

# ELECTRONIC service dealer



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



MANAGEMENT ENGINEERING BRIEF  
OF PARTS AVAILABILITY SURVEY

EXCLUSIVE

# ZENITH TUNER EXCHANGE

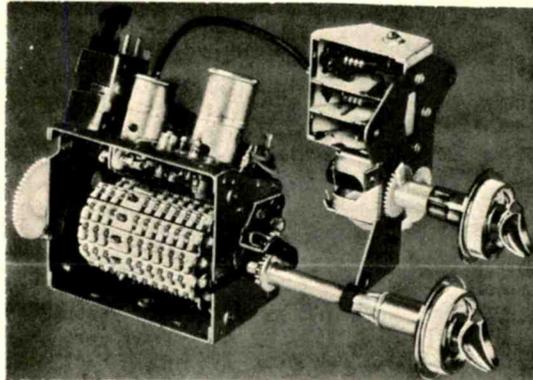
**ALL TUNERS REBUILT WITH GENUINE ZENITH REPLACEMENT PARTS!**

**\$12.95**  
PARTS & LABOR

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

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

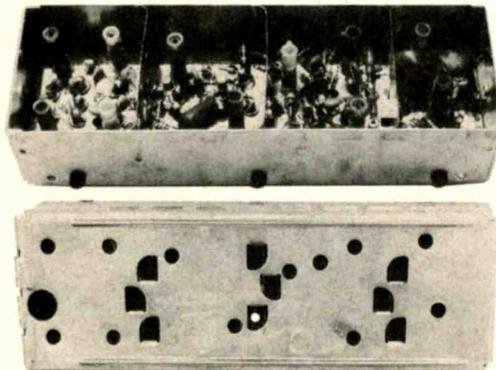
- FINE TUNING RANGE CHECKED ON ALL CHANNELS
- OVERALL RESPONSE ALL CHANNELS SHIELD COVER IN PLACE
- CONTACT SURFACES CLEANED AND LUBRICATED PROPERLY
- OVER COUNTER EXCHANGES WELCOME



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.

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- 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!**

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NOTE: Above price does not include shipping charges.

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ELECTRONIC ASSOCIATIONS ..... NOVEMBER, 1969

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# letters

Dear Don:

What does it mean to me to have the letters C.E.T. after my name? It means that I have spent many hours in school learning my profession, gone to numerous factory service seminars trying to keep abreast of the new developments in television that the manufacturers somehow come up with

each year. It means that I have sacrificed many hours of my 'free time' that I could have spent with my family or hobby, just to make myself a better technician. It means that I have at least four years experience in my profession, some of which were spent at a low salary because I didn't have 'what it takes' to be a high paid bench man.

It means that I have worked at night, without pay, to fix a 'Tough-Dog' just so I could go to sleep that night knowing that I have done something that an inferior technicians would have given up on. It means that I have trained my-self to be a technician that others respect, a C.E.T.

It means that I have the desire to up-grade my profession by becoming a C.E.T. because I know there are those who don't care. It means that I have chosen Electronics servicing as my profession and I want to be the BEST. It means that I have spent many hours boning up for the C.E.T. test and many days sweating to hear if I made it. It means untold joy to get that letter in the mail with the letters C.E.T. after my name.

There are many in our business that do not believe in becoming a C.E.T. They are the ones who know what it takes to become a C.E.T. and are afraid of the work it takes to become one.

Being a C.E.T. means that I am among the best in my profession. It is a boost to my ego and makes me try harder to better myself in order to keep the meaning of being a C.E.T. something for others to respect.

I AM A C.E.T. AND I AM PROUD OF IT!

Kenneth Nesslage, C.E.T.

Dear Don:

The "lay out in "sign form" below exemplifies the current trend in house calls and any outside work:

Bring Your Set In  
Or We Will Pick It Up  
No Home Repairs  
(Except Minor)

This company (and not the only one) notes the following advantages and disadvantages:

ADVANTAGES (After 18 months trial)

1. More efficient repairs.
2. Less man hours involved.
3. Fewer "callbacks."
4. More satisfied customers.
5. Lower operating cost.
6. Less complaints from technicians.
7. More profit — from business.

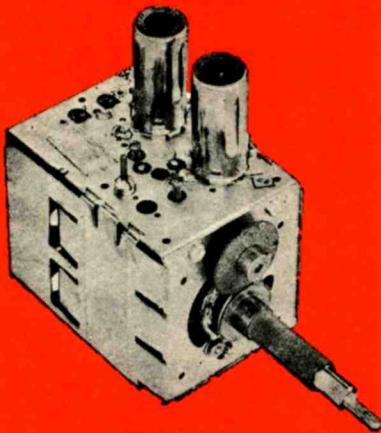
DISADVANTAGES

1. An occasional customer will shop for five dollar house call.

W. J. Steele

ELECTRONIC SERVICE DEALER

## 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

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

# ELECTRONIC service dealer

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THE OFFICIAL PUBLICATION OF THE NATIONAL  
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# editorial



DONALD J. MARTIN, *Editor/Publisher*

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sored by manufacturers, were little more than selling sessions on how good is my chassis. This was not what was desired by the electronic service technician and how could a "nuts and bolts" approach be attained?

At that same convention, Bill Woodbury of Sprague spoke to the delegates and asked, "What can the parts manufacturer do for the service industry?" He asked people to write to him and that he would bring the matter up before the coming EIA conference in Los Angeles.

How do the two separate items meet . . . How can such a program of up-dating the current technicians and a desire on the part of manufacturers to help, be put together in a constructive manner?

George Mena of Centrallab, and a member of the EIA committee, called many of the service industry leaders and followed up on Bill Woodbury's speech. He asked my opinion and I suggested a "National Technical Symposium" as one program that EIA could accomplish.

As a result of this conversation representatives of NEA, NATESA and myself were asked to meet with the EIA committee last month to further discuss just what could the manufacturers do for the service industry.

Of major importance was their acceptance of a national technical symposium program even though this division of EIA was basically component parts manufacturers. After presenting as much information as possible, to this committee, we adjourned.

In check back with George Mena I learned that his committee, that very day, met with the National Service Managers division and the Consumer Products Division regarding the proposed National Technical Symposium. According to Mena, "all of the divisions liked the idea and were willing to put it to a test later this year or the first part of next year. Although we had suggested regional programs, so that dealers would not have far to travel, the first one will probably be held in Houston, Texas. Since this is still very much in the planning stage, and nothing definite is set, all indications are that the National Technical Symposium will become a reality.

I have always felt that the technical knowledge needed today, to service the sophisticated electronic home electronics products, is probably as critical as any profession including legal and medical. This is a first step to recognizing a need and taking action to rectify it. It could only have been accomplished through the combined efforts of an industry as a whole instead of splinter groups all trying to do what is expected of him. For many years manufacturers continued to produce literature, training sessions, equipment, etc. that they thought the service industry needed. They never once took the time to ask the service industry if they thought they needed it or how it could be improved. The awaking to the ability and intelligence of the service technician was never more obvious that it was at that meeting with the EIA Committee. I am sure it will not be the last.

During the last NEA Convention in Waterbury I chaired the second National Service Conference meeting. The concept of the NSC is to have industry representatives sit down and go over common problems and the means to correct them. Needless to say, serviceability, training, etc. were all part of the conference and concrete action has emerged from this effort.

During this same Waterbury meeting, Dave Krantz of Pennsylvania asked the question about the "state of the art." What could be done to bring today's technicians up to date with current model chassis, for example, instead of waiting until problems arose some year to two later. It was the opinion of most of those in attendance that the "regular service clients," spon-

# How do you “install” confidence when you install an RCA color picture tube?



The surest way to compliment a customer is to agree with his opinion. This is pretty easy to do when it comes to deciding which brand of replacement color picture tube to install in his set.

Here both set owner and service technician agree — and by a wide margin — on RCA! And for one very good reason: RCA's reputation... for experience, quality, and proven performance... over the years. More years than anyone else in the business.

Place your confidence in the company that perfected the color TV system in use today. Introduced more technical innovations than any other company. Stays on top of the state-of-the-art not just in technology, but in tube sizes as well.

Whether it's an all-new RCA HI-LITE or the popular priced quality rebuilt RCA Colorama — when you recommend RCA — you'll not only flatter your customer, you'll also be protecting your own hard-earned service reputation. That's because RCA picture tubes are designed to protect the biggest reputation in the COLOR TV industry.

RCA Electronic Components, Harrison, N.J.

# **RCA**

# from the V.P.



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

---

This month I am taking time out from my regular column to publish a letter from M. L. Finneburgh offering NEA \$1,000 if they can add 1,000 members during the coming year. The following is his challenge:

“Dear Dick:

This letter will confirm our telephone conversation in which we not only re-affirmed our annual membership plaque accomplishment's awards (regional award, local chapter award and individual award), but also to tell you of our decision to offer a 'cash award' to NEA, if it can meet a specified accomplishment during the Year of 1969-1970, ending at The 1970 Annual Convention.

We would like to officially announce that if NEA can obtain one thousand bona fide new members within the indicated time — The Finney Company will make a cash award of one thousand dollars (\$1,000) to the NEA Treasury. No strings are attached whatsoever.

Our thoughts that prompted this unusual prize offer to NEA stems directly from our intense and determined interest in obtaining maximum affiliation on the part of independent service technicians. We continue to feel that this is one of the most vital and important areas in which NEA can participate. It is only through maximum strength and co-operation that the independent service technician can continue to protect his long-term interests and to grow and be respected by the electronics' industry. The Finney Company would like to be, as

always, a leader in this important objective.

For your further information, we have made a similar offer to NATESA. Our thoughts are that two membership drives would not be in direct conflict as it is the prime purpose of both associations to obtain maximum membership and, in most cases, the area of strength in one association is an area of weakness in the other; thus not making a strong conflict in membership drive. On the other hand — if each association accomplishes its goal, you can quickly recognize the tremendous improvement in the strength and productivity of “affiliation” by the independent service technician.

May we point out very seriously that already about one-third of the 12-month period has passed, and we hope that there has not been any let down in the NEA effort to obtain new membership. You may include in your membership accomplishment all members signed-up after the close of the National Convention in Waterbury last August, and include all new members up to the first day of the National Convention in 1970. It is the sincere desire of the writer that he not only, once again, presents the three plaques for new membership accomplishments at the 1970 convention — but . . . equally important . . . we would like to find it necessary to present to NEA, at that time, a Finney Company check for one thousand dollars (\$1,000).

We hope that the NEA Membership will not disappoint us. As always your enthusiastic supporter, I remain

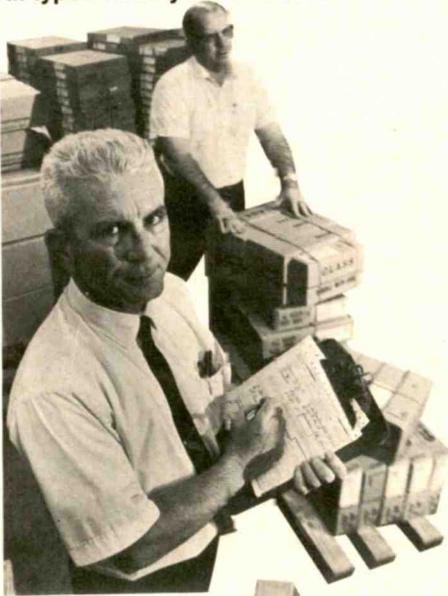
Sincerely yours,

Morris L. Finneburgh,

Chairman of the Board

# GE tubes are built to satisfy tough customers!

All types when you need them



Reach for this when you ask, "What else needs fixing?"

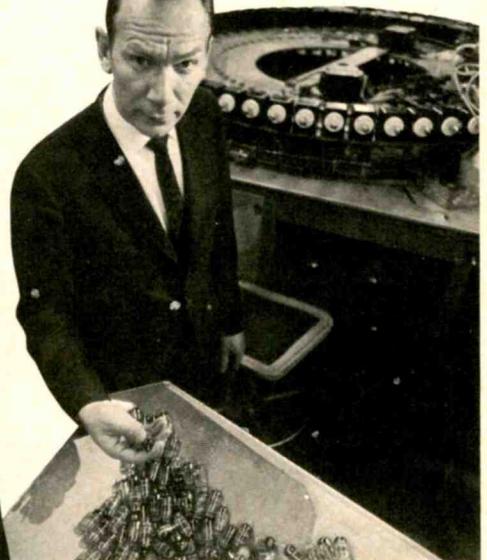
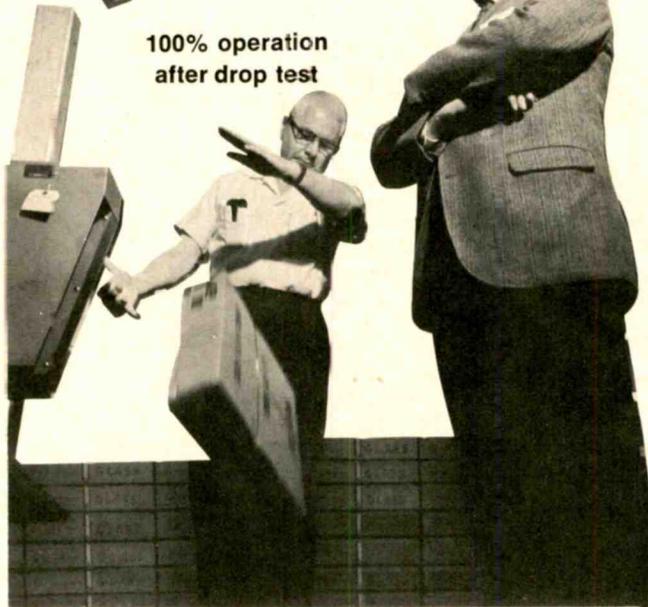
General Electric has an organization of real *tough customers* working to make sure every tube satisfies you and your customers □ There's the materials jury that tests the parts tubes are made of to be sure you get the best tubes made □ the design chief who redesigns tubes for replacement use to do a better job for you □ the quality control manager who tests tubes 14 different ways so you'll know every one will pass the test in your customer's set □ the packaging engineer who demands 100% operation after rugged drop tests of packaged tubes □ and the warehouse ramrod who gets all the tubes you need to your GE distributor when you need them. No wonder you can stake your reputation on dependable GE tubes — the "service designed" line for all your replacement needs. Stock up today.

288-22A

GENERAL  ELECTRIC

14 different quality tests

100% operation after drop test



Tubes redesigned for replacement

Strict materials inspection



# national...news & views



## TSA OHIO ELECTS NEW OFFICERS AT ANNUAL CONVENTION

TSA of Ohio held their annual convention last month and elected Art Clough, CET, as President of the State Association. Pictured above are: (left to right) Bob Meyers, So. V.P.; Bill Frant, Immed. Past President; Art Clough, Nelson Gustafson, No. V.P.; Hal Frutschey, Treasurer; John Graham, Secretary and Bill Smith as Central V.P.

## FINNEBURG SENDS CONTRIBUTION TO HALL OF FAME PROJECT

M. L. Finneburg, Chairman of the Board of the Finney Company, has contributed \$50 to the NEA sponsored "Hall of Fame" project. The Electronic Hall of Fame is a separate non-profit corporation incorporated in the state of Nebraska and is open to all segments of the electronic industry. Contributions should be sent directly to Capp Enyeart, Chairman of the Committee, at 924 North 44th Street, Lincoln, Nebraska, 68503.



## REAL STEAMBOAT RIDE ONE OF MANY PROGRAMS PLANNED FOR NEA CONFAB

An excursion Steamboat Ride on the beautiful Admiral will be one of the major social functions of the coming NEA convention slated for St. Louis, Missouri in July. The excursion ride will be on July 16th from 10:30 AM to 3:00 PM and will offer viewers a real good look at St. Louis. The ship is completely air-conditioned and features Arcade type games, open air deck, etc. Vince Lutz is general chairman of the annual NEA event. The convention Hotel is the beautiful new Stoffer's on the River Front.

## NEA BOARD TO MEET IN PEORIA, ILL. ON FEBRUARY 7th AND 8th

The next Board of Directors Meeting of NEA will be held in Peoria, Illinois on February 7th and 8th. At the same time, a meeting of the National Service Committee is also scheduled to meet to go over current programs and set patterns for the future. A tentative date for the NSC meeting is on Friday, February 6th and current plans call for an all day session. Representatives of all segments of the industry will be invited to take part in the conference with special invitations being extended by the program chairman Don Martin.



## "GOURMET GIFT HOLIDAY" OFFERS TV DEALERS GIFTS WITH GE TUBE PURCHASES

Delicious Gourmet Foods, toys for kids of all ages, and deluxe General Electric portable appliances are incentives for TV service dealers across the nation taking advantage of "Gourmet Gift Holiday," GE Tube Department's new fall program for entertainment receiving tubes. Dealers' September-thru-December purchases of GE tubes earn valuable gift points from GE distributors participating in the program. Dealers may redeem these coupons for a variety of merchandise. Theme for this year's fall program is "Think of it as a gift box," showing a GE entertainment receiving tube wrapped in orange and black ribbons. J. E. McElfresh, Manager-Renewal Markets, Tube Department, reviews several small appliances offered in "Gourmet Gift Holiday" program.

## TELSA TO HOLD ANNUAL CONVENTION IN WEST HAVEN NOVEMBER 1st-2nd

TELSA of Connecticut will hold their annual Convention this month starting on the 1st for two days at the West Haven Motor Inn in West Haven, Connecticut. Registration is from 3:00 pm to 7:00 pm on November 1st and the activities will be opened with a cocktail party followed by dinner and dancing. The business session will open at 8:00 am with a brunch and will be followed by seminars, a Sunday Buffett, Business Sessions and other technical seminars. The two-day affair will be topped off by a major banquet that evening.



**SPECIAL RECOGNITION AWARD PRESENTED TO NELSON ROHAC BY DICK GLASS**

Dick Glass, Executive V.P. of NEA is shown above as he presented a special recognition award to Nelson Rohac, CET, President of McKim Technical Institute in Akron, Ohio. The award was presented during the recent OHIO Convention at the Holiday Inn in Youngstown. The award was given in recognition of his outstanding efforts in the area of certification and apprenticeship.

**CONTRACT NEGOTIATIONS PROGRESSING WELL IN ST. LOUIS CONFERENCE**

The two committees elected to represent the Employers and Employees in St. Louis began their debates with widely divergent viewpoints on both wage scales and working conditions. But once again bargaining in good faith and a spirit of compromise, a great deal has been accomplished, according to the latest issue of "Union News," and there seems to be agreement on over 90% of the issues as of this date. At the same time, it was reported that Bill Spier was convinced to run for re-election to the Board of Trustees and was elected for another term. Another old timer, Harry Haus, refused to be confused and has stepped down from his position. Bob Phillips was elected to take his place on the Board. Walter Baese is President of the Union through September of 1970. Other officers include: Tom Lyons as V.P.; Ed Foegeding as Treasurer and Bill Sackman as Secretary.



**PHILCO-FORD OPENS NEW TUBE PLANT IN LANSDALE, PENNSYLVANIA**

Philco-Ford has just recently opened their new 335,000 square-foot picture tube plant in Lansdale, Pennsylvania. The plant was built at a cost of some \$22 million and is basically built to produce 800 Color CRTs a day. The opening of the new plant also celebrated a major anniversary year for Philco-Ford. The firm was started as the Helios Electric Company in October, 1892 and the start-up of production at the Lansdale plant is one of the highlights of its Diamond Jubilee observance.

**The Complete Line**

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**THE FINNEY COMPANY**

34 W. Interstate Street, Dept.

Bedford, Ohio 44146

**RAYTHEON**

**COLOR PACK '69**

**YOU GET THESE  
21 RECEIVING TUBES**

PLUS

**FREE BILLFOLD**

(A token of appreciation to fellow members of NEA)

**ORDER TODAY!**

- 2 — 3A3A/3B2
- 1 — 6AQ5A
- 2 — 6BK4B
- 3 — 6DW4B
- 2 — 6EA8
- 3 — 6FQ7/6CG7
- 1 — 6GF7A
- 3 — 6GH8A
- 1 — 6JC6A
- 3 — 6LQ6/6JE6C

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NEA MEMBER

# MANAGEMENT ENGINEERING BRIEF OF PARTS AVAILABILITY SURVEY

by Guillermo L. Russell, Chairman

## PROBLEM

The independent service industry is incurring undue "difficulties" and many-fold "Problems" in obtaining replacement parts needed to repair both foreign and domestic home entertainment equipment.

## DISCUSSION

The depth and latitudes of repercussion on the independent service industry is not covered to any great length herein, however, any short stretch of the imagination will reveal the mountainous and/or enormity of the problems with which we are faced.

1. Many instances are documented which ends strong indication that a large percentage of replacement parts are either in short supply, or to look at another extreme; are, parts used in limited production models which are literally obsolete when marketed. Parts for this equipment is not available from any source; further, some of

them have peculiar electrical and physical characteristics; many hours are spent in vain, and in attempts to find suitable replacement parts. This applies to both the independent service industry as well as independent parts distributors. A large number of hours are also spent in an attempt to determine source information by which parts may be ordered; this also applies to both foreign and domestic manufacturers. Industry publications can prove very helpful and beneficial to both the independent service industry and parts distributors by publishing such information for dissemination.

2. A growing number of set manufacturers both foreign and domestic have and/or is in the process of establishing regional parts depots (hereafter referred to as "depots") which could have merit if properly administered; however, these facilities have in many cases compounded the problem. It is prevalent that they are stocked for the most part to support current in-warranty items required by their own as well as their authorized service agents to repair in-warranty equipment. In this respect we may assume that the depot is not geared to provide parts support for out-of-warranty items beyond a papermill process to some other point for shipment and/or acquisition. Depots could be used to a good advantage in the interest of the independent service industry; if, a central parts coordinator function (unified) is established; however, the cost of establishing and staffing may outweigh the savings set forth by im-

plementing the depot system. An alternate and by far cheaper means of providing parts support would be to establish authorized parts agents with independent parts distributors. Authorization and establishment of such agencies could result in a monetary savings industry wide; e.g. it now takes 3 to 5 days administrative and clerical process (average time) before an order is sent to the warehouse for packing and shipping. Total process time may be reduced to 1 day in most cases or immediate over the counter deliver.

3. Minimum billing policies are not in line or coherent with good business practices. It is realized that the cost of invoice processing is outrageous; however, also outrageous is the C.O.D. and handling charges imposed on the independent service industry for items not meeting the minimum billing criteria. Parts are packed in cartons capable of holding a multitude of like items; subsequently in many instances resulting in the recipient paying more than the minimum billing required.

4. A lack of coordination exist between manufacturers and the independent service industry. In some cases, acknowledgement of receipt of orders is overlooked; notices advising of back-order status are not sent with anticipated date of stock replenishment; further, no inquiries are made as to whether the item will be desired when stock is replenished. A service dealer predicates his return of item commitment to his customer on such information. A lot of customer pressure as well as consumer complaint files could

be offset by better coordination. Parts numbers are being superceded in an overwhelming quantity by manufacturers, some of which are more than a year old; and the independent service industry is not cognizant of a supercession; orders received do not indicate the original superceded part number; confusion ensues, since values and configuration may differ from the original part. Orders should reflect both the original and superceded part numbers when information has not been disseminated industry-wide publicizing such changes.

5. Wrong parts are sometimes shipped by manufacturers of which some of them are paid for in advance as required by some manufacturers. Upon discovery that a part is not the part ordered; the service dealer not only incurs the initial shipping cost; but, also pays the cost of returning the item to the vendor. Such cost are also borne in returning warranty parts (covered by warranty committee). Credits or refunds deduct shipping charges which is unfair to the service industry.

## CONCLUSIONS

Overall problems tied to parts availability are directly attributed to discussed items; however, this brief only covers major problems which if corrected is a step in the right direction by which industry wide improvements and benefits will be realized such as:

a. Improved image of the independent service industry.

b. Improved customer relations, product/service wise.

c. Improved Relations, service/manufacturer wise.

d. Result in monetary gains industry wide.

## RECOMMENDATIONS

1. That parts depots be used for the purpose which they were designed; i.e. parts support for in-warranty items.

2. That local independent parts distributors and sub-distributors be appointed as authorized parts outlets for manufacturers.

3. That manufacturers revise current policies where applicable and/or practices to correct the following inequities.

a. Notify service dealers upon receipt of an order within a 5-day period if a substitute part is to be shipped in lieu of the original part; notice to be given in writing, and of necessity must include differences in characteristics.

b. Refund total amounts of monies paid including shipping and handling charges when parts are erroneously shipped.

c. Provide notices indicating acknowledgement and/or back order, specifying anticipated stock replenishment date; as well as request for information confirming continuance of hold status to be filled when stock is replenished.

d. Fix minimum billing level at \$2.00 with prepaid shipping/unless C.O.D. is requested by the service dealer. The service dealer is to be notified prior to shipment if an iron-clad C.O.D. policy exists.

4. That the warranty committee develop a feasibility study to set forth rules and regulations for consideration and possible adoption by manufacturers whereby they will absorb the cost of shipping when warranty parts are returned.

5. That the warranty committee develop recommendations to E.I.A. to design a standardized warranty tag for use industry-wide.

6. That a "Parts Source List" be published and disseminated throughout the independent service industry and independent parts distributors. Note: The feasibility of adoption and implementation of this recommendation was discussed with the Howard W. Sams Rep. He indicated that he thought that it has merit; however, he could not commit his firm; therefore, follow-up action is required to ascertain what final decision was reached by the Howard W. Sams Publication.

## CLOSING

Subsequent studies and/or surveys will be made in this area until all major problems are cleared up. The strong support, concurrence and adoption of this brief as well as implementation of its recommendations is solicited.



# ELECTRONIC service dealer

## CALIFORNIA SECTION

### CSEA president's report

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RALPH JOHONNOT, C.E.T.  
Executive Vice President  
13666 S. Hawthorne Blvd.  
Hawthorne, California 90250  
(213) 644-4636

By VIRGIL GAITHER



### COMMUNICATIONS

Communication is the life blood of any organization. In a large association such as CSEA communications become a tremendous problem. There are nearly 900 member shops scattered throughout the state and the State of California measures over 800 miles from tip to toe.

All means of communication are employed. Each has its own merits . . . each has its own drawbacks.

Meetings are possibly the best means of communication. Here you meet other members face to face. Current problems and events can be discussed and evaluated. Yet meetings, especially Zone and State wide can be expensive and time consuming; ask any member who has spent years going

from Chapter level to Zone and State. To many it has meant sacrificing valuable time from their business. Frequently such members report they have received the "Mandate"; wives are like that, bless them.

Publications such as ESD, the HOT LINE, and the fledgling O.C. BEAR FACTS are possibly the second best source for dispersing information. Reports and articles of common interest can be published and widely distributed. However, there are three basic weaknesses inherent in any publication of this type.

1. A magazine that is published monthly must of necessity report on events after they have occurred. There can be up to 1 - 1½ month time lag.

2. Readership — no matter how excellent or topical a publication may be

it will not receive 100% readership in the press of today's business and social life.

3. Editorializing — The thinking of one man on many important projects and subjects will usually prevail throughout a publication . . . Ideally it should be the consensus of opinion of the organization as a whole.

I would like to digress here and briefly discuss the new publication by Orange County. Despite the furor and disagreement statewide with the editorial contents of BEAR FACTS the Chapter is to be highly commended. The mailer is certainly well done. It surely represents a lot of time and effort, and should serve as a guide line for other Chapters who are looking for a worthwhile project.

Letters serve a useful purpose in CSEA communications, but they are usually limited to a small number of people. A letter does afford the writer an opportunity to accurately portray his thoughts and the reader the opportunity to evaluate them. But again letters are time consuming and if sent to a large number of people — they are expensive. I think a lot of members shy away from putting their thoughts down in a letter and sending it off — because of a lack of expertise in writing. Technicians we are, Grammarians we are not. Don't let that stop you, get out the pen and paper and exchange your ideas.

The Telephone for rapid and immediate communication has no equal. Crash programs and matters of emergency are handled by your association in this manner. On a local basis the phone is the best tool a member has. Statewide the telephone becomes very expensive. The State office must of necessity use the phone extensively — but all controls are used to keep this expense to a minimum. Remember the phone at the State Office is always open to any member who has a problem.

In Summation . . . these are the tools of communication used within your association. How well we use them will determine the effectiveness of CSEA. Wise use can make our Association stronger, conversely undisciplined use could be disastrous.

If we could improve our communications within the Association by a factor of 20%, what do you think it would do to our membership growth?

# ANOTHER INDUSTRY FIRST

# TUN-O-FOAM

# IS SO GOOD—

# IT'S GUARANTEED

# AGAINST

# CALLBACKS!\*



**TUN-O-FOAM  
SIX MONTH  
NO CALLBACK  
GUARANTEE!**

TUN-O-FOAM is unconditionally guaranteed not to cause callbacks due to tuner troubles. If any tuner you clean and lubricate with TUN-O-FOAM causes a callback within six months, you can return the empty TUN-O-FOAM can for a full refund.

**CHEMTRONICS, INC.**

Some tuner sprays cause detuning. Some provide very little lubrication. The "thick stuff" cakes up when it has been in the tuner a month or two. The result: ordinary tuner sprays cause a fairly high percentage of callbacks.

TUN-O-FOAM is different. It foams away dirt and corrosion. Since it can withstand intense heat, it never dries out. Its space age lubricant cleans and polishes contacts each time the channel is changed. And TUN-O-FOAM doesn't cause detuning.

Hundreds of thousands of tuners have already been treated with TUN-O-FOAM. To date we have not received a single report of a callback due to tuner troubles. That's why we can afford to offer this unique six month no-callback guarantee.

Now, you can increase your revenue per service call by spraying the tuner of every chassis you service with TUN-O-FOAM. Technicians across the country report that they charge \$2 to \$4 extra for this service. Best of all, with TUN-O-FOAM, you can guarantee the tuner for 90 days. Try TUN-O-FOAM today. You'll never settle for another tuner spray again.

\* callbacks due to tuner troubles only

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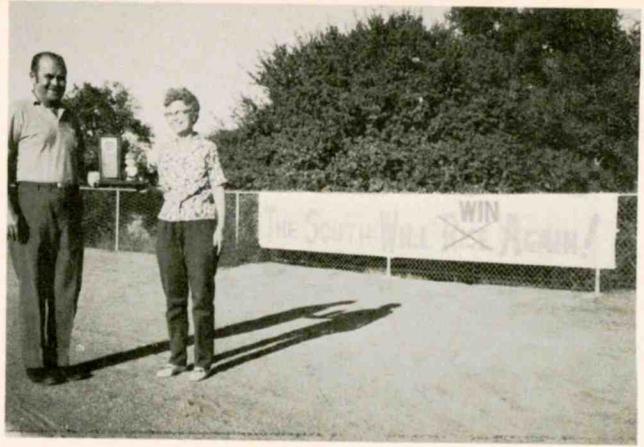


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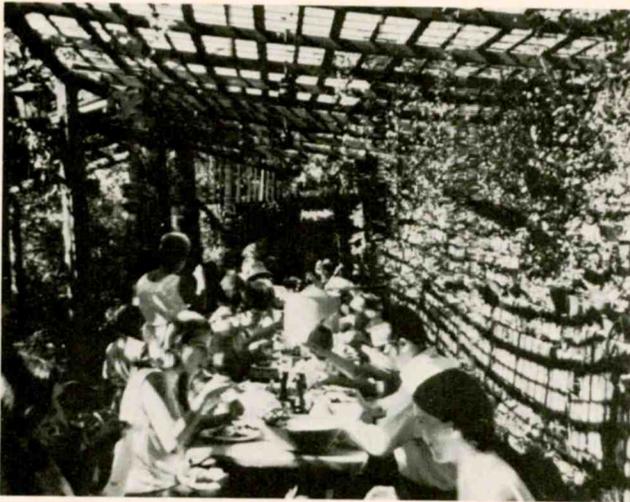
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The winners and the losers gather here for the presentation of the winning trophy to Alex George by Helen Merrill. The North-South Ball Game has become a blood and guts tradition at the annual joint picnic.



Signs of the times is displayed by the South team as they anticipated another chapter win. Shown here with Helen Merrill is Ves Novotny accepting for his team. South won again in a pitcher's battle 28 - 24.



In Northern California the annual social at Oakley Dexter's has also become a traditional affair with over 50 people enjoying the hospitality of the Dexters. A regular Zone "B" meeting followed the fun.

## CSEA PIXS WE PICKED



The CSEA Board of Directors took time out recently to enjoy dinner out on the town. In the picture at left, the waiter displays a salad supreme to Mike Fasaro and CSEA Exec. V.P. Ralph Johonnot. In the scene at the right, Ann Johonnot seems to be holding the meeting while board members "read on."

# CSEA news wire



RALPH JOHONNOT, C.E.T., CSEA Executive V.P.

## MEMBERSHIP Unlocks the Door...



**Fall Membership Drive** – Once again it is the time of the year to point out to members and non-members alike the advantages of being a member of the California State Electronics Association.

During the last year your membership has increased and our statewide membership is only slightly below the 1000 mark.

How have we achieved this steady growth over the past two years? Naturally, through services we are providing our members. It is always asked, "What can the California State Electronics Association do for our firm?" First and most important, our Association can save you untold dollars. Because of our large membership we have excellent buying power in our various

group insurance programs such as health and accident, loss of income, workman's compensation, liability, and retirement. Five full-time association insurance consultants travel the state to council dealers on their insurance problems by the invitation of the dealers.

Secondly, our association makes available at drastic savings such things as imprinted invoices approved by the BERDR for proper context, estimate and claim check forms, statements, etc. Also, used by most of the membership are brochures to aid in customer relations such as "So Your SET is Going to the Shop for a Visit," the Better Business Bureau's "Facts About Television Service and Repair," "Your Warranty on Material and Technical Service," and lastly, "Helpful Facts About TV Service," plus many other promotional items such as paper bags for the replaced parts stating, "We have bagged your problems."

There are now 34 chapters of CSEA throughout California from Redding to San Diego. At chapter meetings both technical and business management are the main topics discussed. At these meetings dealers meet their so called competitors and learn of each other's problems and soon they are working together as a team to better

*(Continued next page)*

## TAX, INSURANCE & INVESTMENT TIPS

BY  
RYAN



ROBERT J. RYAN

"Why worry about those technicians? —they just come and go"

Shocking? Nineteenth century thinking? Nope. Sorry to tell you this attitude is one of many business owners today. One CSEA member told us recently that the average tenure of employment of a technician is 7½ months. It was his way of expressing his own brand of fatalism — "they're going to leave anyway."

Obviously this attitude is worse than cancer for a business, and it can mean the beginning of the end for what could be a fine shop someday.

Hard as the job may be — RECRUITING AND KEEPING GOOD PEOPLE is part and parcel of running a successful enterprise. You have no choice.

What does it cost you to find a good man? What does it cost you to break him into your method of operation? What is it finally worth to you to have a man you can trust, perhaps sell your business to, someday?

—And what are the consequences when that man leaves you and you must start the entire process all over again?

The small businessman has competition for good people — competition with not only other T.V. shops, but all kinds of employers in all lines of business. He has competition with the manufacturers, the wholesalers, the big chains, everyone wants a good man. How to compete? Head on, of course. The American System. There has never been a better system and there is no other way to get your good man than to go out and fight for him. And when you get him, fight to keep him. And if he has faults, train him, help him.

Each owner has his own way of getting and keeping good employees and, obviously, the most important is money — whether we like to hear it or not.

Most progressive firms have found that it is not always wise to distribute this money in 'cash.' They have found that fringe benefits carry twice the weight, dollar for dollar, as cash income. This has always been so.

The CSEA has a 'non-qualified Pension Plan' for the members that will help you to get and keep good employees. The plan is flexible — and utilizes the miracle of compound interest. It encourages thrift, and discipline and has the potential for growing real money someday.

**Robert J. Ryan Company**

422 South Western Avenue  
Los Angeles, California 90005

**386-8651**

### Application For Membership

CALIFORNIA STATE ELECTRONICS ASSOCIATION

13666 S. Hawthorne Blvd., Hawthorne, Calif. 90250 Phone (213) 772-5028

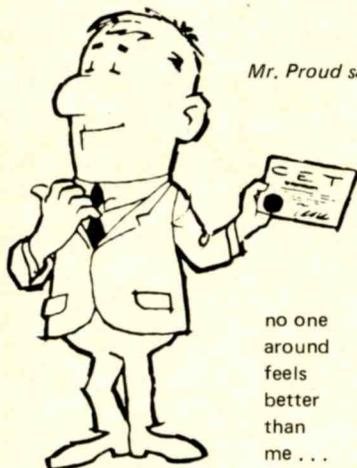
FIRM NAME \_\_\_\_\_ Owner's Name \_\_\_\_\_  
 Business Address \_\_\_\_\_ State Resale Permit No. \_\_\_\_\_  
 City \_\_\_\_\_ State Registration No. \_\_\_\_\_  
 Phone Number \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Single Ownership \_\_\_\_\_  
 If partnership or corporation, name partners or officers \_\_\_\_\_  
 Number of years in Radio and/or T.V. business \_\_\_\_\_ Partnership \_\_\_\_\_ Corporation \_\_\_\_\_

the industry and increase profits. They have found Mr. Dealer is really not such a bag guy, in fact, friendships often start.

We invite you non-members: try us on for size. Because we need your voice to solve the everyday problems of our industry. Our membership includes dealers, technicians, affiliates, and sponsors. If you wish further details, please drop us a line. We welcome you all.

## TAKE THE CET TEST

California CET's Now Total 442 - Los Angeles - Last Wednesday of each month at 7:30 p.m. 13666 South Hawthorne Boulevard, Suite 5, Hawthorne.



## now that I'm a CET!

Certified Electronic Technician

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

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

North San Diego - by appointment - phone 727-0524.

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

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

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

CET tests are now available in Spanish.

## 65 CET'S TO BE HONORED IN SAN DIEGO

65 CET's, and their wives, will be the guests of honor at a special dinner to be held on November 7th at the Sands Hotel in San Diego. The dinner will be held at 8:00 p.m. and will receive live TV and newspaper coverage. The event is being sponsored by Milo of California, a San Diego Distributor, and the two San Diego CSEA chapters.

## CSEA MEMBER OPENS FIRST FRANCHISE SERVICE SHOW

Jim Ballard, President of "Serv-A-Set, Inc.," has announced the opening of the firm's first franchised service shop in Sunnyvale, California. The new concept in television service features a "walk-in" service operation in shopping centers. The idea is to have your set serviced while you shop. The grand opening is set for November 4th and will be kicked off with a Champagne Party from 5 to 7 p.m. The first store is located at 984 El Camino Real at Mary in Sunnyvale.

Continuing the list from the October issue of ESD are the following CET's:

- 247 Kernaghan, Roy E., . . . Paso Robles
- 248 Duvall, Gernald E., . . . Ukiah
- 249 Horton, Eavren F. . . . Castro Valley
- 250 Wakefield, James F. . . . Madera
- 251 Nelson, Wade L. . . . Colton
- 252 Webber, Heinz . . . Mountain View
- 253 Larsen, John N. . . . Rialto
- 254 Munger, Kenneth L. . . . Ojai
- 255 Stuart, Dorr . . . Ventura
- 256 Bourque, Norman P. . . . Oxnard
- 257 Seddon, James . . . Oxnard
- 258 Mappin, Eugene V., Jr. . . . Oxnard
- 259 Astin, Wm. Don . . . Pt. Mugu
- 260 Setnik, Robert D. . . . Ventura
- 261 Wettengel, Louis . . . Oxnard
- 262 Nesslage, Kenneth J. . . . Oxnard
- 263 Delameter, James A. . . . Ventura
- 264 Haight, Jay . . . Santa Paula
- 265 Brezicka, Wm. H. . . . Camarillo
- 266 Tinius, Bert L. . . . No. Highlands
- 267 Hartt, C.W., Jr. . . . Norwalk
- 268 Wineberg, Ed . . . Garden Grove
- 269 Faber, Leland R. . . . Santa Rosa
- 270 Turner, Delos A. . . . Visalia
- 271 Schwarz, Claude R. . . . Santa Rosa
- 272 Novotny, Wesley J. . . . La Mesa
- 273 Novotny, David Rbt. . . . La Mesa
- 274 West, James E. . . . Santee
- 275 Warinner, Thomas Lee . . . Fall Brook

(Continued on page 20)

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San Rafael, 453-1130  
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**DOLLAR FOR DOLLAR...DECIBEL FOR DOLLAR...**

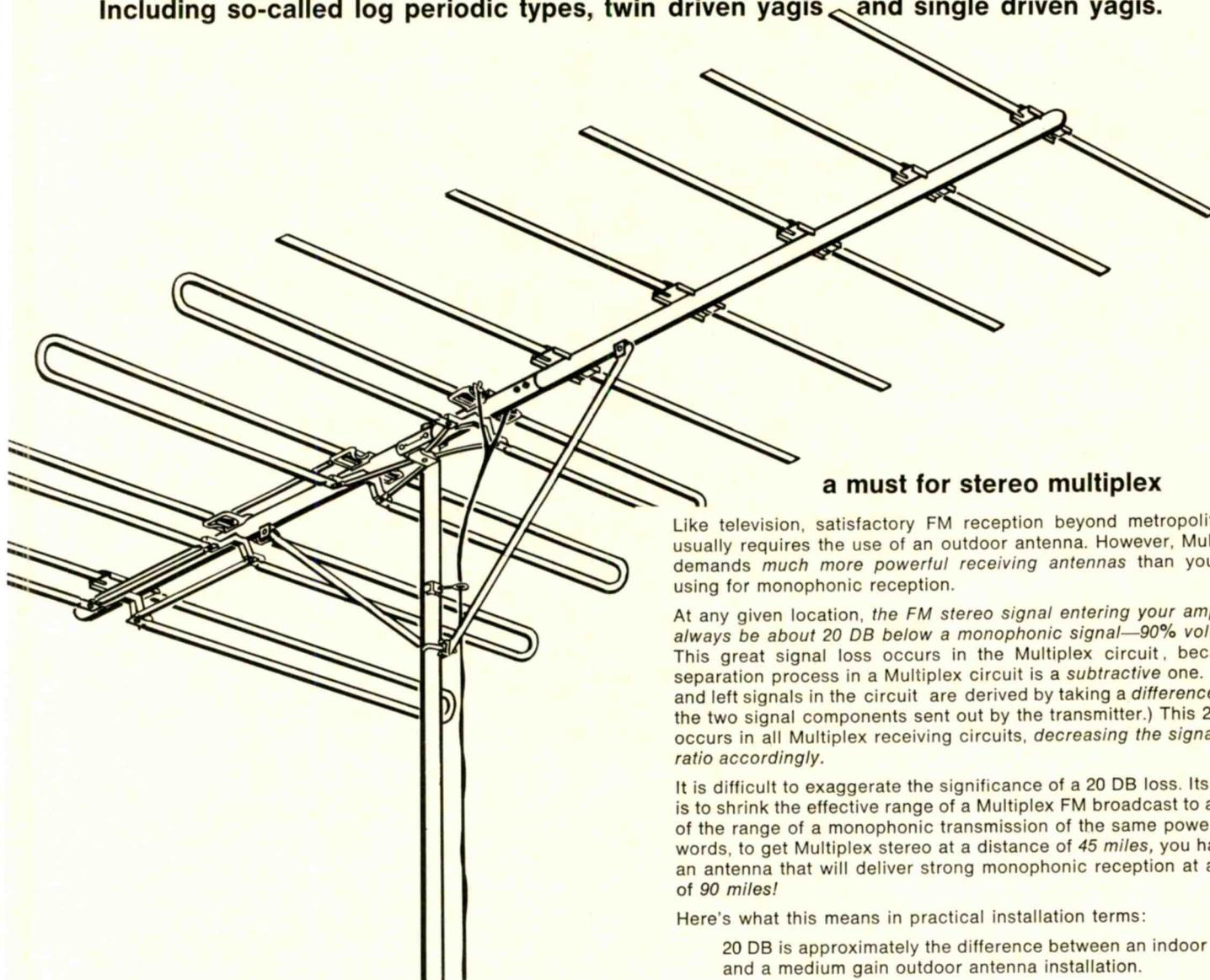
Channel Master's New

# **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!*

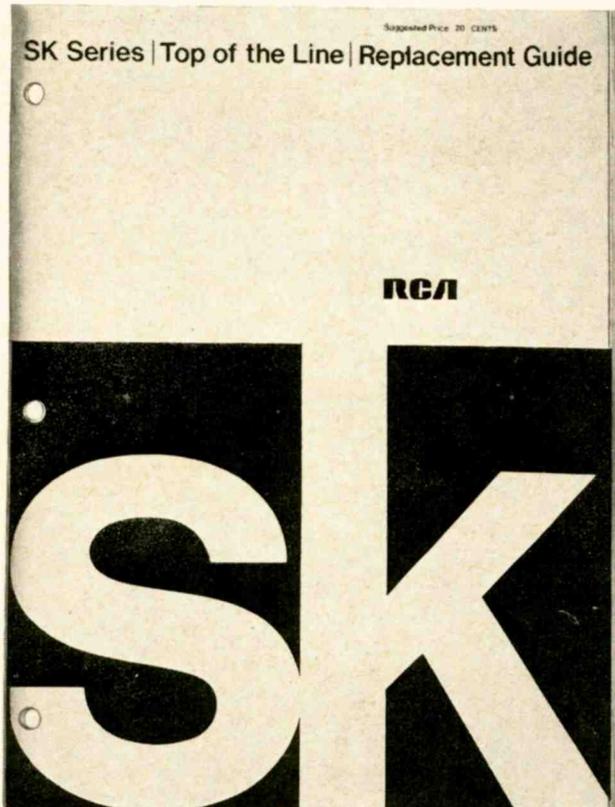
Here's what this means in practical installation terms:

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

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

# LATEST BEST SELLER (for you)



Here it is, strictly non-fiction—in fact, all fact—the indispensable RCA solid-state replacement guide. It works for you by charting the replacements of some 12,200 semiconductors—domestic and foreign. The 39 SK “Top-of-the-Line” transistors, integrated circuits, and rectifiers are designed and manufactured specifically for your kind of servicing problems. All top quality, too—no cast-offs, no factory seconds, no unbranded culls. All with electrical characteristics comparable or superior to originally designed-in devices.

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284	George, Alex . . . . .	Nat'l City	348	Campbell, Paul . . . . .	Anaheim
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286	Baldwin, Harold G. . .	Nat'l City	350	Oviatt, Henry W. . . .	Laguna Hills
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292	Zimmerman, Tomas . .	San Diego	356	Mitsch, Erich P. . . . .	Redondo Beach
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294	West, Victor R. . . . .	San Diego	358	Cloer, Larry . . . . .	Goleta
295	Vavra, Harold F. . . .	El Cajon	359	Odell, John . . . . .	Walnut Creek
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331	Sowder, Paul M. . . . .	Palo Cedro	395	Hoskins, Wallace Jr. . .	San Diego
333	Burns, Ray . . . . .	Chester	396	Ruoff, Walter T. . . . .	Oxnard
334	Marshall, Robert A. . . .	Oroville	406	Young, Stan . . . . .	Downey
335	Araluce, Julius . . . . .	Goleta	407	Ferguson, A. L., Sr. . .	Buena Park
336	Loney, John . . . . .	Cudahy	408	Snyder, Melvin Sr. . . .	Long Beach
337	Walson, Melton E. . . .	Anderson	409	Kirkpatrick, E.J. . . . .	La Mirada
338	Penlesky, S F. . . . .	West Sacramento	410	Morris, Daryl . . . . .	Lakewood
339	Zarbano, Charles . . . .	Sylmar	411	Smith, Stuart W. . . . .	Norwalk
			412	Martin, Lytle A. . . . .	Long Beach
			413	Partridge, Myron . . . .	Long Beach
			415	Hunphrey, Ira F. . . . .	So. San Fran.



# KEA NOTES

## A SPECIAL ESD FEATURE

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### SERGEANT-AT-ARMS

Keith Nicholson

### NEA DIRECTOR

Kenneth Marcy

### PAST PRESIDENT

Lloyd Milham

### SECTION EDITOR

Lauren Matson

## KEA President's Report



By EMMETT HUGHES

The Kansas Electronic Association held their quarterly board meeting September 28, 1969 in Hutchinson, Kansas. Membership was discussed and at this time we have several good prospects for new members, it was suggested that these prospects be contacted and the purpose of our association be explained to them, also explain the benefits they can receive from being associated with and part of our association.

The C.E.T. program was also discussed and it was decided that at our mid-year general membership meeting which will be held January 10-11, 1970 in Wichita, we will give C.E.T. tests and encourage all of those who have taken the test and failed, to take it over. We hope to double our present number of C.E.T.'s.

Plans are being made at this time for our 1970 Convention we hope to make this one of the best so now is the time to start making plans to attend.

By now all members of K.E.A. should have received information concerning our new project. I hope everyone will take advantage of this opportunity. This is just one more service that your association provides.

WHY NOT JOIN  
KEA  
TODAY!



**SYLVANIA**



WICHITA • HUTCHINSON • HAYS • DODGE CITY • TOPEKA

YOUR BEST SOURCE OF SUPPLY



**WINEGARD**

# Guest Editorial

by KEITH KNOS

In all the articles and discussion on business management, technical proficiency, etc., one other factor of the successful business operation is neglected. This is involvement. Look at the successful businessmen in town. They are involved. Involved in community activities. They actively work on Chamber of Commerce projects to improve the city and business climate. They are active in at least one civic club. They support youth activities such as Little League, Kid's Inc., Scouting, etc., helping in any way they are needed. They work to improve the moral climate of their town or city through the churches. This makes many friends and customers, and gives advertising that cannot be bought for any price.

The final and most important involvement is the service association. Here you learn new business methods, new ideas for more efficient operation and your voice is multiplied a thousand times in matters of national importance. This is the only way you can improve the conditions in your industry, make your voice heard by manufacturers and suppliers. In this way you help everyone.

**BECOME  
A  
C.E.T.  
NOW!**

## COLOR TV SET MORE COMPLEX THAN BLACK AND WHITE MODEL

By ROLLIN McCARTOR

Today the world's leading statesmen, newsmakers, sports stars, and entertainers appear in color adding another dimension to your TV viewing pleasure. Because of the highly competitive market, manufacturers strive to provide maximum quality consistent with price. But there are facts which you should know when you purchase a color television set.

The color TV set is probably one of the most intricate devices in your home. It is considerably more complex than our black and white set. All color TV sets, regardless of cost, may require service.

You should receive from the dealer a written statement showing details of warranty protection, such as length of time, parts, tubes, transistors and picture tube coverage, and whether or not labor is included during the warranty period.

You should read the instruction booklet shipped with the new receiver so as to be familiar with the operation of all controls. Where possible, the dealer should install the set to insure its optimum adjustment, explaining controls, and checking external, non-set influences.

The quality and color of picture reception is dependent upon many different factors.

- Distance of set from station.
- Location of house (high or low — on top of rise normally better than on low ground).
- Material used in construction of house or apartment building (steel, metal siding, wood, etc). Has great-

- er effect if indoor antenna is used.
- Nearness to AM, FM, and other radio transmitters.
- Type of antenna being used.

It is difficult — sometimes impossible — to adjust a color set so it will satisfy the preference of several different people in a family.

**IMPORTANT:** Some controls, usually on the back of the set, are for the use of the technician. Do not adjust these controls.

Even the most expensive color sets will have reception variations at times, which are not the fault of the set.

Examples: Certain scenes are better color. Some programs are sharper than others. Variations between program and commercials. Variations in color between different programs. Set adjustment may or may not improve the color. If some programs are normal, the set is probably not at fault.

The quality of a color TV picture is dependent upon the signal received. In the majority of cases a good outside antenna will give a marked improvement and a more stable color picture. An existing or old antenna may have to be replaced for optimum reception.

Ghosts or double images are usually due to wrong direction of antenna, an inadequate antenna, neighboring objects such as high buildings, steel tower, hills, etc.

If you live in an apartment house or other building with a master antenna system, trouble can develop in the distribution system that is not a problem of the set.



WICHITA

**RADIO SUPPLY COMPANY**

SALINA

GREAT BEND

*Incorporated*



**RCA**

Tubes & Service Parts

Authorized Distributor for

**FINCO**

Antennas & Accessories



# ELECTRONIC service dealer

## IOWA BEACON

### IOWA president's report

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Perry

REX RAY, Vice President  
Washington

BOOTS HARTWELL  
Waterloo

VIC UKER, Treasurer  
Clarion

BILL EASTMAN, Sgt. at Arms  
Des Moines

**DIRECTORS:**

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Past Pres. and section editor

LEO SKELLENGER, Hubbard

DEAN MERRILL, Olewein

BILL GUILIVIER, Odebolt

PETE BEMINO, Clarion

FLOYD KEETON, Red Oak

FLOYD WEBB, Des Moines

VAN MAHNNEN, Bloomfield

KENNETH YOUNG, Washington

by CLARK POHL



TSA Iowa is now getting into business at hand after the summer slack. Our regular monthly board meeting had nearly perfect attendance along with many guests. Several topics of interest were brought before the board and acted on. One of the first and important being voting to change over to monthly dues billing patterned after Texas and California. After much discussion, it was agreed the Executive Secretary could administer the dues of State and National with monthly billing to each individual with the option to pay ahead yearly, or quarterly. National dues can then be submitted monthly and it was voted any member delinquent after the second billing must be dropped from all mailings and services of TSA and NEA. With the many programs now available thru NEA one should realize many

times his monthly dues in value received. Techni Tips alone in a particular month can save enough time for a year's dues.

Next, a representative of a savings investment group gave a presentation and the board agreed to endorse their program for TSA members. All should be interested and take the time to listen to the program. It seems especially good in that the maximum and the minimum cost is \$5 per week and all voluntary which all owners and employees could participate.

Another quest from ISU reported on a survey on TV servicing. He is hoping to conduct this for his graduate degree and asks our help and support. It was unanimously voted to give our full endorsement. TSA is then to receive the results when completed. Other topics of interest was the discussion on the upcoming spring convention and the Executive Secretary advised all members to investigate and bring to the next board meeting their views and ideas for a bigger and better convention.

The NEA insurance program was discussed with the board agreeing it to

*Continued next page*

**I.S.U. NEEDS OLD  
RADIOS AND TV'S  
FOR CLASSES  
Call: Harrie Buswell  
(515) 294-5060**

## PRESIDENT'S MESSAGE

(Continued from previous page)

be of great value and encourages all members to check its benefits and cost.

ESD advertising also was reported to have been discontinued by several distributors and the Executive Secretary was instructed to write and call for renewal of old contracts. Most

agreed it was not the feelings of distributors not wanting to support the people they do business with but mostly they are busy like dealers and must be contacted consistently for their ads and support.

General business was discussed and comments of being somewhat slow conditions during late summer but plenty of service business and a good increase in sales the last couple weeks. Our directors report much interest in TSA but everyone too busy to make contacts. However, it only takes a card to TSA Iowa, Box 215, Waterloo, Iowa 50704 for information.

# Iowa State U Plans Winter Program

The Engineering Extension Division of Iowa State University is, at present, assessing needs, evaluating classes and getting ready for new classes in Consumer Electronics.

At the present time, the University is offering basic electricity, basic electronics, for radio-television servicing, transistor TV (1), transistor TV (III) Sweep Circuits (a new five week class) and Alignment Clinics in Creston and Davenport, Iowa only.

The activities of the University through the summer of 1970 will be scheduled within the next few months. Present plans seem to indicate that there will be a repeat of such items covered in the past as Scope Usage, Transistor TV (1), Transistor RV (2) Color TV Trouble Shooting, Circuit Analysis and Alignment.

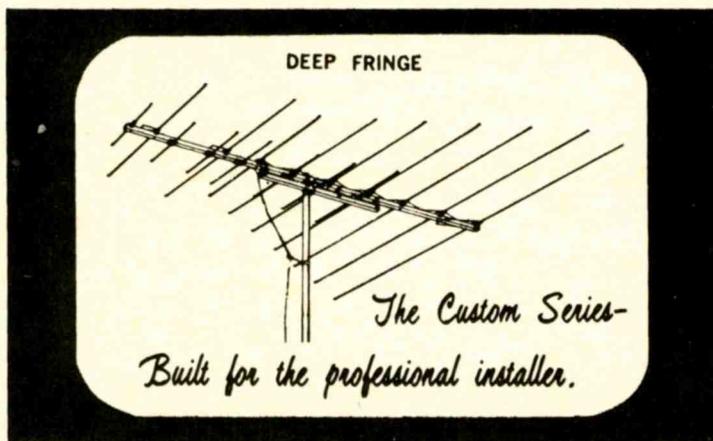
This year's classes are: Scope Clinic (all day class), Alignment Clinic (all day class), Transistor TV Sweep Circuits (five week night class) Basic Electronics Toward Radio-TV Servicing (30 week night class) and Transistor TV (1) (five week night class).

Possible classes for next year, according to Harrie R. Buswell, may include Video tape recorder, F.M. Multiplex and Stereo and Business Management Topics (coordinated with various specialists.).

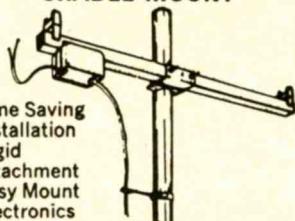


Shown above is Joe Snatra of Moline, Illinois and his apprentice, Craig Wolten of Rock Island, Illinois at the Davenport Alignment Clinic. Craig was a good student at the Clinic and accomplished his alignment task extremely well.

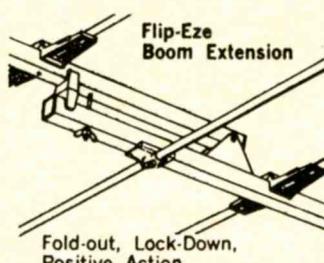
## BETTER BUILT FOR BETTER PERFORMANCE<sup>®</sup> **ANTENNACRAFT** TV-FM Antennas and Electronics



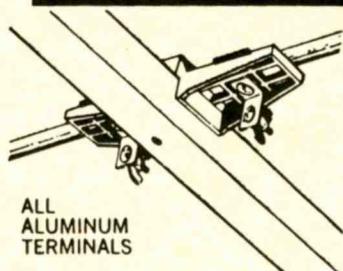
### CRADLE-MOUNT



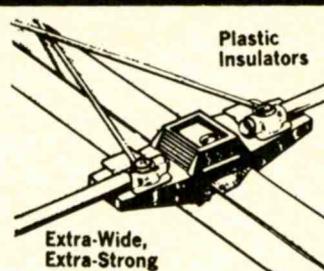
- Time Saving Installation
- Rigid Attachment
- Easy Mount Electronics



Fold-out, Lock-Down, Positive Action



ALL ALUMINUM TERMINALS



Extra-Wide, Extra-Strong

**Sidles** DISTRIBUTOR  
ENTERPRISES, INC.

2205 Bell Ave. DES MOINES, IOWA Phone 244-7264

# IOWA NEWS NOTES

We wish to announce that Sidles Distributing Co. has been appointed Electrovoice Distributor for the Hi Fi. Electronic Components, speakers and systems. For correspondence write: Dept. 75, Sidles Distributing Co., 2207 Bell Avenue, Des Moines, Iowa. We are now franchising dealers, dealer inquiries invited.

Schneiderhan Co. entertained two hundred and twenty-five Zenith dealers and wives at Tam-Tar-A, on the Lake of the Ozarks — four day trip, coming back thru Springfield, stopping long enough to visit the Zenith plant, manufacturing Zenith Color TV, for one half day.

All Executive Personnel and Distr. Sales Mgr. were host for the fine trip. Eligibility for the tour was earned last Spring during Zenith Annual Sell-A-Thon.

Drake's Basketball team is now practicing, need any tickets, see Ed. Looks great returns and five all American Junior College transfers.

"If you want to be more busy, remodel," Ed Vilimek, "or build a new building."

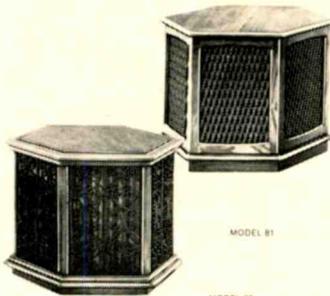
Have you seen NEA's Year Book, getting the Techni Tips, how about asking Les for some protective cloths, maybe Tuner lube.

My new address is Edwin L. Vilimek, CET, 1229 25th Street, Des Moines, Iowa 50311.

## Your "ORDERING CENTER" For 30 Years

**"EVERYTHING IN ELECTRONICS"**

FEATURING Electronic Components and Devices



High Fidelity stereo speakers in fine furniture cabinetry.

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 are the most exciting speaker systems ever. Brilliant sound from powerful 3-way speaker system. Beautiful cabinetry, designed and made like fine furniture. Model 83, Mediterranean design in Pecan. Model 81, Modern design in Walnut.

The Voice of Music

**RADIO TRADE SUPPLY COMPANY  
FORT DODGE—MARSHALLTOWN—WATERLOO**

**UNLOCK THE DOOR TO A HAPPIER  
FUTURE WITH TSA's NEW SAVINGS  
AND INVESTMENT PROGRAM.**



Sponsored by:

**Television Service  
Association of Iowa**

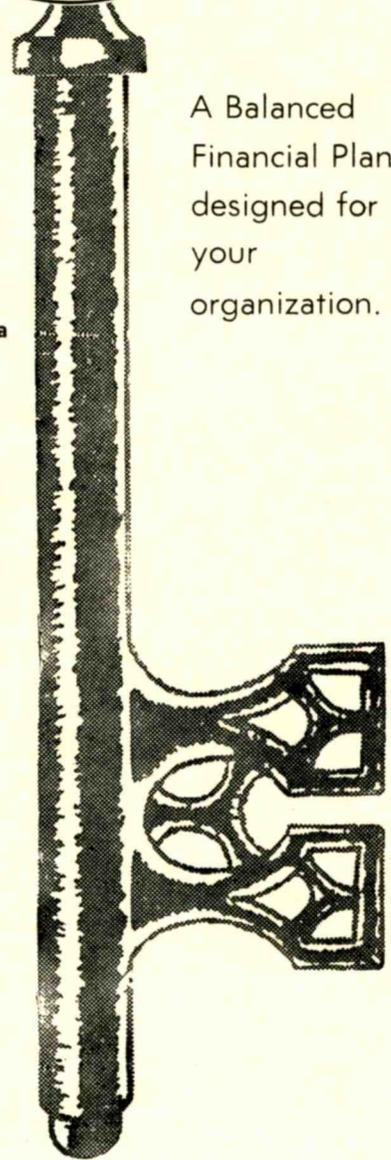
A Balanced  
Financial Plan  
designed for  
your  
organization.

Offered through:

**NALAC Financial  
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Serviced by:

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Check benefits without obligation. Send request for information to:

**Television Service Association of Iowa  
P. O. Box 215 Waterloo, Iowa 50704**

# FREE! With A Special Zenith Tube Package

Introducing the all new

## ZENITH CIRCLE of SOUND

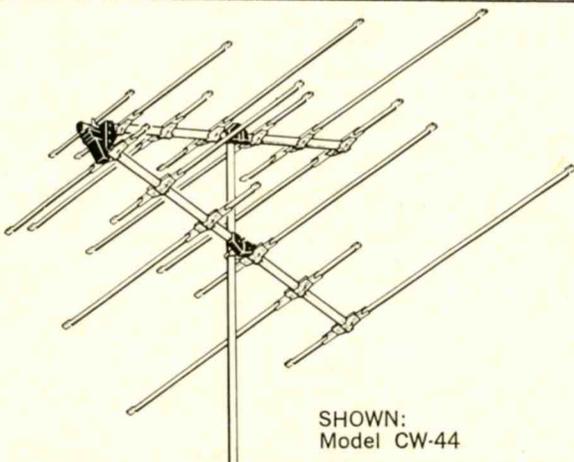
Solid-State FM/AM/Table Radio



**MODEL A424** Uniquely designed cabinet in roller grained color polystyrene covering.  
**The Metropolitan** A424W—Grained Walnut Color  
**GET THE FULL DETAILS FROM**  
**YOUR DISTRICT SALES MANAGER**

### A. A. SCHNEIDERHAHN CO.

Hwy 67, Riverdale 319 S. W. 5th St. 306 Court St.  
 Davenport, Iowa Des Moines, Iowa Sioux City, Iowa



SHOWN:  
Model CW-44

# NEW WINEGARD COLOR WEDGE DELIVERS BEST TV ON ALL CHANNELS

Now Available At

## GIFFORD-BROWN, INC.

Des Moines - Omaha - Waterloo  
 "Winegard's Oldest New Distributor"

## ASSOCIATION GROUP AGENCY, INC. TO DIRECT TSA PROGRAMS

The members of the Board of Directors of Television Service Association named our agency as administrators for the Balanced Financial Plan now being sponsored by your organization. We were, of course, very pleased to receive this recommendation and we are looking forward to a very long and mutually beneficial relationship with the members of TSA.

It has been suggested that a brief history of our agency would be of interest to you.

Association Group Agency is a consulting and servicing organization formed in October, 1963 by a group of insurance executives.

The basic aim of the corporation has been to provide consulting services to associations. At the present time the agency is agent of record for one nationwide association and five state associations providing benefits to over 9,000 members. The home office is located in Webster City, Iowa, with a branch office in Des Moines.

The approach we use to provide the best possible coverage to association members is as follows:

1. We contact an association to see if there are areas in which the association could provide insurance or savings programs to their members through mass marketing and therefore give the individual high benefits at a reduced price through mass purchasing power. If a need is found in some area, our agency with the aid of the association develops specifications, for the plan desired.
2. We then forward these specifications to a large number of insurance companies. The companies return to our agency bids based on the specifications they received. These bids are analyzed by our personnel and recommendations are made to the associations as to which company has offered the best overall program to their association.
3. Once the program is adopted our agency contacts the individual members of the association and explains the program in detail.

In some cases a program which has been designed for one association can be adapted to other associations with little or no change. In that case we simply take the program to other associations to see if they would like to offer it to their membership.

I hope that the above outline gives you a better understanding of our operations.

## APPLICATION FOR MEMBERSHIP in TSA OF IOWA

Please send membership application:

Name .....

Address .....

Mail to: Clark Pohl  
 Box 280  
 Perry, Iowa 50220

ELECTRONIC SERVICE DEALER



**KETA**

the **KETA** news

Kentucky Electronic Technicians Association

Kentucky Electronic Technicians Association

FRED B. WATJEN  
Louisville, Kentucky  
*President*

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*

## president's report



By FRED B. WATJEN, CET

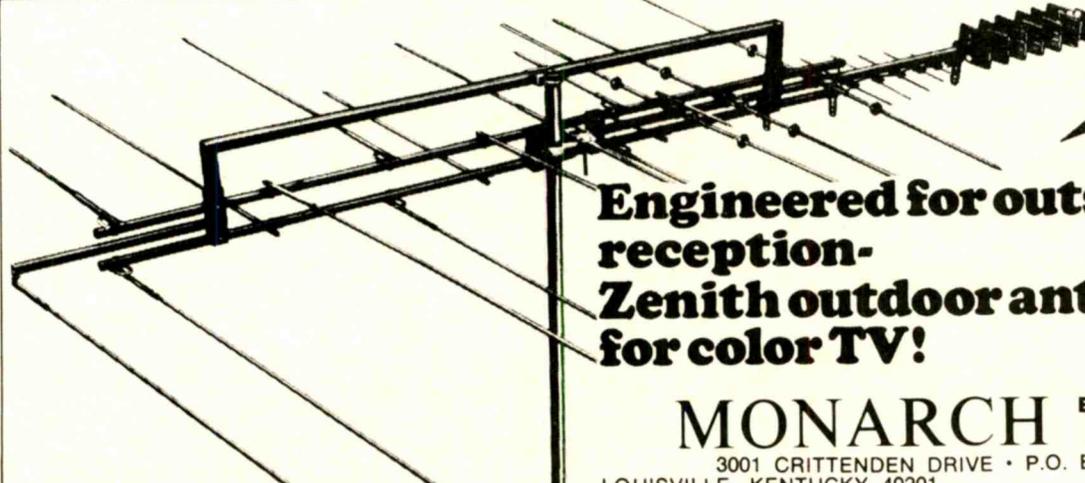
What could be closer tied to our present economy than our electronic industry?

Much of the growth rate is reflected in the rate of government spending. After two very strong years of rapid growth during 1965 and 66 the growth

rate was somewhat moderated and this was mostly due to the cutback in government spending for electronic equipment, and as a direct result the growth or overall demand will be dampened by any slowdown in industrial activity. In 1969 the manufacturers are showing improved results and the sales have expanded at a faster pace than the gross national product during the 1960's. The electronic industry reports that total sales increased 6% in 1968 but that we will have only about a 2% increase for 1969. Color TV still has the potential growth since the market has been hardly scratched with an estimate of about 35% of the market saturated against about 98% in black and white television.

We are looking forward this year to the potential Cassette tape recorders and cartridge recorders and pre-recorded tapes. With this there is the problem of the foreign market. Imports are hurting the American market. During the first six months the imports of sets rose approximately 147% and tape players 126%. The industry is now attempting to get some action in Congress to slow down this mounting and devastating competition.

The brightest area recently has been integrated circuits, the most technically advanced type of component now in volume production. Get your share of the service business as repairs get more difficult every day in the electronic service business.



Why not sell the best  
**ZENITH**  
The quality goes in  
before the name goes on

**Engineered for outstanding reception-  
Zenith outdoor antennas  
for color TV!**

**MONARCH EQUIPMENT COMPANY**  
3001 CRITTENDEN DRIVE • P.O. BOX 2157  
LOUISVILLE, KENTUCKY 40201 AREA 502 • 634-4701

**P. I. BURKS Co.**

659 So. 9th St.  
Louisville, Ky.

**We' re Moving to-**  
**842 So. 7th St.**

**GRAND OPENING**

**Nov. 1st, 1969**

**Your Sylvania  
Parts Distributor**

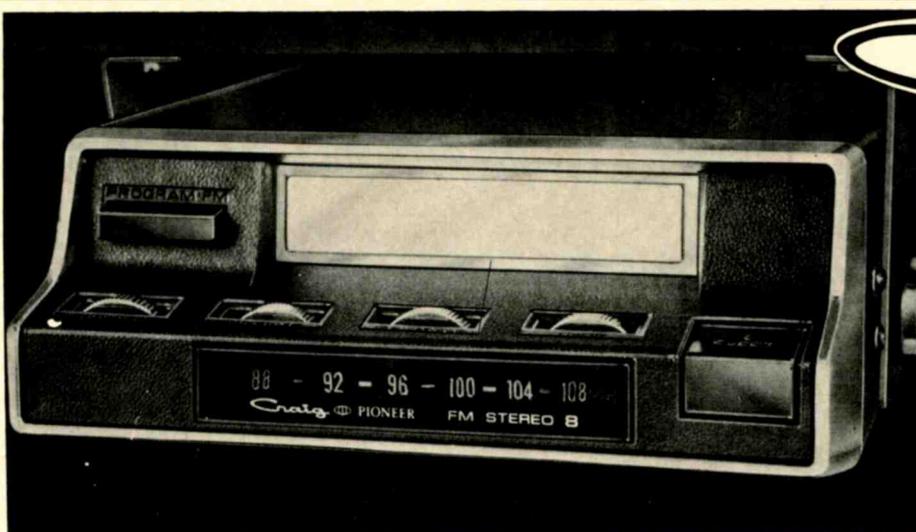
## KETA Continues The Battle Against C.A.T.V. In Louisville

The Kentucky Electronic Technicians Association appeared recently at the hearing for C.A.T.V. in Louisville where the Board of Aldermen were considering the applications of three different firms.

Under the proposals there were no conditions under which the operators of the C.A.T.V. System would have to comply and this is the area in which KETA voiced their objections.

In appearing before the Board, Ray Demonbrun, expressed the ideas of KETA and suggested that the franchise, if granted, should include provisions that would eliminate the sytem operators from servicing television sets, from selling television sets and from entering the paid TV film business.

The Board agreed with KETA in these main points and have entered them as provisions under which a franchise could be granted. A great job by the KETA group in protecting the service and sales industry.



**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

**TROUBLE SHOOTING CONTEST SUGGESTED  
BY KETA IN KENTUCKY**

A state-wide trouble shooting contest has been suggested by Charles Cave, C.E.T. and Director of Training for NEA.

According to Cave, "The contest would have to be served by involving three segments, (1) Zenith, represented by Monarch Equipment Company, (2) The VICA Clubs of Kentucky and (3) KETA.

At the present time, a commitment has been made by Clement Raffauf, service manager for Monarch who has offered each participating school a black and white television receiver for the purpose of familiarizing themselves with the set that is to be used in the contest.

The State VICA Clubs will be responsible for the promotional portion of the project. They will recruit and register the contestants. It has been suggested that four people be selected from each school, two of high school student level and two from the post high school level but have not reached the journeyman level in the industry.

KETA has agreed to supply the monitors for the contest. They will be responsible for making check lists and all other chores that are involved in this phase.

It is hoped that final plans can be adopted within the next few weeks to make this first trouble shooting contest a success.

**LOCAL KENTUCKY FIRM AND ZENITH  
DONATE TV SETS TO VOCATIONAL SCHOOL**



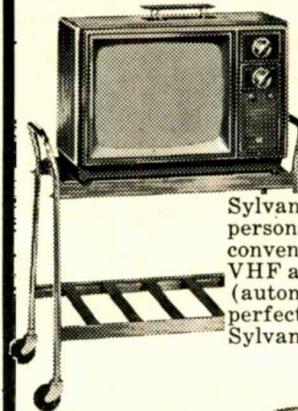
Shown above (right to left) is Clement Raffauf, Service Manager of the Zenith Division of Monarch Equipment Company presenting color television to Mr. Robert Ackman, Principal of Jeffersontown Area Vocational School and Electronic instructor, Mr. James F. Settle.

In the picture below The Kentucky Electronics Technician Association President, Mr. Fred B. Watjen and NEA Director of Training, Charles Cave joins hands with Mr. Ackman and Mr. Raffauf in an effort to up grade and elevate the shortage of electronic technicians in the State of Kentucky. Mr. Cave, teacher and coordinator at Louisville Ahrens Trade High School, hopes to see this same thing on a national basis.

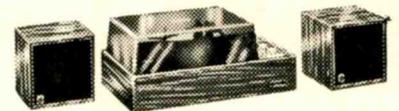


**for summer fun**

...there's a Sylvania Entertainment Instrument to thrill any graduate. Choose a stereo, television, radio or tape recorder. They'll enjoy and remember it for years.

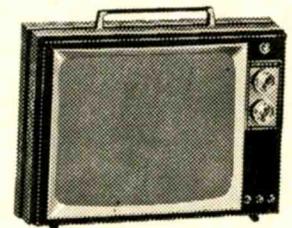


Sylvania's 102 square inch screen personal portable color TV. Has convenient carrying handle and built-in VHF and UHF antennas. AFC (automatic fine tuning) insures a perfect picture with the push of a button. Sylvania portable color television. Ask for model CB35.



Sylvania's mini-mod. The choice of the young and young at heart everywhere. This 3-speed stereo record player comes complete with a pair of detached speakers. Sylvania portable stereo starts at \$99.95. Ask for model MM110. Complete with dust cover.

New from Sylvania. A smartly styled, full function cassette tape recorder model CT110. Plays anywhere. In the house on regular house current. Outdoors on 4 "C" cell batteries. Complete with carrying case.



Your headquarters for Superb Sylvania home entertainment instruments

Sylvania's big 19" diagonally measured screen black and white portable TV model MY74. Offers a big picture in a convenient, portable package. Lets them take it where they go. Sylvania black and white portable television starts at \$129.95. Ask for model MY74.

**Sylvania DISTRIBUTOR**  
**Cooper Louisville Co.**  
**118E. Main St. 502-582-1686**  
**Louisville, Ky.**

# Kentucky Certified Electronic Technicians

1 Clement Raffauf . . . . . Louisville  
 2 Arthur H. Johnson . . . . . Louisville  
 3 Melvin W. Brown . . . . . Valley Station  
 4 Ray W. Demonbrun . . . . . Louisville  
 5 Robert L. Renfro . . . . . Louisville  
 6 Giles R. Allen . . . . . Pleasure Ridge Park  
 7 Clifford E. Sachleben . . . . . Louisville  
 8 Joseph E. Smiley . . . . . Louisville  
 9 William R. Martin . . . . . Louisville  
 10 O. C. Brown . . . . . Jeffersonville, Ind.  
 11 Frank N. Wilder, Jr. . . . . Louisville  
 12 Arthur E. Ringenberg . . . . . Louisville  
 13 Robert L. Piefer . . . . . Louisville  
 14 Ray T. Horton . . . . . Jeffersontown  
 15 Bob Mercer . . . . . Louisville  
 16 Claude B. Middleton . . . . . Louisville  
 17 Alden R. Brown, Dr. . . . . Louisville  
 18 Charles William Cave . . . . . Fern Creek  
 19 Milton J. Niser . . . . . Louisville  
 20 Forrest Alfred . . . . . Louisville  
 21 Fred B. Watjen . . . . . Louisville

22 Worth Pittman . . . . . Valley Station  
 23 Frank H. Tabor . . . . . Louisville  
 24 James W. Clack . . . . . Fern Creek  
 25 Alan W. Browne . . . . . Clarksville, Ind.  
 26 William Coyne . . . . . Louisville  
 27 Kenneth Doyle Kessler . . . . . Louisville  
 28 Charles Eugene Rhoades South Bend, Ind.  
 29 Warren Ventrees . . . . . Louisville  
 30 Bert Snyder . . . . . Louisville  
 31 Roy R. Bailey, Jr. . . . . Louisville  
 32 Raymond J. Robbins . . . . . Louisville  
 33 C. Robert Schaefer . . . . . Louisville  
 34 Edward H. Munson . . . . . Frankfort  
 35 Gilbert C. Patrick . . . . . Louisville  
 36 Lew E. Wood . . . . . Frankfort  
 37 Ernest E. Johnson . . . . . Frankfort  
 38 Ira Masden . . . . . Louisville  
 39 C. T. Simmons . . . . . Louisville  
 40 John F. Williams . . . . . Middletown  
 41 William D. Cook . . . . . Louisville  
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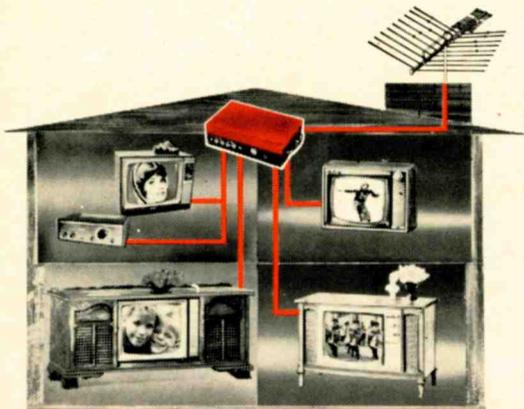
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