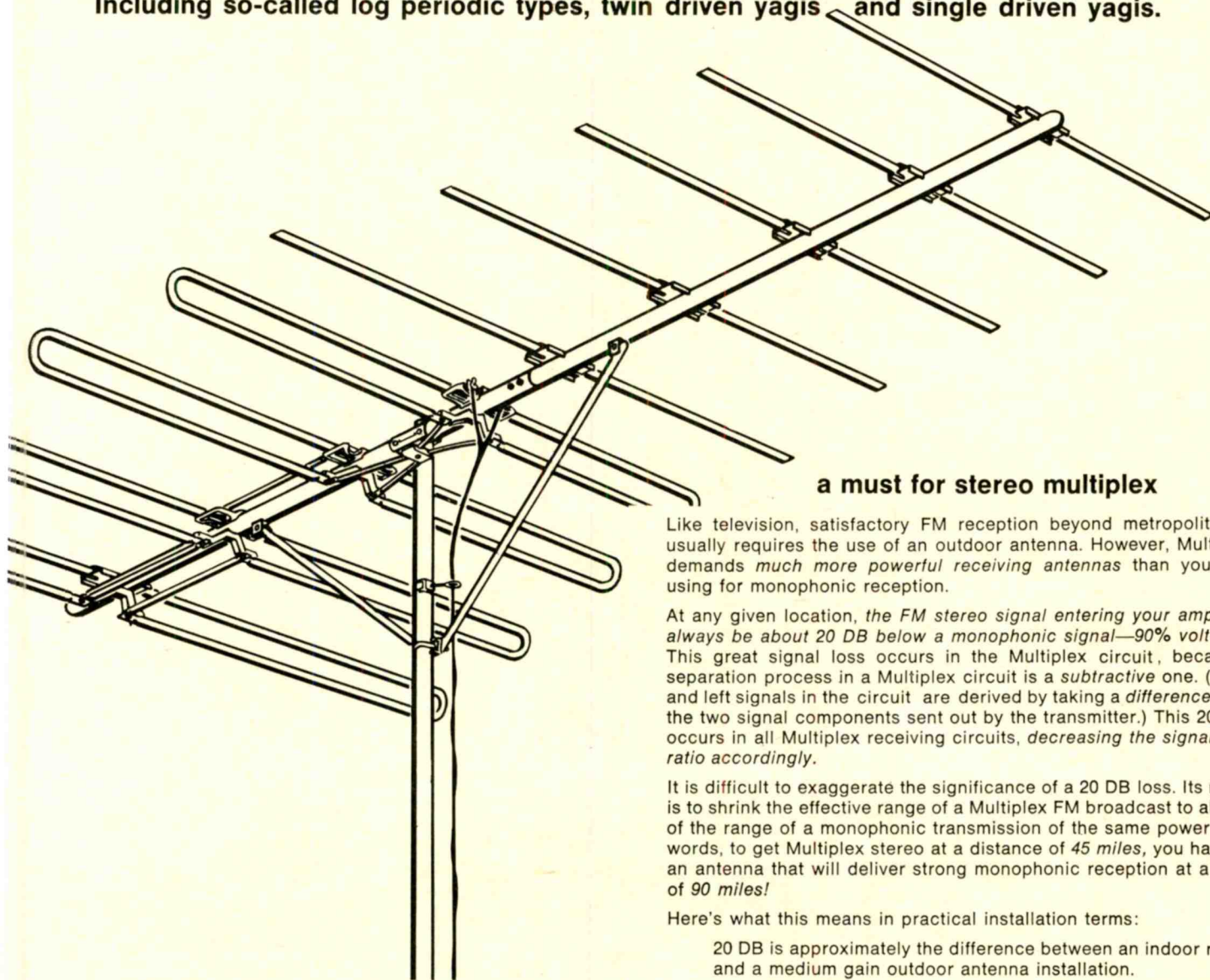
Channel Master's New

# **Stereo·Probe**

BROADBAND FM ANTENNA

## **outperforms them all!**

Including so-called log periodic types, twin driven yagis and single driven yagis.



### **a must for stereo multiplex**

Like television, satisfactory FM reception beyond metropolitan areas usually requires the use of an outdoor antenna. However, Multiplex FM demands *much more powerful receiving antennas* than you've been using for monophonic reception.

At any given location, the FM stereo signal entering your amplifier will *always be about 20 DB below a monophonic signal—90% voltage loss!* This great signal loss occurs in the Multiplex circuit, because the separation process in a Multiplex circuit is a *subtractive* one. (The right and left signals in the circuit are derived by taking a *difference* between the two signal components sent out by the transmitter.) This 20 DB loss occurs in all Multiplex receiving circuits, *decreasing the signal-to-noise ratio accordingly.*

It is difficult to exaggerate the significance of a 20 DB loss. Its net result is to shrink the effective range of a Multiplex FM broadcast to about 50% of the range of a monophonic transmission of the same power. In other words, to get Multiplex stereo at a distance of *45 miles*, you have to use an antenna that will deliver strong monophonic reception at a distance of *90 miles!*

Here's what this means in practical installation terms:

20 DB is approximately the difference between an indoor rabbit ear and a medium gain outdoor antenna installation.

© 1966 Channel Master Corp.

**Another design FIRST...heading a complete line  
of FM antennas by CHANNEL MASTER**



# HOOSIER TEST PROBE

## A SPECIAL ESD FEATURE

### IESA OFFICERS & DIRECTORS 1969 - 1970

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By O.C. BROWN, C.E.T.

On this beautiful, growing matter of Electronic Technicians apprenticeship. Let's take a constructive look from the other side of the fence, that is, the viewpoint of the employer-teacher!

These young men are doing a marvelous job for we "old shellbacks," not just in reducing our physical workload, but in emotionally making us believe that our profession possibly does have a future.

In the early days of our country's technical growth in the field of skilled labor, most of the successful, continuing shops, (smithies, cobblers, carpenters, etc.) were a father & son's company. Papa was constantly teaching his skills to his sons, but — this worthy and efficient system is almost extinct.

Now, we say we want the "better life" for our offspring, college, clubs, you name it. Maybe this is OK, and I do not write this bit in criticism of any person or persons. Besides, who would I be to judge since my own son is a professor of philosophy and literature.

Merely making a case in point — we need a good, hard-working, bright young man to teach our bag of tricks to, and in the process of teaching, it is amazing how much you will learn (or remember) yourself! Everyone is the better for it.

Yours truly spent a lot of very instructive but frustrating hours over a period of many months, working with a group of dedicated association leaders in our neighboring state of Kentucky. (Fighting every obstacle that Boards of Education and Government could throw in our way) to get a good working apprenticeship and OJT program going. Thank heaven they made it.

It makes you feel good inside as you watch these bright young men go through analysis, repair, cleanup, listing of time and materials for billing. You must observe and supervise — but not too close.

Let them have a little room to experiment and improvise. Sometimes we learn how to really do it right by first making a boo-boo. If they get TOO experimental, watch that you don't chew them out too hard, or in an embarrassing way. Try to make criticism constructive.

Let me give you an example by listing the activities of my own apprentice for today, November 14, 1969, 9:00 AM to 5:30 PM.

1. Repaired 2 radios, 2 vertical trouble, CTC 24 shorted 6GF7 and 2 burned screen resistors.
3. Adj. purity and converge and set H.V. clean tuner on CTC 20.
4. Repair tuner, clean and adjust on Admiral 4H12.
5. Repair UHF tuner on CTC25.

(Continued on page 30)

**82-channel signal grabber**

The Jerrold VUfinder® Antenna. The first 300-ohm UHF-VHF-FM antenna designed—from the ground up—for uncompromising color and black-and-white excellence across the entire TV spectrum. Models available for metropolitan to deepest fringe areas.

- Sharp directivity eliminates color ghosts
- Flat response (±1 db per channel) for optimum color fidelity
- Exclusive bi-modal director system for extra gain

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.

Labels in diagram: Exclusive bi-modal director system, Twist-resistant square boom, Fully assembled snap-together construction, Golden Armor Coating for superior corrosion resistance, Vibration-proof, point-contact element locks, Rugged Cycotec insulators add strength.

We have the complete line of JERROLD ANTENNAS IN STOCK . . . ONE TO FIT YOUR NEEDS AND BUDGET.

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210 South Meridian Street — Indianapolis, Indiana 46225 — Telephone (317) 834-2591

ELECTRONIC SERVICE DEALER



# ELECTRONIC service dealer

## IOWA BEACON

### IOWA president's report

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BOOTS HARTWELL  
Waterloo

VIC UKER, Treasurer  
Clarion

BILL EASTMAN, Sgt. at Arms  
Des Moines

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Past Pres. and section editor

LEO SKELLENGER, Hubbard

DEAN MERRILL, Olewain

BILL GUILIVIER, Odebolt

PETE BEMINO, Clarion

FLOYD KEETON, Red Oak

FLOYD WEBB, Des Moines

VAN MAHNEN, Bloomfield

KENNETH YOUNG, Washington

by CLARK POHL



Some interesting actions have been taking place within the TSA Iowa organization by actions of the board of directors in several areas.

One of interest to the technical minded members is the authorization to buy and build a calibrated test set for measurement of high voltage, AC voltages, DC and resistance. This set will be loaned out to locals and members for the purpose of calibration of their own test equipment. This should be a very useful and practical benefit for our members.

Other action was to vote sending a letter of notification on dues and payment of dues to conform with the national dues structure. Only one local

had paid its dues on time and one other local had paid its dues to date and most members billed directly were paid to date. The Executive Secretary was instructed to mail a letter notifying all members listed to date to check with their locals and if their dues were not paid, they must do so immediately or send individually direct to TSA for their state and national dues or they would be dropped from membership and their name removed from state and national mailing lists. Services will then be rendered to paid members with a monthly billing system and by January 1970 dues becoming delinquent 60 days will automatically drop one from membership. Dues may still be paid through a local provided they are sent in semi-annually or annually IN ADVANCE of due dates. Single membership may also be paid semi- or annually IN ADVANCE of due date which are January 1 and July 1 of each year. With several new programs set up for members only, it becomes more important we have an accurate up-to-date membership.

The most recent program on savings and investments will be reviewed by Les in his column and the board will vote on an insurance program similar to California and Texas plans at its December meeting.

Of interest state and nationally, our VP Rex Ray has sold his business interests and resigned as VP and entered the insurance business. Rex was a great supporter and worker for TSA and NEA. Good luck Rex.

We now have interested distributor sales personnel joining as associate members who are interested in the progress and growth of TSA Iowa. This is quite common in other states and we are happy to see them take an interest in Iowa.

Other news of interest within Iowa will be covered in Les's comments, be sure to read. With our building and remodeling nearing completion I've many details unfinished along with everyone's usual Christmas business thus ending this month's notes. For information on TSA write - TSA Iowa, Box 215, Waterloo, Iowa 50704.

## Ames Electronics To Specialize In Servicing Equipment For Dealers

Another new company is being formed in Iowa. Ames Electronics Incorporated is presently being established. The purpose of this company is to manufacture consumer electronic servicing equipment which is geared to the present. This means that it be of a type which will increase efficiency of service shops. The first of a line will be a semiconductor checker. This checker boasts not only a number of unique design features, but also a price so low that technicians may feel

comfortable purchasing one of these rather than attempting to build a similar device.

This company has also been established as a service organization of very specialized nature. Test equipment servicing will be one of the first attempts in this area with service for dealers to follow.

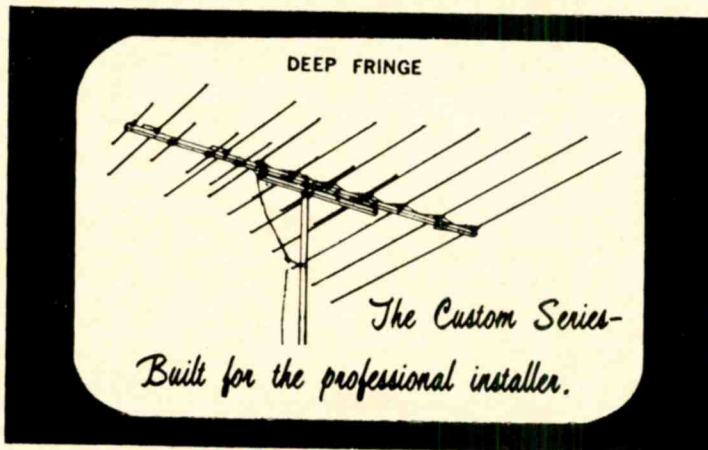
The philosophy of this new corporation is that there are stringent demands on business procedures, but that specialization of services and increased efficiency of operation will more than counteract these demands.

## You, and Dick Unger

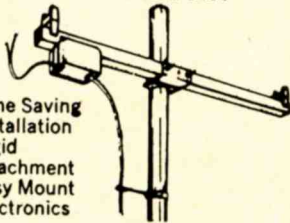
Many of you may know Mr. Dick Unger, who is currently employed by the two-year engineering technology department at Iowa State University as Program Chairman of Electronics Technology. Dick has been very active in the field of consumer electronics servicing for many years. He graduated with a Bachelor of Science Degree in Physics in 1950 and taught high school for two years. While in high school he felt that he did not have any significant, relevant things to relate to high school students. He therefore enrolled in a Radio, TV & Industrial Electronics Correspondence class. Dick completed this correspondence course after going to work for Radio Trade in Des Moines in 1952. Dick worked for Radio Trade for four years as counter sales supervisor and test equipment department supervisor. You may have met him at Radio Trade. Mr. K. Baker, who met Dick while he was working for Radio Trade felt that he would be ideally suited for Engineering Extension work at Iowa State University so introduced him to Paul Christiansen, who hired him in 1956 to teach for Engineering Extension. Many of you probably attended his or K's classes during these periods 1956-62. Dick also worked part time, while working for Engineering Extension, on his electrical engineering degree and obtained a Bachelor of Science Degree in Electrical Engineering in 1960. In 1963 Dick went to work full-time for Engineering Technology where he has been since. He has, however, traveled around the state teaching evening classes for Engineering Extension at various times since going to the Electronic Technology Program. Many of you may have met him in this capacity. His latest endeavor has been a circuits analysis class he presented three times last year. Dick felt that this course, was for the qualified consumer electronics technician, what a graduate class is for the engineer. In this course Dick had a chance to bring his many experiences to bear in analyzing circuits at the fringes of the "state of the art." Everyone who knows Dick knows that he has a dynamic personality, is hard working and is concerned about the quality of the electronics technician in all fields.

ELECTRONIC SERVICE DEALER

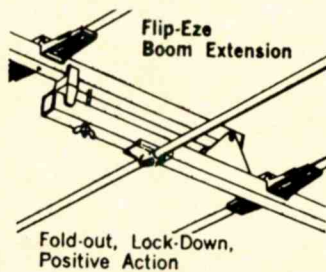
# BETTER BUILT FOR BETTER PERFORMANCE<sup>®</sup> ANTENNACRAFT<sup>®</sup> TV-FM Antennas and Electronics



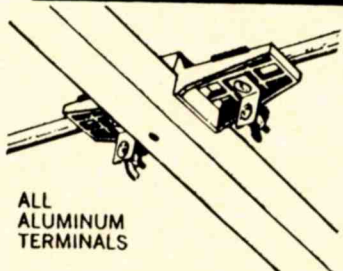
### CRADLE-MOUNT



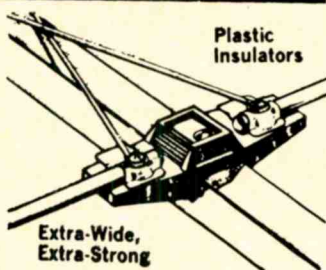
- Time Saving Installation
- Rigid Attachment
- Easy Mount Electronics



Fold-out, Lock-Down, Positive Action



ALL ALUMINUM TERMINALS



Plastic Insulators

Extra-Wide, Extra-Strong

**Sidles** DISTRIBUTOR  
ENTERPRISES, INC.  
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## NOTES . . . FROM LES

Les Buchan, TSA-Iowa Executive Secretary

By now I am sure you have all heard or read that TSA of Iowa is changing the membership billing system. Starting the first week in December you should receive your statement if you haven't paid your dues for the year in advance. We will attempt to police this procedure and we urge you to make payments when they are due as you would not want to be removed from the mailing list. In fact delinquent members will no longer be subscribers to this magazine, which I am sure you all agree is enlightening and informative.

The new system should not discourage you if you want to pay on a yearly, semi-annual or quarterly basis. We will be happy to give you proper credit. P.S. As with the start of any new system there may be some mistakes and we ask that you bear with us and let us know promptly if you were billed in error or if you did not receive your billing.

Another new service your association is providing is the Savings and Investment plan being offered by the Associated Group Agency. From early reports, it appears this plan is very popular and the acceptance is good. If the agent hasn't called on you as yet let us know and we will see that you receive a visit.

It is the type of program we have all wished for — utilizing a small, regular payment in a program that not only provides for growth of our investment but protection as well. Take a few minutes to talk to the representative when he calls on you. I am sure you will find it interesting.

At this time your board of directors is investigating another service which we can offer to the members in an effort to make membership more attractive and at the same time provide better service for the membership at reasonable costs. This only shows that MEMBERSHIP DOES NOT COST — IT PAYS!

DECEMBER, 1969

## ► ANNOUNCING ◀

Ames Electronics, Inc.  
model 170

# SEMICONDUCTOR CHECKER

Designed for YOU!

### features:

- \* Ease
- \* Speed
- \* Safety
- \* Reliability
- \* In & Out of circuit use
- \* \$14.95

AD SIZE IS UNIT SIZE !!!

ames electronics, inc  
1306 douglas ave  
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## Your "ORDERING CENTER" For 30 Years

"EVERYTHING IN ELECTRONICS"

FEATURING Electronic Components and Devices



Portable  
Solid State  
stereo phone

\$59<sup>95</sup>  
MODEL 229

Voice of Music stereo looks better, sounds better, and has a better price, thanks to Benton Harbor, Michigan, where they make it better — with all the new ideas, but in the old, careful way. Here's stereo that travels like handsome luggage. Swing open the stereo speakers, tilt down the V-M 4-speed "Stere-O-Matic" record changer, and it's ready to produce big, brilliant stereo sound . . . anywhere!

☑ The Voice of Music

RADIO TRADE SUPPLY COMPANY  
FORT DODGE—MARSHALLTOWN—WATERLOO



**KETA**

the **KETA** news

**Kentucky Electronic Technicians Association**

*Kentucky Electronic Technicians Association*

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CHARLES W. CAVE  
Ferncreek, Kentucky  
*First District Vice President*

DONALD L. STANSBURY  
Frankfort, Kentucky  
*Second District Vice President*

ROBERT CHILDERS  
Elizabethtown, Kentucky  
*Third District Vice President*

RAY DEMONBRUN  
Louisville, Kentucky  
*Treasurer*

ROY BAILEY  
Louisville, Kentucky  
*Recording Secretary*

ED KIMMEL  
Louisville, Kentucky  
*Corresponding Secretary*

FRANK WILDER  
Louisville, Kentucky  
*Sergeant-at-Arms*

## Minutes of KETA Board Meeting

The meeting was called to order at 8:30 P.M. by the president, Mr. Fred Watjen, who read to the members Mr. Roy Bailey's written resignation, regretfully outlining his reasons for his decision to do so.

Mr. Joseph Smiley was appointed by the chair to assume the office of recording secretary for duration of the elected term or the election of officers. Minutes of the last meeting were read and accepted by the members.

Mr. Richard Glass was our welcome guest for this meeting, bringing with him photographs of many of the high-

lights of the Waterburg Convention and samples of new P.R. materials.

The chair read in the absence of Mr. Charles Caves a written report prepared by Mr. Caves on the apprenticeship program.

Mr. Richard Glass, Executive V.P. of NEA, was our guest of honor and he explained many of the new programs.

CET: The free CET pins will be given only to the first 500 CET's, however, all CET's will receive certificates and wallet cards and in order to get pins will have to pay \$5.00 to NEA.

Membership News NEA. Mr. Finneburg has pledged himself to give

(Continued on page 26)



Your Center for Zenith Replacement Parts



### FACTORY REBUILT TUBE SPECIAL

Get the most for your trade-ins! Monarch is now offering a special price on Zenith Cinebeam factory rebuilt tubes. These tubes will satisfy about 95% of your needs for replacing tubes in your trade-in sets. Sale prices are in effect through December 15. Don't delay . . . order today!

**MONARCH** EQUIPMENT COMPANY

3001 CRITTENDEN DRIVE — P.O. BOX 2157  
LOUISVILLE, KENTUCKY 40201  
AREA CODE 502 — 634-4701



## LETA NEWS NOTES

### LETA MEMBERS HEAR FROM BETTER BUSINESS BUREAU

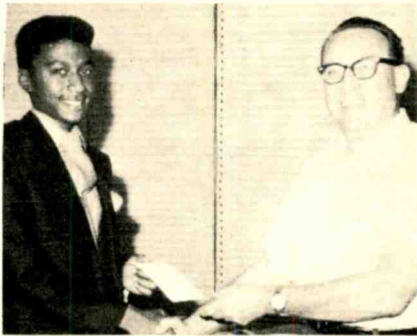
At a regular business meeting of the Louisville Electronic Technicians Association on August 20th, Mr. Joe Proctor and Mrs. Clay Gans presented statistics showing the total number of inquiries received per year by BBB on the television servicers in the Louisville area as 2,122.

Of this number, 118 calls were specific complaints on service. When

you consider that this number is less than three complaints in 10,000 service jobs the complaints are relatively insignificant.

Cooperation between LETA and BBB initiated in previous years was reaffirmed by the present membership. The basic arrangement is for providing expert testimony and knowledgeable evaluation of circumstances whenever a complaint situation arises requiring such consideration.

### LETA APPRENTICE MERITS DRAFT DEFERMENT



The excellence of the Louisville Electronic Technicians Apprenticeship Program has merited draft deferment

status for young men indentured in this program.

The officially-recognized procedure as established by Selective Service is to process deferment notices through the offices of LETA President Bailey.

The first notice received under this arrangement was presented at the regular meeting of LETA men on Wednesday August 20. Darrel R. Malone (left in photo), who works for O.C. Brown at 312 Pearl St., in Jeffersonville, Ind., is being congratulated by Mr. Brown before the general membership of LETA.

### 9 C.E.T.'s ADDED IN KENTUCKY

Nine more C.E.T.'s have been added to the roll of Kentucky Certified Electronic Technicians according to the recent report released by KETA. The certificates will be presented this month to the following men:

- 63. Larry W. Armstrong .....Louisville
- 64. Daniel A. Laemle .....Louisville
- 65. Hugh A. Bennett .....Louisville
- 66. Alan G. Stabile.....Louisville
- 67. Paul W. Long.....Middletown
- 68. Donald J. Kerstiens.....Louisville
- 69. Richard Cranmer.....Louisville
- 70. John W. Martin .....Louisville
- 71. Henry W. Moss .....Pleasure Ridge

### TWO REQUIREMENTS REQUESTED BY KETA ADDED TO LAW

Through the action of KETA, before the Louisville Board of Aldermen, two additions to the new law regarding CATV have been added. The two proposals enacted, along with the complete law, were:

"Restricts the franchisee or any of its shareholders from engaging "directly or indirectly, in the business of manufacturing, selling, repairing or installing television receivers, radio receivers or accessories . . ."

"Requires that the franchisee "maintain an office" where "CATV maintenance service shall be promptly available to the subscribers."

## P.I. BURKS CO.

842 So. SEVENTH ST.



**NEW LOCATION**  
**FREE WINEGARD**  
**INDOOR ANTENNA**  
**WITH THIS**  
**AD**  
**1-TO CUSTOMER**

-----  
**MODERN STORE**  
for  
**BETTER SERVICE**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

GOOD NOV. 20th to DEC. 12th 1969

## BOARD ACTION

(Continued)

NEA \$1,000 if "The Membership Grows by 1000 members at Convention Time Next Year."

Mr. Ray Demonbrun reported on Phoenix, Arizona board meeting. Persons taking CET exams effective January 1, 1970 will be required to pay \$10 per examination. Retakers — no charge.

NEA went on record as opposing scare type news releases until the facts are known. Fire hazard of some TV receivers, ex-rays, etc.

Licensing Law: Mr. Clif Sachleben was appointed by the chair to investigate status of a possible licensing law in Kentucky in 1970.

Apprenticeship: The Apprenticeship Committee with the help of local BAT offices is trying to liberalize the apprentice standards to possibly allowing for one (1) added apprentice per shop. Now that we have a full-time coordinator in Mr. Charles Cave.

1970 Convention KETA: No date has been set for our coming convention in Kentucky the last week in January. Mr. Ben Pulford was asked by the chair to check on possible meeting site. It was even suggested that holding

KETA Conventions in various cities out in the State could possibly promote state interest in the State Association. Mr. Bob Childress was asked to check on possible places in Elizabethtown for our convention.

New Business: Mr. Ray Demonbrun spoke on ways to give KETA possible promotion, suggested a Three-Point Program.

1. To hire a paid secretary, to promote the association.

2. To change the name to: Kentucky Master Technicians Association.

3. To raise dues to whatever level necessary to maintain such endeavor.

The chair asked Mr. Demonbrun to outline the program he has in mind and present his proposal at our next meeting. Mr. Richard Glass suggested that the National Office might be of some help in this area, also cost in possibly two ways.

1. That the National could handle at least part of the work load.

2. That if the State Executive Secretary idea was workable the state office could help in means of paying such a person. Comments:

Mr. Clifford Sachleben suggested that the word "affiliate" be deleted from both State and National membership wall charts now being used.

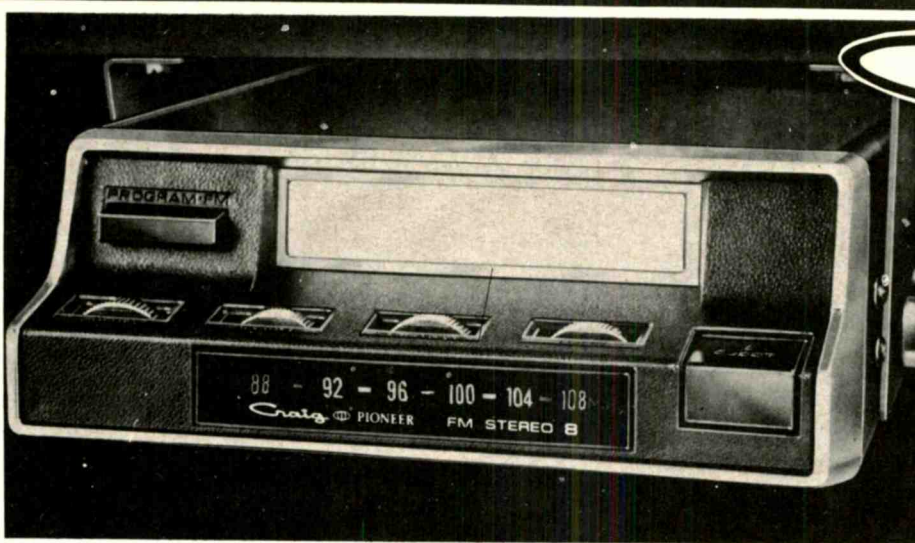
## LOCAL KENTUCKY FIRM AND ZENITH DONATE TV SETS TO VOCATIONAL SCHOOL, HARLAN



Fred Watjen congratulating Stan Bartleman, Zenith field engineer for the CET certificate. Exams given in Kentucky by Clem Raffauf but claimed by Indiana because he lives there. Glad to have him aboard.



Shown (left to right) Bill Simms, electronic instructor, Jim Howard, Principal, Charles Cave, NEA training director, Clem Raffauf, Zenith Distributor, Monarch Equipment Co, Ralph Forrester, Zenith Dealer, Harlan, Ky. Pictured at Harlan Vocational School.



**EIGHT-TRACK CARTRIDGE PLAYER WITH FM STEREO RADIO**



**THE  
COLLINS CO., Inc.**

**ELECTRONICS PARTS DEPT.**

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

*Craig*



**3119**

**\$119<sup>95</sup>**

minimum retail

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

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



# KEA NOTES

## A SPECIAL ESD FEATURE

### PRESIDENT

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R. A. Swan

### 2ND VICE PRESIDENTS

Joe Skelton

Keith Knos

Bill Winegar

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John Farrell

### TREASURER

Wilford Carden

### SERGEANT-AT-ARMS

Keith Nicholson

### NEA DIRECTOR

Kenneth Marcy

### PAST PRESIDENT

Lloyd Milham

### SECTION EDITOR

Lauren Matson

## KEA

# President's Report

By EMMETT HUGHES



KEA will hold their Mid-Year general membership meeting January 10 and 11, 1970 at the Diamond Inn Motel, Wichita, Kansas. Saturday afternoon at 2:00 we will hold a study session to review subjects pertaining to our business which some of us have learned at one time but then maybe forgotten. At this session we will try and cover all aspects of our trade. Saturday evening we will all eat together at the motel and their will be awards made at this time. Bring your wife and let's make this a good meeting.

We have quite a few CET's in Kansas, members and non-members, I think that we can double this number. Every KEA member should be a CET so Sunday morning we will give the CET test to all who would like to take it. I urge every member who is not a CET and every one who has taken the

test and did not pass to attend the session Saturday, then take the test Sunday morning. Every shop owner who has technicians working for him should insist that they be there and take the test. This test is not just for members so let's all get busy and get all the technicians possible to attend.

Starting next month we will publish the names of all CET's in Kansas — be sure your name will appear on this list.

In the November issue of Electronic Service Dealer Mr. M. L. Finneburg made a challenge to our National Association. Now is the time for Kansas to do it's share in helping meet this challenge, so in the next six months let's ALL do our best to double our membership, also our CET's.

Don't forget January 10 and 11, 1970 Diamond Inn Motel, Wichita, Kansas.



**SYLVANIA**



WICHITA • HUTCHINSON • HAYS • DODGE CITY • TOPEKA

**YOUR BEST SOURCE OF SUPPLY**



**WINEGARD**

# GUEST EDITORIAL

By WILFORD CARDEN

## I Am A Tired Association Member

I am a "Tired KEA Member."

I am tired of being asked . . . "What is KEA."

I am tired of hearing the answer . . . "A spokesman for Independent Service"

I am a "Tired KEA Member" . . . weary of reading membership reports which state we initiated a few new members when there are hundreds that should be members.

I am a "Tired KEA Member" frustrated when new groups are organized only to find that the fire soon is only a faint flicker.

I am a "Tired KEA Member" who is sick of hearing . . . "We must get involved," and then everyone stands around waiting for the guy named George to make the first move.

I am a "Tired KEA Member" disappointed by the attitude of individuals who are single-mindedly behind pet projects to the utter and complete disregard of the total welfare of Independent Service.

I am a "Tired KEA Member" who is sick up to here with members who are quick to criticize and condemn, but very, very slow to offer support and service.

I am a "Tired KEA Member" who is amazed at the number of members who make no effort to improve or who have no time to learn what is going on in the Service Industry.

I am a "Tired KEA Member" . . . so very, very tired of individuals who are intolerant of other people, who dislike people who disagree with them, and who believe that they can live alone without communication with their fellow technician.

I am a "tired KEA Member" afraid because we have permitted ignorance of association purpose, because we

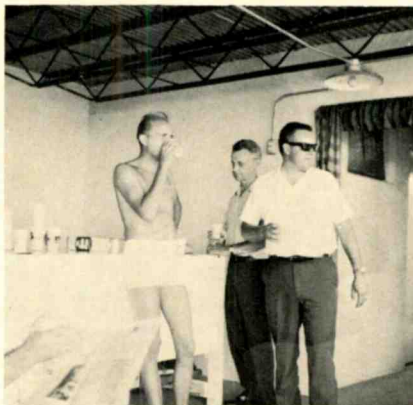
have allowed ourselves to become apathetic and complacent we are in danger of losing all we hold dear in the Independent Service Industry.

I am a "Tired KEA Member" who believes that things left to take care of themselves will eventually wither and die.

I am a "Tired KEA Member" real tired of those who are permitting themselves, through passive membership, to believe that NEA is not the greatest service association in the world . . . an association dedicated to the policy of trying to help man achieve some of the good things that our associations brought about.

I am a "Tired KEA Member" . . . NO, I am no longer tired because I believe we still have a choice . . . a choice of becoming involved . . . a choice of becoming active and stimulated by association with men of similar purpose.

I am a KEA Member who believes that KEA and NEA, are only as good as we want them to be. They are only strong as we make them. They are as weak and as ineffective as we permit them to become.



The well-dressed Wilford Carden on the left, the Otto Richart and the Milt Bolt of Toron, U.S.A.



The less hardy souls at the KEA Annual Picnic.



Preparing the refreshments for KEA Picnic.



Larry Premer prepares the hamburgers at KEA Picnic



Keith Knos votes "thumbs up" at State Board meeting.



WICHITA

**RADIO SUPPLY COMPANY**

SALINA

GREAT BEND

*Incorporated*



**RCA**

Tubes & Service Parts

Authorized Distributor for

**FINCO**

Antennas & Accessories



# TSA OHIO NEWS

A SPECIAL ESD FEATURE

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*Secretary*

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*Treasurer*

Hal Frutschy, CET, Canton

*No. V. President*

Nels Gustafson, CET, Youngstown

*Cent. V. President*

William Smith, CET, Columbus

*So. V. President*

Robert Meyer, Cincinnati

## OHIO PRESIDENT'S REPORT

By ART CLOUGH, CET



### WORK LESS, MAKE MORE

Would you like to work less hours and make more money? Sure you would!

Well, keep closer contact with your association and get some help on how to do it. You can cut costs by taking advantage of association programs, ie: Insurance, customer satisfaction pamphlets, bookkeeping forms, collection assistance, technical tips, ease of product serviceability and more.

Besides cutting costs, you can make more money by charging more per job. You ask how? OK! Association activity in NO way fixes prices, nor does it intend to. However, if you are not 100% happy with your station in life, you should do something about it. Join your State and National Associations and DO something. Meet your contemporaries and enjoy their comradeship. The simple act of joining and attending your local or state association meetings will help you learn of better ways to conduct your business.

I believe that electronic service technicians should earn more than those engaged in pursuits which require less training. When your association can advertise and educate John Q. Public to expect good results for good pay and to have some stan-

dard of judgement, such as the Certified Electronic Technician emblem, we shall have made a giant step toward a better life.

One way that this can be accomplished is for each and every one of us to meet our competitor and become at least partial friends with him. There is nothing which breeds contempt like ignorance. Also, there is nothing which breeds success like association does! Learn from your competitor, he will learn from you. **THIS IS ASSOCIATION.**

NOW, for those of you who are members; Get up off your smug feeling position, get out and meet that guy down the street, take a membership blank with you and ASK him to join our group. Your position may not be as smug as you think. You need him as a member, and he needs you as an associate! Neither of you may realize this right now, but in six months or a year, you both will have difficulty understanding how you individually got as far as you did without each other's help.

HELP ME TO HELP YOU. All I am asking you to do is to help yourself a lot by helping your industry a little.

GET ANOTHER MEMBER IN YOUR ASSOCIATION.

## CLASSIFIED ADVERTISING

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

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

### RADIO & TV SERVICE & SALES

For Sale — Stock & Equipment — 35 years in same downtown location in Bellflower, Calif. Lease to suit — Ill health forcing owner to retire. Phone (213) 867-2351.

### MUST SELL

TV SERVICE & SALES BUSINESS  
Over 2000 satisfied customers. Excellent opportunity for a good and ambitious technician. 762-6793 or 985-8925.

### GLENDALE, CALIFORNIA (Montrose) BUSINESS FOR SALE

Established over 21 years in present location. No other dealer in immediate vicinity, possibilities of expansion almost unlimited. Original owner, poor health forces sale. MOUNTAIN RADIO & TELEVISION, 3447 Ocean View Blvd., Glendale, California 91208, Phone 213-249-1277

### FOR SALE

Retail TV Sales and Service Business in busy shopping center. In full operation. Franchised RCA, Motorola, Sony and Panasonic dealer. Excellent lease and growth potential in So. San Jose Area. Illness forces sale for inventory and fixtures. APPROVED Electronics, 664 Blossom Hill Rd., San Jose, Calif. 95123, Phone 225-4611.

### FOR SALE

Reputable, going service business — some sales. Established and in continuing operation for over 25 years. Present owner of twenty years retiring. Completely equipped. Gross business average better than \$36,000 a year. A real investment — \$15,000. Will haggle, slightly. GLENDALE RADIO & TV SPECIALISTS, 716½ N. Glendale Ave., Glendale, Calif. 91206, Phone 243-4277

### FOR SALE

Over the counter Electronics Store, located in major shopping center, in greater Los Angeles area. 500 parking stalls — grosses ¼ million — all clean inventory — super market style. Write P.O. Box 54288, Los Angeles, California 90054.

### Hoosier Test Probe (Continued from page 20)

and open diode. 6. Correct vertical sync problem in old CTC 11 leaking condition and res. changed in valve. 7. Replace B+ filter cond. in Zenith 19" portable.

And the amazing part, he doesn't seem rushed or disorganized. Still has time to put the tools away between jobs.

Gentlemen, if you do not have a good on the job apprenticeship program started in your area, for pity's sake get something going! After you do, you will never regret the long sessions with school administrators, boards of education, instructors, etc. Success, how sweet it is!!!

And to simplify your task, use the good guidelines of our NEA Director of Training, Charles Cave, CET. Write him or give him a call, after all, he is the swinger that helped get the first successful program going, and he will be delighted to aid you.

And for that matter, so will O.C. Brown, CET, Vice President, I.E.S.A.

# Now there is a better Color-Bar Generator for your servicing work 30 DAY MONEY BACK GUARANTEE

## <sup>New</sup> The RCA WR-502A Chro-Bar

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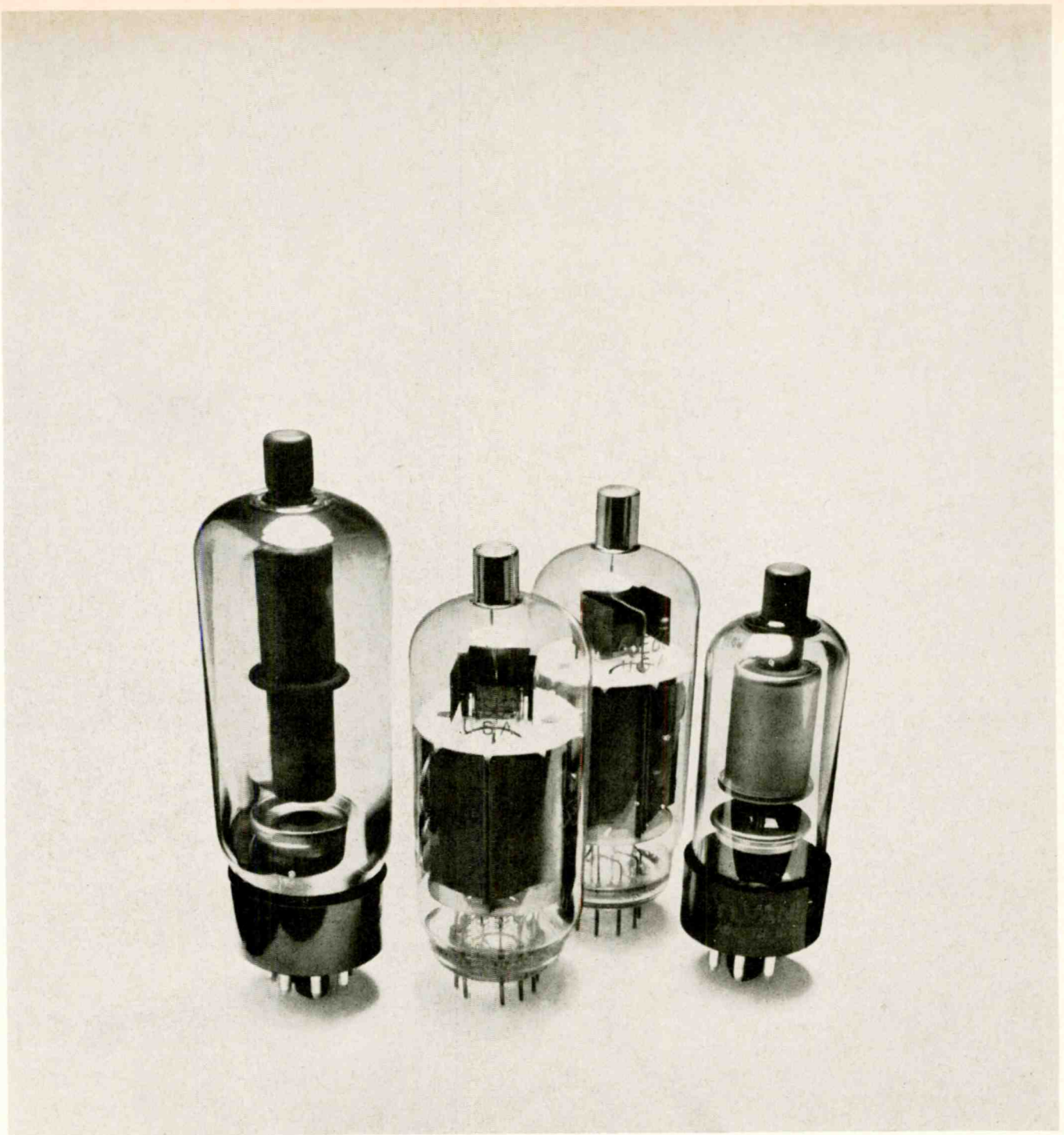
30



# RCA

\$148<sup>50</sup>

WITH AC ADAPTER



## Our hot ones are the last to go.

The last thing you need is to be called back a day or two after you've replaced the sweep or high voltage tubes in somebody's color TV.

But, they're usually the first to go. Because they get so hot.

So we figured out how to cool them. Now, they last a lot longer.

Take our 6JE6C/6LQ6, for example. It's the horizontal deflection tube that takes such a beating when the set gets hot.

Well, we've given it special patented radiator fins that first absorb the heat and then radiate it out of the tube.

Now it runs cooler and lasts longer. Same for our 6JS6C.

Or take our 6BK4C/6EL4A. That's the shunt regulator that eliminates runaway high voltage. We gave this one a whole new anode and shield design to improve heat transfer and stability.

Now it also runs cooler and lasts longer.

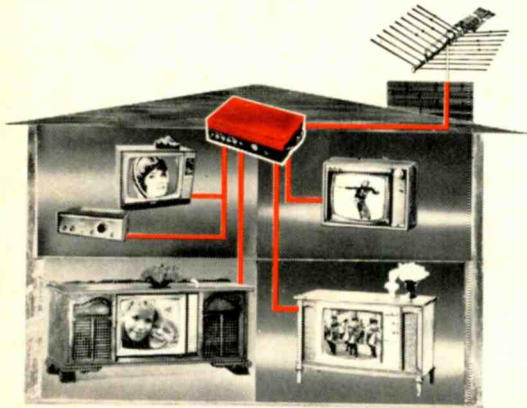
Or take our 3A3B high voltage rectifier. This one's got leaded glass for added protection. And it lasts longer too.

So next time you have to replace any of the hot ones, just cool it. You'll both last longer.

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