

# ELECTRONIC service dealer



THE OFFICIAL PUBLICATION OF THE NATIONAL  
ELECTRONIC ASSOCIATIONS ... APRIL, 1970

## CSEA PRESENTS 1,000th MEMBERSHIP CERTIFICATE



# EXCLUSIVE **ZENITH** TUNER EXCHANGE

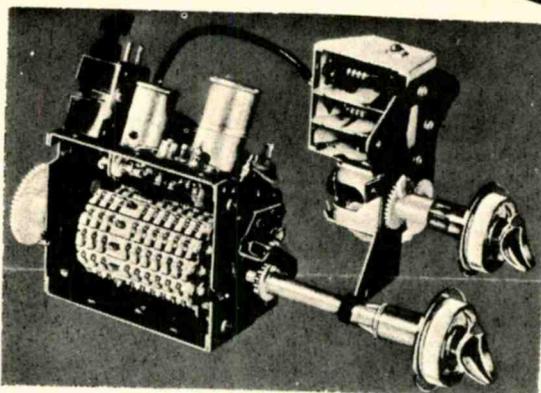
**ALL TUNERS REBUILT WITH GENUINE ZENITH REPLACEMENT PARTS!**

**\$12.95**  
PARTS & LABOR

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

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

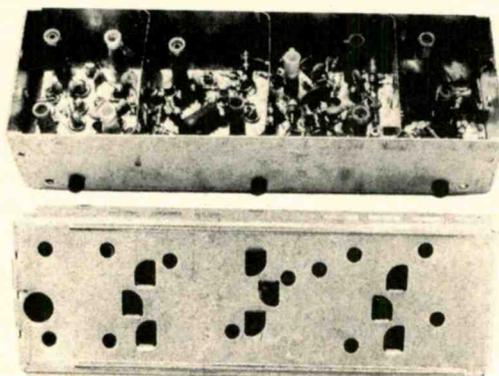
- FINE TUNING RANGE CHECKED ON ALL CHANNELS
- OVERALL RESPONSE ALL CHANNELS SHIELD COVER IN PLACE
- CONTACT SURFACES CLEANED AND LUBRICATED PROPERLY
- OVER COUNTER EXCHANGES WELCOME



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.

DONALD J. MARTIN  
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EDWARD BURNS  
*Editor*

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# ELECTRONIC service dealer

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ELECTRONIC ASSOCIATIONS . . . . . APRIL, 1970



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On Our Cover: This month we are proud to carry the picture of Gene Craig the 1,000th member of the California State Electronics Association. Gene has been in the sales and service industry since 1945 under the business name of Craig Radio Engineering and Sales at 1225 University Avenue in San Diego. In addition to running a successful business, he is an accomplished pilot and has been checked out with gliders and instruments as well. His wife, Francis, is a teacher in the San Diego School System. Pictured with Gene (seated left) and making the presentation of the 1000th membership certificate is CSEA State President Virgil Gaither. Standing behind the pair is the special San Diego Chapter delegation that flew to Los Angeles with Gene for the occasion. Left to right are Wes Novotny, Dick Pritchard, Ralph Johonnot, Executive V.P. of CSEA and Hal Baughman.

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# letters

Dear Don:

I see that you are going to bat against the Feds again. You say that by making a big deal out of a few TV sets burning, they can cause serious damage to the industry.

You are a real hep guy and a good writer too. That's why I read every word. But it doesn't always make you right.

As reported in the Wall Street

Journal, the commission's news release was factual and unemotional. It named names from Admiral through Zenith and showed the public's experience with each. Three fires per 10,000 sets manufactured was considered par for the course.

That's not many fires. Your house didn't burn and mine didn't either. In a way it's something like rape. It's a good bet that 10,000 girls go free for

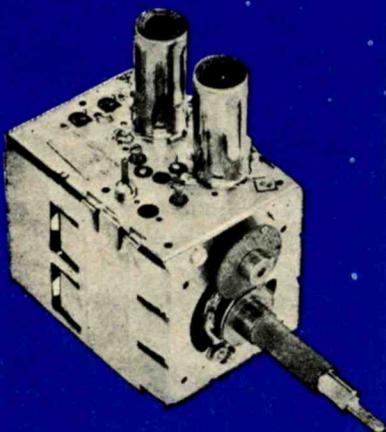
each one that's had, but when it happens in your town close to your home, it can make you goddam mad.

As I see it, this criticism can hurt us only if we are soreheads about it. People aren't going to stop watching color. If instead, we find ways to build safer sets and can assure the public they are now being built, we might even earn a few extra trade-ins.

If we listen we may learn something good from the Feds. Remember when 21 inch picture tubes came in three sizes?

Thank you for your consideration.  
Ken Deedler  
Milbrae TV

## TUNER REPAIRS



# \$97.5

### 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



Sir:

Enclosed is a photo of our reader board sign.

Perhaps, some other service dealer might want to use this idea . . . if so, they are free to do so.

In fact, I think this sign has done more to discourage set owners from fixing their own sets, than any other thing we have done.

Harry C. Aspmann  
Eastside Radio Co.

Dear Don:

As always, I was reading your ESD magazine with great interest, when I noticed on page 9 in the January issue under the "national...news and views," a picture of Sylvania's new Training Center in Batavia, New York. It was very interesting, though not surprising, that all the alignment gear shown carried the RCA logo. It just goes to show you, Don, no matter whose sets are being serviced, RCA Test Equipment is the PREFERRED gear. Thanks for the boost!!

Sincerely,

Walt Pasner  
RCA Distributing Corporation

# editorial



DONALD J. MARTIN, *Editor/Publisher*

Needless to say, there are many major happenings in our industry in recent days that warrant our comment such as RCA's entry into the business of general service, new regulations on damaged goods and, of course, government regulations. However, last month we passed a milestone in association activities and one that demands the attention of everyone in the country.

On this month's cover is a picture of Gene Craig receiving his membership certificate into the California State Electronics Association. It's no big thing today to see a new member join CSEA since the average is four or five per day but it is a major event when Gene became the 1,000th active member.

The presentation of this membership certificate is the culmination of years of hard work, dedication, and achievement by the leaders of CSEA. To our knowledge, CSEA is the only state association to ever achieve 1,000 members and makes it one of the largest trade associations, in any industry, anywhere in the nation.

This type of achievement just doesn't happen. There are state associations in other parts of the United States that have more population and more dealers than California but have yet to achieve even a few hundred members let alone 1,000.

I have been associated with CSEA for the past 11 years and have seen it

go up and back down on more than one occasion. I saw an association founded on one objective . . . licensing . . . only to see it crumble when license bills failed. I saw an association that felt the registration law would make dealers flock to join but floundered even more after it became law than before. I saw service dealers ban together for the sole purpose of legislation or insurance only to fall apart at the seams when neither did what was expected.

With all of this adversity, how could CSEA ever gain 1,000 members? It sounds impossible and yet the impossible took a little while and I am not sure what the limits for the future may be in regards to ideas, programs, opportunities, and interests. In my opinion, there is nothing that can not be done by this group of dedicated individuals.

The history of CSEA has not been one of glory or immediate success. There have been times when it didn't look as if the group was going to make it only to pull itself up by the boot strap and have another go at it.

The major turning point was made just three years ago this month when Ralph Johonnot was named as the Executive Director. His knowledge of CSEA, after working in it for many years, plus his management ability to put together the programs so necessary in keeping members informed was the key that made it click. Ralph initiated many different services for the membership and a great percentage of these were adopted by the board of directors. It was his idea that by offering many things to the membership there would be something for everyone and it did not matter

whether or not every member took advantage of what was being offered. The more important thing was that something was being done for the individual member.

Industry information and hard line stands were, of course, equally important but CSEA is made up of people and people are the most important part of the membership. Crusades are necessary but an individual member's problem was his problem and something was done to help solve it.

It is always dangerous to mention individual names in such an editorial but CSEA enjoyed outstanding leadership during the past four years and this has to be a major part of its success. The immediate past presidents such as Hugh Wilkens, Ed Forte Jr., Larry Schmidt and currently Virgil Gaither all played their role in the passing out of the 1,000th membership card. Many of their names will not appear on this certificate but they were there when it really counted.

I honestly believe that we can all take partial credit for this amazing feat that stems back to the origination of CSEA as an affiliation of individual city associations. Without any one link, in the 15 year chain, could we have had the opportunity to tell the nation's service dealers that a strong local trade association is possible for the electronic industry and that CSEA is here to prove the point.

We want to encourage other state organizations to recognize the importance of this milestone, to learn the reasons why it has succeeded and then get with it in order to make their own local association tick.

The brilliance of our new color replacement tube is matched only by the sharpness of its pictures

# RCA MATRIX



Now it's easier to sell up to the best. RCA has added brightness without sacrificing sharpness!

Here's how and why:

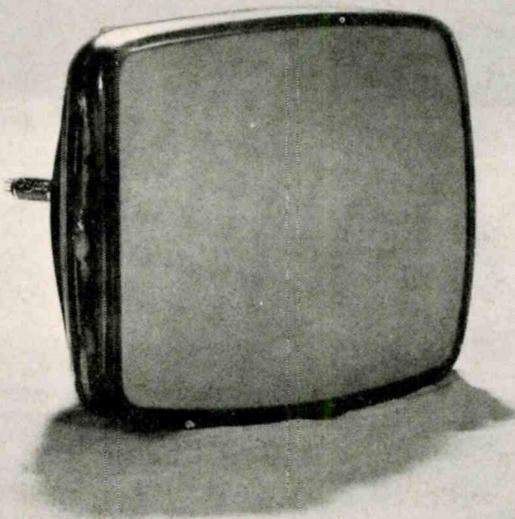
To produce the brightest color picture tube in RCA's history, we developed a new phosphor-dot screening process that incorporates a jet-black matrix. But we didn't stop there. We wanted a tube that could deliver sharp, vivid pictures even in strong room light. So, we added the brilliance of new phosphors and deposited each red, green and blue phosphor-dot within the black matrix. Result: brighter pictures with no loss of contrast. Thanks to the matrix technique, combined with our new high resolution gun and greatly improved phosphors, the Matrix is also the *sharpest* color picture tube in

RCA's history. Matrix owners can turn up brightness *without* "turning down" color!

Will your customers see the difference? You bet! What's more, they'll be pre-sold on the difference—every time they see the 1970 big-screen color sets people are talking about! So when they need a replacement tube, satisfy their appetite for brighter, sharper pictures. Give their sets new brilliance and more vividly detailed pictures with RCA Matrix. The Matrix Tube is 100% brighter than any previous color picture tube manufactured by RCA.

For complete details, call your RCA Distributor.

RCA Electronic Components,  
Harrison, New Jersey



The RCA 25BCP22 Matrix Tube can directly replace 25XP22, 25BAP22 and also the following types: 25ABP22, 25AFP22, 25ANP22, 25AP22, 25AP22A, 25AQP22, 25BMP22, 25CP22, 25CP22A, 25GP22, 25GP22A, 25SP22, 25WP22, 25XP22/25AP22A and 25ZP22.

# NEA president's report



by EMMETT MEFFORD, C.E.T.

when making these purchases for it was he who stood behind the operation and servicing of these units.

As the growth of the industry soared on and up and the need for maintenance increased, a demand for someone to make these repairs was needed, thus the hobbist or fixit area came into being. As no formal training in the servicing field was readily available to these men except by home study courses, the service industry expanded as an orphan with no basic fundamental plans of operation. The men in this servicing field were strong individualists, self-trained and independant. Any effort to organize and get together as a group was basically a social function and as such failed to formulate operational procedures for the servicing industry.

During and after World War II, when the Electronics Servicer was grouped together to service the Electronic equipment in use by the military forces, a first effort was made to organize and work for a common goal for the servicer. Now that the Electronics Industry is expanding and the Servicing business is becoming a profession in its own right by the individual efforts of local, state and national organizations, there is a trend for large outside companies to infiltrate in the Servicing business. There are different reasons expanded as to why this trend exists. One, the lack of trained personnel to adequately service and maintain a manufacturers merchandise. Second, and I believe the basic reason, is the financial and profit motive.

I find myself at a loss for adequate words to convey the meaning and importance of my subject. I might go back several years to properly approach the present day conditions that we, the Electronics Service Dealer face. There was a time when the purchaser of a radio or phonograph took his chances on the operation of the equipment he purchased as far as the manufacturer was involved with warranty or guaranty. The buyer had confidence in the selling dealer and looked to him for the operation of the equipment. The warranty or guaranty of such equipment was handled by the seller according to the policies of such dealer. The manufacturer was far removed from the buying public, as such, and the integrity of the dealer was highly considered by the customer

A few years back it was not profitable or feasible for these large companies to enter the service business because of the cost factor and overhead expenditures. Now through the efforts of the individual Servicing Dealer to become organized and cost conscious in the operation of his own business to make a profit, this obstacle of financial operation has been eliminated so the big companies move into a ready-made business climate.

I earnestly believe there is a "Grey Area" within the framework of the Servicing business where we, as individual servicing dealers, can operate with a nice livable profit from our businesses, yet at a point where a large organization cannot do so. Of course, this type of planning will require the assistance and participation of all Servicing Dealers everywhere. I believe, that with a determined effort on the part of the individual servicing dealer to seriously plan a cost analysis program of his operation, this can be done.

These types of Business Management Programs are being offered now in several State Associations, but possibly can be directed more toward the possibility of operational economy for the servicing dealer. This, I think, is the basis for our survival in this Industry.

If we, as small business owners, can keep our overhead operating costs down below that of which big businesses must operate, then I believe, each Servicing Dealer can set his pricing structure at a level to make a good profit and living that the large organizations would find unprofitable.

# from the V.P.



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

## GET ON THE BANDWAGON!

Friends: we knew electronic service was a good business to be in, this time last year. And we knew it was getting better! Even the ever present "The Sky Is Falling" percentage, who normally predict that solid state will put us all out of business within a couple years, haven't been very loud or persistent lately. But little did we know just HOW good business was going to be. Or just how much money was to be made. In fact, if present indications are anywhere close to what they seem to be, the potential is out of sight!

And right along with the somewhat sudden profit surge TV - Radio - Electronic service has made, (or at least seems to have made), the association movement is showing signs of shifting into high gear. Or possibly it may be that the tremendous, nearly overnight, new success Service is showing is bringing the association movement along on its shirt tail.

You don't believe it? Well, consider the Dealerscope Publication November issue. In it the editors tell of their project in four midwest area markets

searching for useful and imaginative ways in which service dealers could generate more business. What did they find? Too much business in nearly every shop, even without any advertising at all in lots of cases! What other business can exist in which the dealers generally don't do anything to generate more business for themselves, (as the article puts it)?

Most NEA members are aware of the present day prices for TV service as compared with a few years ago. \$15.00, \$20.00, and even \$25.00 for service calls, and there are now a paltry few who don't believe it! So there is no question that we now are in a pretty rosy position.

With the strength of the associations in this service business building, then, it is not too much news to hear that it is taking four of the nation's biggest chain department stores, and the entire state merchants association to join forces and fight the Florida Electronic Service Association's efforts to secure Technician licensing in that state.

And as you have already read; Packard Bell is suing the Television Service Association of Michigan, (incorporated), for 1.5 million dollars. This, possibly, is a sneaky new sales gimmick that a marketing chief dreamed up to expand sales, but it does point out the giant resources the associations control. Its only been a few months since TSA was a week or two behind in their dues and I would have sworn that they were down to less than 1 million in their treasury!

Trade publications also report that Packard Bell has gone into service at

its factory service centers on ALL BRANDS OF TV and other electronics products.

Still not convinced? I was a couple months ago, when in an interview with a national trade paper, I was questioned as to whether I thought a certain much larger TV manufacturer would begin its own service system. I relied on some word direct from the horse's mouth and steadfastly denied that this company would take such a step, especially with the beautiful and profitable relationship they had achieved with independent service. It was most interesting reading a few days later to find out that the company I was defending had just bought out one of the biggest service firms in an eastern city . . . and for a nice price! Not only that, but the firm they purchased was an NEA member!

And the latest and best conversation is about RCA's "me too" step into the Big Money end of electronics . . . service. With sales dwindling, what did we expect from them? Facts are Facts! And the facts are exactly like Jules Steinberg of NARDA related at the recent NARDA management school in Chicago: The first two months of 1970 shows TV sales are off 12 to 15% from last year. BUT! "THEY ARE OFF 27% TO 35% FOR NON-SERVICING DEALERS." What other answer is there? Get into service where the big money is!

One last thought . . . In case this thinking proves to be wrong, some idea men from two or three large manufacturers may come around looking for a job at your shop. BE CAREFUL OF WHOM YOU HIRE!!!!

# national...news & views

## PURCER BECOMES MICHIGAN'S 15TH NEA-CET

Alan H. Purcer, owner of Purcer Radio & Television Co. in northwest Detroit, has become the fifteenth NEA Certified Electronic Technician in Michigan. Presentation of the certificate was made by Art Finkelstein recently.

Purcer has been in business since 1954 and his technical training consists of the completion of a nine semester course in radio and television at Cass Tech Evening School and the RCA Institute Home Study Courses in television and color television. He has been a TSA-NEA member for the past two years.

## FLORIDA ESA ELECTS NEW OFFICERS

A new slate of officers for the Florida Electronic Service Association for 1970 was elected and installed recently. The organization leaders include: President - Hamilton Boyd, Fort Lauderdale; First Vice President - D.W. Avarett, Orlando; Second Vice President - Harry D. Hanscom, Jr., Deland; Treasurer - Bud Fox, St. Petersburg; Recording Secretary - Paul Segars, St. Petersburg and Corresponding Secretary - Sam Kessler, Miami.

## OREGON TSA ANNOUNCES NEW COLLECTION SERVICE

The Oregon Television Service Association announced the inauguration of a new service for collecting delinquent accounts for its members. The service called the Retail Credit Protective Service is effective, ethical and economical and is offered through the national and state facilities of the I.C. System, Inc. It is endorsed by the association.

## HANK HYDE ELECTED PRESIDENT NESA FOR 1970

Henry G. Hyde, CET, Hi-Pix Stereo Service, Omaha, was elected president of the Nebraska Electronic Service Association at the recent meeting in Grand Island. Other officers elected include: Secretary - James Lovercheck, CET, Appliance City, Ogallala; Treasurer - Don Barman, Electronics Unlimited, Lincoln; Director at Large - Gordon Monie, CET, Arapahoe Service Center. Retiring president, Cap Enyeart, remains on the Board of Directors.

## OHIO TSA ANNOUNCES PLANS FOR SPRING CONVENTION

A. L. Clough, CET, president, TSA Ohio, announced that the Spring Convention for the organization will be held at the Stratford House (Ramada Inn) in Dayton, Ohio, April 24-26. Invitation is open to all electronics service people and a special program of activities will be provided for wives of technicians who attend the convention.

## KEN HARLOW, PAST PRESIDENT, HONORED BY TELSA OF SOUTHEASTERN CONNECTICUT

Ken Harlow, past president of TELSA of Southeastern Connecticut was guest of honor at the annual banquet of the association and was presented with a sterling silver combination tie-tack and lapel pin in commemoration of his untiring efforts on behalf of the association.

Harlow has served as president of the chapter and a member for many years on the state board.

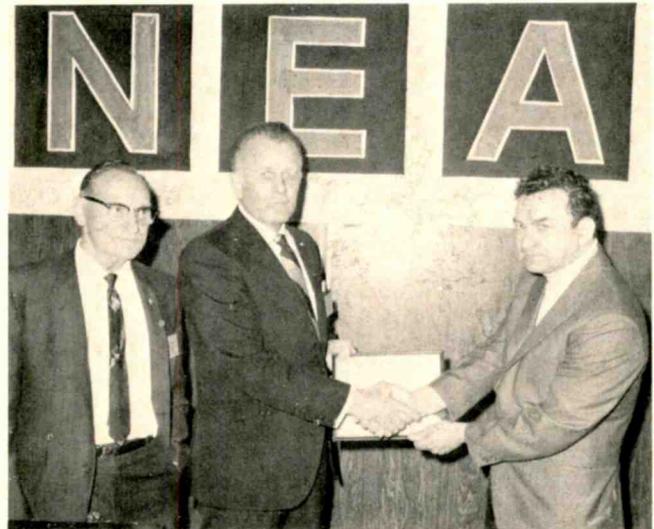
Chapter President Bill Gallagher made the presentation.

## TEA REPORTS ON FIRE HAZARD SURVEY

In conjunction with the NEA's survey of member groups to determine the actual extent of television as a fire hazard, the TEA reports that replies from 17 of 24 major city fire departments reveal these figures:

### FIRES DURING 1969

City	TV Fires	Total Fires
Abilene	14	1,576
Austin	15	4,177
Beaumont	4	2,197
Orange	0	388
Pt. Arthur	6	1,451
Ft. Worth	6	2,137
Arlington	8	1,795
Galveston	10	64
Houston	29	2,019
San Antonio	n/a	7,574
Tyler	10	1,077
Longview	1	227
Lubbock	13	2,899
San Angelo	24	1,174
Odessa	7	1,120
Midland	7	914
Laredo	1	2,461



Don Pinkston, Chickasha, Oklahoma, becomes No. 1 CET in Oklahoma. Presentation of certificate was made at the NEA meeting in Peoria. Left, Emmett Mefford, president NEA and, right, Leon Howland, national chairman of the CET program, present certification and congratulations to Pinkston.

## REPORTS ON WSEC BOARD MEETING

A WSEC Board meeting was held in Yakima on March 8 was well attended.

James D. Willey, secretary-treasurer, resigned from the position and chairman Frank Long assumed the duties until the April convention. The Board accepted the offer of Vice chairman John Kenney of Spokane to act as executive organizer for a one year period at no cost to the Council, a move greatly appreciated by the group.

## **NEW YORK TSA CONDUCTS CONSUMER EDUCATION PROGRAM**

Henry Frazier, president, Harold Frazier and Warren Baker of TSA New York, recently presented a program at the Latham Rotary Club to demonstrate the problems of servicing color and black and white television sets.

Equipped with a RCA color set, Motorola Servicemaster CRT set-up, a flying spot scanner (B&K), various pieces of test equipment and defective tubes, they showed the Rotarians, among other things, that a technician could correct a set for a particular defect and if shortly afterwards the same symptoms occur, it does not mean that the set is having the same trouble.

The presentation also included a discussion of the problem of service charges, the shortage of technicians and other subjects.

The same basic presentation has been made for a church group meeting and is being scheduled for other Rotary Club meetings.

## **OHIOANS EARN CET CERTIFICATES**

Dick Glass, executive vice president, NEA, presented five members with their CET certificates at the February meeting. New CET's were: John Brimbeck, William Tipton, Jack Barkhurst, John Scott and Bob Jones.

## **KING COUNTY TSA, SEATTLE, ELECTS NEW OFFICERS**

Ralph Meland, owner of Melang Bros. Radio, TV and Stereo, and a veteran of 40 years in the home electronics service business was elected president of the King County TSA. Other officers elected include: Jerry Wankowski, Hi-Line TV and Stereo Center, as vice president; Rudy Padvorac, Paddy's TV Service as secretary; Harold N. Hart, Radio Hart, as treasurer.

Elected to the Board of Directors were: Paul Messer, Messer's TV & Appliance, Renton, for a three year term; Earl Callupp, Earl's Television Service, Seattle, three year term; Enos Rice, Enos R. Rice Co., Seattle, for two years. These are to fill vacancies on the full board.

Installation will be at a dinner-dance on April 4 at the Lake City Elks.

## **TRI-CITY TSA ELECTS OFFICES, WILL HOST WSEC CONVENTION**

The Tri-City TSA (Pasco, Kennewick, Richland) elected Harvey Carr, Pasco, as president; Harold Houts, Kennewick, as vice president; Scotty Green, Pasco, secretary and Mylo Candee, Pasco, was reelected treasurer.

Trustees elected were: Ray Gordon, Richland; Carl Ketchum, Pasco and Oscar Schornhorst, Kennewick.

Installation is scheduled for March 18 at a ladies night dinner meeting.

The Tri-City group is making plans to host the "best yet" WSEC convention in Pasco on April 11-12 and more than 100 are expected to attend.

Dick Glass, executive vice president of NEA will be the featured speaker at the convention and efforts are being made to get Miles Sterling for one of his talks on the economics of the service business.

Other features planned for the convention include, displays, an alignment session by Leader Instruments, a Board meeting and a social evening.

## **OTSA BOARD MEETS WITH APPRENTICESHIP COMMITTEE**

The Board of Directors of the Oregon Television Service Association joined with the Oregon State Electronic Trade Joint Apprenticeship Committee for a joint program on apprentice training.

Brian Shutts, Hickok Teaching Systems, a division of the Hickok Electronic Instrument Company, which works closely with EIA in developing apprentice training programs, showed a film developed for this purpose.

During the business portion of the OTSA meeting a discussion of the recent publicity on the fire hazards of color TV was raised and taken under advisement until further facts are known.

It was also announced that the next meeting of the OTSA Board of Directors would be a special ladies night meeting, at which a new group of CET's would be presented their certificates.

## **NEA URGES BILL SPONSOR TO RECONSIDER LEGISLATION**

Dick Glass, CET, executive vice president of the NEA has written Senator Hill, of the Pennsylvania legislative body, and sponsor of the regulatory Senate Bill No. 1208, to reconsider the introduction of the bill and throw his support to house bills No. 1051 and No. 1052 now pending legislation. Glass wrote, referring to the senate bill No. 1208, "it contains regulatory codes which will literally turn honest service dealers into dishonest ones in order to operate under such legislation."

Glass also recommended that the addition of the good practices portion of the senate bill to the pending house bills would be in the best of interest of all within the state.

## **FORD EXECUTIVE PROPOSES TAX ON APPLIANCE & TV PARTS**

John J. Nevin, vice president of marketing for Ford Motor Company, suggested the use of a Federal excise tax on appliance and television parts to finance a program to educate repairmen. The idea was presented to the Senate Commerce Subcommittee on Consumers, which has under consideration Senate Bill No. S3074 to set up Federal minimum standards for appliances, cars and other product warranties anytime a manufacturer chooses to offer a warranty.

Nevin said the real need is for adequate numbers of trained repairmen.

## **LICENSING BILL NEAR FOR NEW YORK SERVICEMEN**

Licensing of all television, radio and phonograph service technicians and service shops in New York moved closer to reality with the introduction of a bill by Thomas C. Cuite, vice chairman of the City Council and all 36 other City Councilmen.

A major provision of the new local law provides that a retailer must be a licensed technician or have at least one licensed technician in the shop.

Service retailers would be charged \$50 a year for the license and \$5 added for each additional location. Licenses for technicians would be \$25 a year and \$10 for apprentices. Examinations would be \$10 for the first exam and \$5 for all re-examinations. Under the new legislation, the commissioner of consumer affairs would be authorized to revoke licenses or fine violators for fraud, deceit, untrue, misleading or deceptive advertising practices, incompetence or other violations of regulations.

## LEWIS, PRES. TSA IN DETROIT URGES HOLDING TO FEES

Bob Lewis, president of TSA in Detroit, urged service dealers to hold to professional fees for professional services in the softened economy.

"The present softening of the economy is disturbing but with mounting demands for goods and services, is bound to be of short duration. Let's not destroy long sought after and justly deserved monetary gains by cutting prices," he said. "It only takes moments to submit to fears of competition but thing how long it would take to return to a firm position of your real worth when things start humming again for a short way down the road."

Lewis also announced that the Board of Examiners has completed, and is now using, an upgraded examination for TV Service License, that consists broadly of 20 questions on each of the following subjects; Fundamentals, Black & White TV, Color TV, Transistors. A question on color block diagram of from 30 to 33 blocks and identifying 25 different components on board.

"Let's get behind the Licensing Ordinance with its dedicated administrator, Ed Novak, and stabilize our industry," he concluded.

## NEW NEA TECHNI TIP BOOKLET NOW AVAILABLE FROM NATIONAL OFFICE

NEA has just published a new booklet that is pocket size for ease in handling. The booklet is compiled from tips submitted by members and covers the Symptom, Cause and Remarks. The index covers such things as color check list, convergence and pin cushion, AFPC adjustments, etc. It is

available at no charge to members of NEA. The Board of Directors, at the last meeting, voted to continue this type of information in the booklet form and it is to be expanded as more information becomes available.

## GALVIN RECEIVES EIA'S MEDAL OF HONOR

Robert W. Galvin, chairman of the board of Motorola, Inc., was selected to receive this year's Electronic Industries Association's medal of honor award. The award considered the highest personal award presented by the electronics industry, was given to Galvin at the annual EIA Government Awards Dinner in Washington on March 11.

Galvin, who was president of EIA from 1966 to 1968, was cited for his outstanding contribution to the advancement of the electronics industry.

He is credited with playing a leading role in making Motorola a diversified electronics company and recently stated, "I want Motorola to be progressive, diversified and dynamic. This means an unobstructed wide angle view."

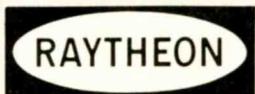
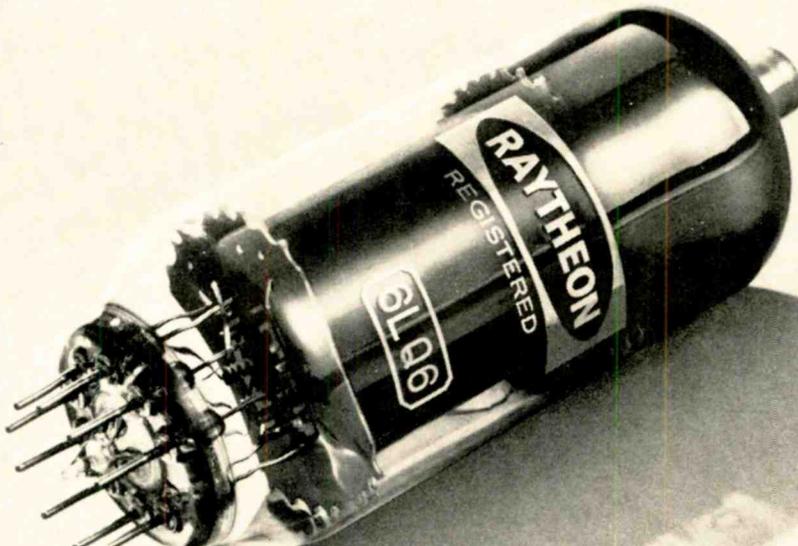
Galvin was the 19th recipient of the award.

## OREGON BIDS FOR 1970 NEA NATIONAL CONVENTION DURING RECENT MEETING

During the recent Oregon convention Warren Jaquenod, President of OTSA indicated that his organization would like to put in a bid for the NEA National Convention in 1971. The newly re-organized association is now on the right track and report an increase interest in association activities at all levels. During the recent NEA Board meeting in Arizona, the group passed out literature to create interest in the Oregon site for 1971.

## 99.99% reliable

Every now and then, one of our tubes fizzles—and somehow it's the one you install. Even we don't know how you happen to receive that particular tube. But we do know that it doesn't happen more than once in thousands of times. Raytheon receiving tubes—including Raytheon Tubes for Imported Sets—have to be extra reliable. Because, Raytheon is the leading independent supplier of receiving tubes to independent servicemen. We don't have competing service trucks or retail outlets. So, we depend on you just as much as you depend on us.



# NEA LITERATURE THAT MOVES PEOPLE

So Your TV's  
Going to the Shop  
For a Visit. . .



In order to support the customer with normal procedures used by electronic service dealers when shop technical service is needed, this booklet is presented to you by your dealer in the hope that some possible questions you may have might be answered for you.

**NATIONAL ELECTRONIC ASSOCIATIONS, Inc.**

**\* PROFESSIONAL SERVICE \***

A booklet that tells your customers about shop work. A down to earth approach to day to day questions about why and how of in-shop service.

Television Repair

**YOUR WARRANTY ON**  
Material and Technical Service



**\* ELECTRONIC REPAIRS \***

There is more and more concern about warranty by the customer and this simple brochure can do the answering for you. Saves time and money.

**AT YOUR SERVICE**



One-Minute Commercial

This is one of a series of publications compiled, published, and issued as a public service by the Safety, Standards, and Public Relations Committee of the National Electronic Associations, Inc., a nationwide organization of more associations of qualified service personnel interested in maintaining safety and improving electronic home entertainment service for you.

**\* PROFESSIONAL SERVICE \***

"At Your Service" talks about the service dealer and technician. It outlines just "what it takes" to become a service technician.

**YOUR TECHNICIAN AND YOUR DEALER**

**WANT TO KNOW . . .**  
...IF YOU ARE COMPLETELY SATISFIED WITH THIS REPAIR.  
(Due to the delicate nature of electronic equipment and the high incidence of non-repairable re-arranging.)

**FIRST:** Rubdown the customer operated controls and your service connections and wall plug.  
Fine tuning control using annual channel selector or search.  
Vertical hold (sometimes on the rear of set).  
Horizontal hold (sometimes on the rear of set).  
Other normal controls.  
Make sure trouble is not temporary station trouble.

**THEN: Call Your Dealer**

**IN THE EVENT you are not COMPLETELY satisfied as to SERVICE - PRICE - WARRANTY . . . . .**

...Send the attached, postage paid postcard to the National Electronic Associations, Inc. There is no obligation on your part, and rather than offending your dealer or technician who serve you this card, you will be helping greatly to bring better understanding between your dealer, and the public, and the Electronic Service Trade.

Thanks for your thoughtfulness.

NEA 8022

FIRST CLASS  
PERMIT No. 993  
INDIANAPOLIS, IN.

**Business Reply Mail**  
No Postage Necessary if Mailed in the United States

POSTAGE WILL BE PAID BY  
NATIONAL ELECTRONIC ASSOCIATIONS, INC.

7046 Davis Drive  
Indianapolis, Ind. 46224

Satisfaction survey card that can be left with the customer so that if they are not satisfied they can reply to NEA instead of local officials.

Your equipment has been serviced and adjusted by:

A



**CERTIFIED ELECTRONIC TECHNICIAN**



**\* CERTIFICATION \***

The NATIONAL ELECTRONIC ASSOCIATIONS would like you to know how much we are concerned about serving you well, and the training and experience your Certified Electronic Technicians have to assure YOU of the very best technical service possible.

What is a Certified Electronic Technician is the theme of this booklet. It gives the why and how of the quality workmanship performed by a C.E.T.

## ORDER A SUPPLY TODAY!

Please ship as follows

- SO YOUR TV @ \$2.50 PER HUNDRED (MEMBERS)  
@ \$3.00 PER HUNDRED (NON-MEMBERS)
- YOUR WARRENTTEE @ \$2.50 PER HUNDRED (MEMBERS)  
@ \$3.00 PER HUNDRED (NON-MEMBERS)
- ONE MINUTE COMMERCIAL @ \$ 2.50 PER HUNDRED (MEMBERS)  
@ \$ 3.00 PER HUNDRED (NON-MEMBERS)
- CUSTOMER RETURN CARDS @ \$3.00 PER HUNDRED (MEMBERS ONLY)  
 INDIANAPOLIS       WATERLOO      RETURN
- CERTIFIED ELECTRONIC TECHNICIAN @ \$2.50 PER HUNDRED (MEMBER)  
(AVAILABLE TO CET'S ONLY) @ \$3.00 PER HUNDRED (NON-MEMBERS)

INCLUDE BUSINESS CARD OR LETTERHEAD IF OTHER THAN LINE COPY IS DESIRED.  
(ORDERS OF 1000 OR MORE ONLY)

IMPRINT AS FOLLOWS \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

ALL ITEMS PRE-PAID

- I AM AN NEA MEMBER
- I AM NOT AN NEA MEMBER

FREE IMPRINT ON ORDERS OF 500 OR MORE PAMPHLETS  
ORDERS MAY BE MIXED TO OBTAIN 500 QUANTITY

- PAYMENT ENCLOSED
- BILL ME

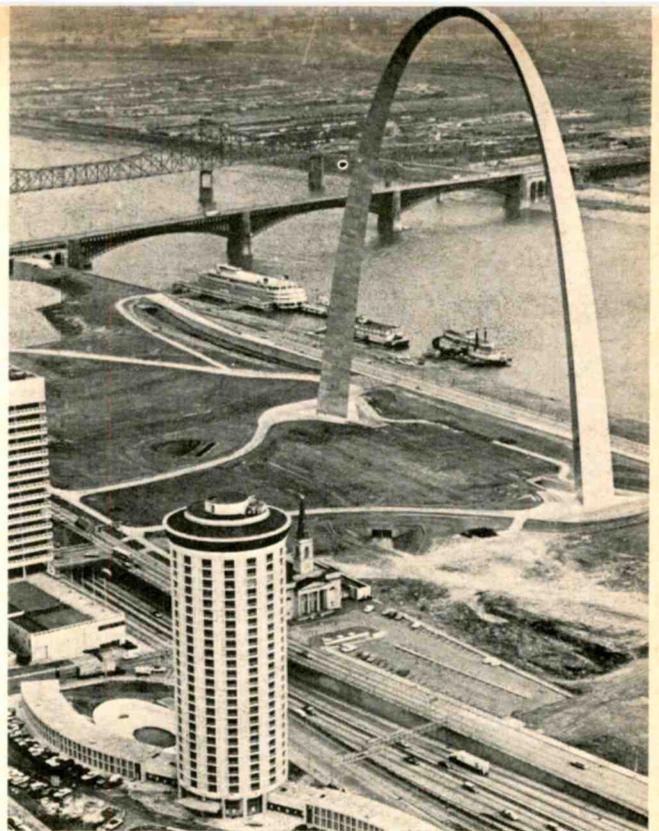
SIGNED \_\_\_\_\_

ALLOW 10 DAYS TO TWO WEEKS FOR PROCESSING AND SHIPPING

SEND ORDERS TO

JACK BETZ  
NATIONAL ELECTRONIC ASSOCIATIONS  
2525 WEST 4TH STREET  
WATERLOO, IOWA 50701

# FUN TO HIGHLIGHT NEA NATIONAL CONVENTION



Have you made your reservation for the 1970 NEA Convention as of now? Remember, that there are only a limited number of rooms available at Special Convention prices, so make your reservations NOW. Tomorrow may be too late for the Special Price!

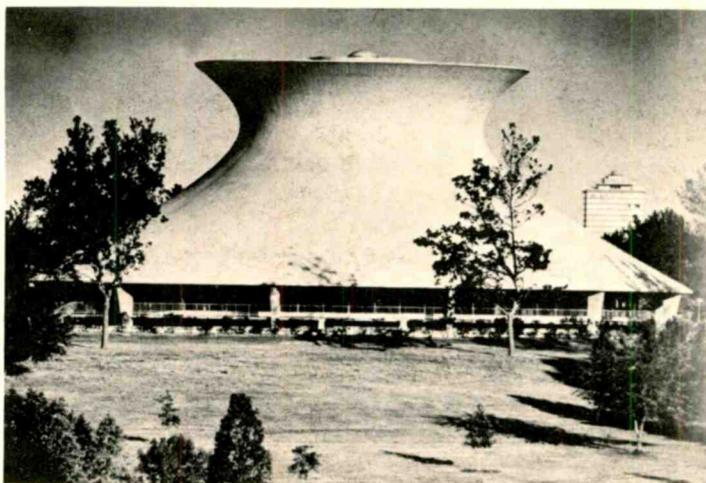
Each month we will bring you information on 'special' things that can be seen in St. Louis; possibly no where else but St. Louis. Grant's Farm, the Golden Rod Show Boat, the Gateway Arch, excursion boat

Admiral, that we already told you about can be enjoyed and seen no where else but St. Louis. This month we have information on other St. Louis only, 'special' things.

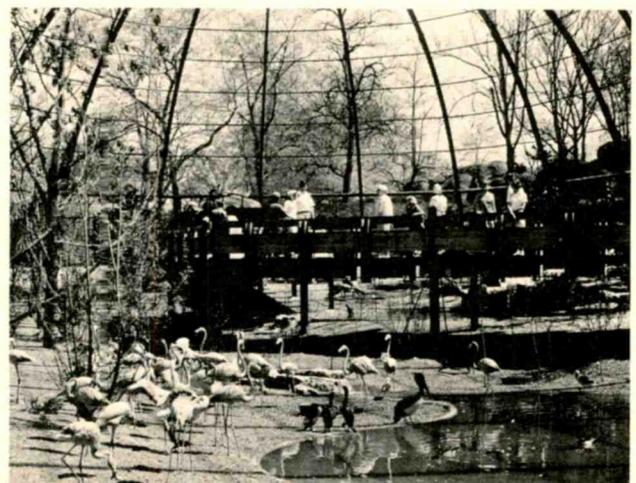
The Old Court House, within walking distance of the River Front Inn, is the site of pre-civil war famous Dred Scott slave cases. The original court room has been restored and can be seen by visitors. Many historic items on the early history of our country can be viewed here; including

the 'auction blocks' on the steps where slaves were bought and sold.

The McDonnell Planetarium and The Art Museum in Forest Park should be of interest to the ladies and children. Star shows and the happenings in outer space can be viewed via the special project for large audiences at the Planetarium. Thousands of paintings, sculpture and other art objects can be seen at the Art Museum. Both of these places are in  
(Continued next page)



McDONNELL PLANETARIUM



ST. LOUIS ZOO - BIRD CAGE

# They rely on you as their TV doctor— You can rely on GE tubes

Professional TV technicians fix ailing sets with General Electric service designed tubes . . . the tubes that offer improved reliability. They're made to make the sets last longer, perform better, cut costly call-backs and keep your customers happy. They help build your reputation for quality work. See your GE distributor today for all your receiving tube needs.

**GENERAL  ELECTRIC**



the same park (Forest Park) as the Zoo. Next month we will cover the Zoo and it's free animal shows.

Your convention committee is planning a bus tour of Forest Park that will enable you to see the Planatarium, Art Museum and the Zoo. This will be a day of extra special fun for the ladies and children. The noon meal will be a catered box lunch so as it will not be necessary to go hungry while having a good time.

The following is a schedule to date of the 'fun' part of the convention. Each month we will add to the schedule, so you will know exactly what is in store for you when you attend the BEST, BIGGEST most BOUNTIFUL Convention ever held by NEA.

## SCHEDULE OF EVENTS ALREADY CONFIRMED

Wednesday, July 15 — 9 AM Golf Tournament. 1 PM Bowling Tournament.

Thursday, July 16 — 10:30 AM to 3:00 PM Admiral river boat excursion. 6:30 PM Bierstube 9:00 AM to 3:00 PM Alignment School.

Friday, July 17 — 10 AM Grant's Farm tour. 10:15 PM Golden Rod Show, Boat show. 6:00 PM Hall of Fame Banquet. 9:00 AM to 3:00 PM Alignment School.

Saturday July 18 Cocktail Party 6 PM. 6:30 PM Presidential Banquet & Ball. 5:00 PM Antique radio & test equipment display & contest. 9:00 AM to 3:00 PM Alignment School.

Swimming, tennis and shuffle board every day.

Tuesday July 14 Trips available to top of Gateway Arch; Old Cathedral; Gay Nineties Museum, U.S. Navy Mine Sweeper and Eugene Field Home, (the children's Poet).

PLEASE NOTE — The following manufacturers are convention advertisers: BUY THEIR PRODUCTS. Amperex Corp.; Finco Antennas; General Electric TV's; Leader Instruments; Panasonic TV; RCA Tubes & Components; RCA TV's; Sylvania Electric Products; Sprague Condensers; Ziff-Davis Publications and Heath Company.

288-34



# ELECTRONIC service dealer

## CALIFORNIA SECTION

### CSEA president's report

By VIRGIL GAITHER



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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

#### Visitors From Downunder

CSEA will be proud and fortunate to host TETIA — Television and Electronic Technicians Institute of Australia. Approximately 30 members and their wives will be arriving at LA International on BOAC flight No. 519, July 4.

They are extremely interested in visiting 'colour' TV service set ups, color broadcast studios, manufacturers, and our own CSEA headquarters. They expect their government to authorize 'colour' TV transmission soon.

Plans are being made to give them a typical CSEA welcome. A buddy system has been proposed where each TETIA member will be escorted by one of our own. This will accomplish several purposes. It will automatically solve the transportation problem as each one of our escort members will furnish a car. Secondly, it is by far the best way to show a feeling of friendship and to become acquainted with and learn from our visitors. Lastly, it will be an opportunity to buy the dinner for your guest at the

banquet. All good CSEA members will be delighted with the last reason, I am sure.

Disneyland is the only tour which they have made previous arrangements for. Perhaps Orange County could take this on as a project. Who should know the ins and outs of Disneyland better?

With the help of some of our most qualified technicians we will provide demonstrations such as color TV alignment, scope technique, and fast methods of checking transistors in and out of circuit.

All in all, we should be able to make it a very interesting three days for our guests from Downunder.

#### A Proud Day for CSEA

It was indeed a very proud day for your association when Mr. Craig became our 1,000th member. Back in the dark days when our actual paid-up membership was in the neighborhood of 300 shops, we talked of 1,000 members. It certainly seemed like an almost impossible goal. Now you hear our members talking about 2,000 members. Seem impossible? Don't bet on it.

**USE  
GENUINE  
PHILCO  
PARTS**

Factory specified and  
guaranteed • Engineering  
updated • Precision  
replacements save you time  
and service call-backs

**ONE-STOP SERVICE FOR MAJOR BRAND PARTS**

PHILCO parts and accessories • PHILCO-BENDIX service parts • DEXTER parts • CROSLY parts • PHILCO receiving tubes • PHILCO 20/20 black & white picture tubes • PHILCO brilliant color picture tubes • PHILCO full color picture tubes • PHILCO tape recorder accessories • Miniature and subminiature radio and audio components • SPRAGUE capacitors • EVEREADY batteries and flashlights • CAROL CABLE CO. cord sets, TV transmission lines, electrical conductors • G.C. products • M.R.E. appliance testers • DRY-R-X-venting equipment • TENNA MFG. CO. products • ELECTRO-VOICE cartridges and needles • B & K test equipment • FINCO antennas, hardware, antenna accessories and MATV equipment • PRECISION test equipment • ALL CHANNEL Rembrandt antennas • ROBINAIR products • INTERNATIONAL RECTIFIER transistors, rectifiers, diodes • ALLIANCE Tenna-Rotors, plus many more.

**VISIT OR CALL US AT THE PHILCO STORE NEAREST YOU. WE WANT YOU TO KNOW US — AND WE KNOW IF YOU TRY US, YOU WILL BECOME ONE OF OUR MANY, MANY SATISFIED CUSTOMERS. WE SAVE YOU MONEY AND GIVE YOU TOP SERVICE. ALL PHILCO-FORD PARTS STORES ARE WELL STOCKED WITH THE FINEST LINES — THE BEST SERVICE — HIGHEST QUALITY . . . ALL THIS AT COMPETITIVE PRICES!**

**TRY US—WE ARE BETTER!**

**PHILCO** 

ASK YOUR PHILCO PARTS STORE MANAGER FOR YOUR  
PHILCO VALUE MART • PRIZE • ORDER CARDS!  
WIN BIG PRIZES. NO PURCHASE REQUIRED!

Carl Huber  
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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



RALPH JOHANNOT, CSEA Executive Director

## CSEA 15th Annual Convention Plans Finalized

May 29, 30, and 31 are the dates. The place is the Fresno Hacienda. The first day of the convention will encompass the business of the corporation plus interesting panel discussions and lectures. The theme of the convention this year will be in the Spanish motif. Jerrold Electronics has planned a fiesta for the evening of March 29 of barbecued beef, strolling minstrels, and a band for evening dancing.

Saturday, May 30, should prove most informative. With all the new problems created by manufacturers entering the service field, pending legislation that can effect our future, the plans and objectives of our members must carefully be discussed and a solid front be set forth for our independents.

Sunday, May 31 will be the conclusion of association business, resolutions, and good of the order. Programs for the ladies are fashion shows, shopping sprees, and side trips.

Within the next two weeks each of our members will be sent a special mailing with registration blanks. Any non-member wishing to attend should write our state office for information and registration forms.

## CSEA Membership Officially Over 1,000

On Thursday, May 12, the 1,000th membership application was received by the CSEA office. The application came from Mr. Eugene E. Craig of Craig Radio Engineering and Sales in San Diego. A special presentation will be made to Mr. Craig to celebrate the occasion.

All indications show that CSEA will have its largest growth year in 1970. Leadership conferences have been held throughout the state. Through these conferences plans and objectives of

each of the chapters have given assurance of much activity throughout the state this year.

## Bay Area To Hold Pre-Certification School

Starting March 22, the dealers in and around the San Francisco Bay area have been invited to attend a school for certification. Frank Estep from the Magnavox Co. was the originator of the idea. The classes will be held at 1364 San Mateo Ave., So. San Francisco at 1:00 p.m. and end at 4:00 p.m. for approximately 12 weeks. These are Sunday classes. Any person wishing to attend this no-charge class should contact Mr. Estep at the Service Training Center, phone (415) 589-1677.

## BERDR Regulation Hearings Changed Favorably

Notification was received officially by the CSEA office on March 10 from the BERDR stating that the "removal and reinstallation" HAD been removed from the regulation. Also, the word "inspect" WAS included in the definition of a service call.

A special thanks to those who attended the hearings in Los Angeles and San Francisco. Without your protest I sincerely doubt if we could have gotten our point across.

## RCA Now Intends to Service All Brands

On Wednesday, May 4, our state office received a phone call from Camden, New Jersey advising our association of the intent of RCA to service all brands. The purpose of the call was to advise us prior to newspaper publication of the intent and to get the reaction from our association. Naturally, as a representative of our trade group I was greatly perturbed. My one suggestion to you non-members: I am advising our membership through our "Confidential Hot Line" to write directly to Mr. Robert W. Sarnoff,  
(Continued next page)

## TAX, INSURANCE & INVESTMENT

### TIPS

BY

RYAN



ROBERT J. RYAN

The following story, a true one, made me a stronger insurance salesman: (See what it does for you)

"One of my men was particularly concerned over a sale he couldn't make. The cause of his concern - the man, 38, married, with 3 children, was strongly 'anti-life insurance.' Not anti-money, because he was a successful retailer, but anti-life insurance. His defense was that when his business got 'over the hump' he'd be able to personally finance his families' future and until that time, he would just 'gamble.' (Pure protection, at his age, would run \$185/yr for \$50,000 term insurance).

Well, to shorten our story, he had a rather serious freeway accident, and altho he would probably not die, he did need blood desperately and, as luck would have it, he had a rare type, not generally in the bank. In a semi-panic, his wife suddenly remembered that their second oldest daughter had similar type blood. It was explained to her that she would give blood to save her Daddy's Life.

When she awoke from a mild sedative after the life-giving procedure, she looked at her mother and said, "mommy, when am I going to die?"

SHE HAD ACTUALLY THOUGHT SHE WAS GIVING HER LIFE TO SAVE HER FATHER'S LIFE.

The same father that wanted to gamble \$185 against \$50,000 that would have provided vacations, education, and happiness for that little girl.

You be the judge of that decision.

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

Chairman of the Board and President, Radio Corporation of America, 30 Rockefeller Center, New York and air your viewpoints. Won't you do likewise?

**Reno, Nevada Now  
has CSEA Chapter**

On the night of March 3 a meeting was held in Reno, Nevada to study the feasibility of Nevada dealers falling under the umbrella of CSEA. Fifteen dealers from Reno, Sparks, and Carson City were present. From the contingent representing CSEA and California dealers were: Monty Huckle, Tahoe City; Chet Chapin from the Magnavox Co.; Robert J. Ryan of the Ryan Company; and Ralph Johonnot, Exec. Vice President, CSEA. Mr. Johonnot and Mr. Ryan made a presentation covering the association and the insurance programs. A written ballot was taken unanimously all Nevada dealers present agreed to form a chapter of CSEA in Reno pending legal authority. On Tuesday, May 10, this legal formality was completed and the membership applications approved. CSEA is anticipating membership through the State of Nevada. We can easily provide the umbrella for a fine state association. The president of the Reno Chapter is Mr. Ron Starr of Starr TV, 957 W. 5th Street, Reno, Nevada 89500. His phone number is 702-786-1870.

**Workman's Compensation  
Refund Checks for CSEA  
Participating Members  
Sent Out**

Refund checks, reflecting a 20% dividend in the first year, on workman's compensation for participating CSEA members went into the mail last month. The dividend of 20% is quite a discount from the



**MAIL THIS COUPON TODAY!**

**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 Refistration 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 \_\_\_\_\_

rate set by the state and should stop some of the early doubters that such a CSEA program could succeed. The program is handled by the Robert J. Ryan Company and complete information can be obtained by calling their office.

**CSEA Convention  
Plans Nearly Final**

What promises to be the biggest convention in CSEA history is slated for May 29-31st at the Hacienda Hotel in Fresno. The theme of the convention has been changed from another Luau to a fiesta in keeping with the California heritage plus the fact that one of the sponsors will provide flamenco dancers and a mariache band for the occasion. National sponsors include: Sencore, Jerrold, Channel Master, RCA, Zenith, Finco, Motorola, Panasonic, Major Electronics, Form Imprints and the R.J. Ryan Company.

**Lawler, Pershing & Midkiff  
Elected to CSEA Board  
From Zone F**

Bill Lawler of the Pasadena Chapter, Everett Pershing of the Glendale-Burbank Chapter and Harry Midkiff from the South Bay have been elected from Zone F as representatives on the CSEA Board of Directors.

Lawler, who has been active in CSEA for many years, is the only newcomer to the board from Zone 'F' while Pershing and Midkiff were re-elected.

**Zone 'F' Re-elects  
Ray Murphy As  
Chairman for 1970**

Ray Murphy was recently re-elected as chairman of Zone 'F' with Jack Mitchell names as the new Vice Chairman. At the same time, the chapter delegates re-elected Jimmy Scarborough as treasurer and named Lionel Woolery as the new secretary.

**CHANNEL MASTER**

DISTRIBUTED IN CALIFORNIA BY:

**ANDREWS  
ELECTRONICS**

1500 W. Burbank Blvd.  
TH 5-3536

**ASSOCIATED  
RADIO DIST.**

1583 Howard St.  
San Francisco, ME 1-0212  
IN  
Palo Alto: DA 3-3173  
San Mateo: FI 5-3575  
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**HURLEY ELECTRONICS**

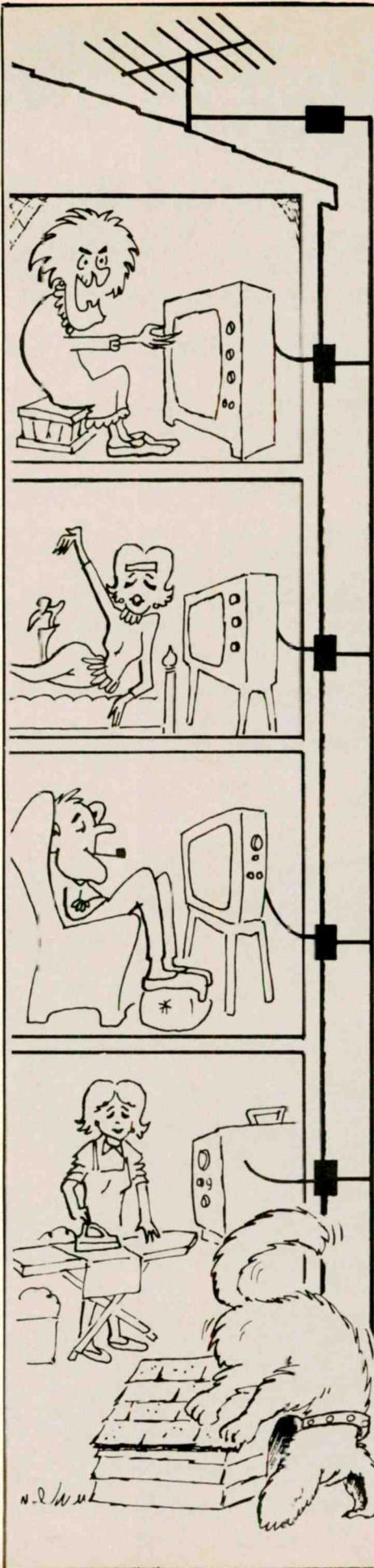
2101 N. Fairview, Santa Ana, 638-7220  
IN  
Inglewood: 679-2276  
Ontario: YU 6-6538  
San Bernardino: TU 5-0721  
Long Beach: HE 6-8268  
Oxnard: HU 3-0133  
Oceanside: SA 2-7694  
San Diego: 283-5431  
Alhambra: 283-8413

**KIESUB CORPORATION**

311 W. Pacific Coast Hwy.  
Long Beach 591-1335 & SP 5-1428  
IN  
Orange County: KI 7-3527  
Bakersfield: FA 7-5535  
Oxnard: HU 3-9541 MI 2-6665  
San Bernardino: TU 5-6807  
Van Nuys: TR 3-1309

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919 N. 7th St., Phoenix, Arizona  
285-8151



# Branch into MATV with our kit!

Today, with personal portables and FM radios popping up all over people's houses, you may be missing out by not going into MATV. And now you can do it without laying in costly inventory or heavy equipment investments with the Channel Master Do-It-Yourself MATV Kit!

Our kit makes professional installations faster and easier to install than you'd think. We've included the industry's finest UHF/VHF/FM amplifier, and all the necessary hardware and equipment needed for branching up to 4 TV or FM Sets anywhere in any 300 or 75 ohm installation.

There's no special tooling or equipment needed to do it... in fact your customers can do it themselves.

And you're in MATV!



## CHANNEL MASTER

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# CALIFORNIA NEWS NOTES



## **NORTH COUNTY CSEA INSTALLS OFFICERS AT SAN DIEGO INSTALLATION DINNER**

A complete new slate of officers was installed recently for the North County chapter of California State Electronics Association at a special installation dinner at The Sands in San Diego. Receiving the gavel of jurisdiction from Stan Bendowski of Solana Beach, outgoing president, is new president Bob Tomko of Vista, second from the right. Other officers for the year are, from left to right: Mrs. Roy Merrill, Vista, secretary-treasurer; Roy Merrill, Vista, chapter delegate, to CSEA; Bendowski; Jim Robinson, Vista, vice-president; Tomko; and far right Joe Hoodak, Oceanside, special CSEA delegate.

## **ALIGNMENT CLUB ELECTS NEW OFFICERS AND SETS NEW COMMITTEE**

The Alignment Club in Los Angeles has elected Ronnie Simon as the new president for 1970. Other officers elected included Don Priest as V.P. and Hugh Wilkinson as Secretary-Treasurer. Board members elected to serve for the next year included: Jerry Carne, Ray Chomori, Ed Wineberg and David Kirkwood.

At the same time, the newly elected president announced the formation of a special committee to study manufacturers service information with the view of informing the manufacturers what the industry would like in the way of information and format. Anyone having special suggestions along these lines should send them to the committee chairman Tom Ishii at 1533 So. Robertson Blvd., Los Angeles, California 90034.

## **CSEA ZONE & ORANGE COUNTY CHAPTER CO-SPONSORS BBB MEETING IN L.A.**

The Zone 'F' Council of CSEA and the Orange County Chapter of the state wide association joined together to sponsor an open dealer meeting on consumer problems last month at Los Angeles City College.

The program is designed to use the BBB as a tool between the consumer and the dealer in settling individual dealer problems. Through the BBB, it is proposed that their facilities can be used in helping you with stop payment checks, as an arbitration board between the dealer and the customer and how the BBB can help prevent more consumer legislation.

## **RCA TO TEST MARKET PHILADELPHIA ON ALL MAKE TELEVISION SERVICE**

RCA has announced that they will enter the service industry as a full line service center for electronic consumer products. According to the announcement, RCA officials feel that there is a great potential in electronic servicing and will form a separate organization to go after this business. The entry of RCA into the all service industry follows closely the entry of Packard Bell who recently announced that their service organization will now service all product lines. CSEA formerly passed a resolution condemning this action by Packard Bell and is also expected to take a stand against the RCA move.

## **FINCO MOBILE DISPLAY TO TOUR WEST COAST THIS MONTH**

The Finco mobile display unit and research laboratory will continue its tour of the West Coast throughout April. The 30 foot self-contained unit, equipped to demonstrate MATV equipment as well as solve system problems, is manned by Roger Priebe, Finco MATV System Field Representative. Priebe will join with Finco Regional managers Bill Gordon and Harold Hawthorne in visiting the 38 chapters of CSEA.

## **KIESUB SCHEDULES ANNUAL "KIESUB KARNIVAL" ANNUAL SALE THIS MONTH**

The annual "Kiesub Karnival" is scheduled throughout April by the local Southern California Parts Distributor. The "Karnival" Week is slated for April 20th through the 27th with a different store being spot lighted each day.

The schedule calls for the opening at the Van Nuys facility on the 20th followed by Oxnard on the 21st, San Bernardino on the 22nd, Bakersfield on the 24th and the main office in Long Beach on the 27th.



## **DICK PRITCHARD INSTALLED AS NEW SAN DIEGO CHAPTER PRESIDENT**

Mr. Virgil Gaither, left, President of the CSEA, California State Electronics Association presented the gavel of jurisdiction to the incoming President of the Associations San Diego Chapter, Mr. Dick Pritchard. Pritchard, right, owner of Western Communications Company in La Mesa and a long-time East San Diego resident, lives at 6338 Celia Vista Drive. The installation ceremony took place at a special dinner at The Sands recently.



# TSA OHIO NEWS

A SPECIAL ESD FEATURE

*President*

A. L. Clough, CET, Akron

*Secretary*

John Graham, Hall of Fame, Columbus

*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

### EVERYONE INVITED TO OHIO TSA SPRING CONVENTION

STOP! LOOK! LISTEN! WE DON'T  
WANT YOU MISSIN'

WHAT? Television Service  
Associations of Ohio 1970 Spring  
Convention

WHEN? Friday, Saturday, &  
Sunday - April 24, 25 & 26, 1970.

WHERE? Stratford House (Ramada  
Inn) Dayton, Ohio 45402, 330 West  
First Street, Phone (513) 223-7131,  
For reservation service - No toll  
charge 800-238-5100.

WHO? All segments of home  
entertainment electronics industry.

WHY? Technical seminars, latest  
service techniques, certified electronic  
technician exams, newest test  
equipment demos, also finest of food,  
fellowship, fun and entertainment.  
Cocktail hour, banquet, and programs  
for your lasses and ladies.

Come join us. You do not have to  
be a member of TSA of Ohio to  
attend. We are willing to wager that  
you will want to become a member of  
one of our associations after learning  
what has been done, is now being  
done, and what's more to come for the  
home entertainment electronic service  
industry. The returns will be seven

fold and more for the nominal cost of  
attending, and it is all tax deductible!  
Mark your calendars now. Don't miss  
the really 'big one' for Ohio, the 1970  
TSA spring convention.

Special pre-registration rates, door  
prizes, grand prizes, surprises, awards  
& rewards help make this fifteenth  
annual celebration a big success for  
yourself and your service field.  
Become and maintain professional  
status in your chosen profession.

Companies to be represented:  
Sylvania, Motorola, RCA, Zenith,  
Magnavox, General Electric, Admiral,  
Leader Instruments Corp., Sencore  
Techtronics, Finco Antenna Co., and  
hopefully more!

Ohio areas represented: Summit  
County, Youngstown, Columbiana  
County, Greater Cleveland, Columbus,  
Cincinnati, Ashtabula, Sandusky,  
Toledo, Dayton, Middleton, Mansfield,  
and Lorain.

More details to come. If you miss  
this one, you will be the loser. Come  
join the leaders. Give a little of your  
time to those who have given so much  
of theirs to make things better for you  
and for your future in your industry.



# HOOSIER TEST PROBE

## A SPECIAL ESD FEATURE

### IESA OFFICERS & DIRECTORS 1969 - 1970

*President*

JOHN SAUNDERSON

*Secretary-Treasurer*

JAMES A. SMITH, CET

*N. Region Vice-President*

DEAN R. MOCK, CET

*Central Region Vice-President*

LARRY KING

*South Region Vice-President*

O. C. BROWN, CET

*Special Director*

THOMAS L. COOPER

*Executive Vice-President*

ED CARROLL, CET

### COLOR IT EXCELLENT

by O. C. BROWN, CET

Now I suppose it does not fall within the normal scope of the writer for a State Association to play amateur philosopher, but maybe this one can be forgiven one time.

From time to time I have been forcefully reminded of trying to look at the "Big Picture" of what we in NEA IESA, etc. are really all about. Not just a "Marching & Chowder" society, not just a social club, not just a place to show off our own personal oratory and charisma, but a select group of individuals, working for the "Big Picture"

So, let's take a look at the picture, after all, isn't that what a picture is for?

First, it has a frame, pleasant to look at and sturdy in makeup to hold the picture; I shall call it NEA and the strong wire that holds it in place as it's President and board of officers.

The pretty people in the scene are the various states and locals, each with a strong program or system to promote the knowledge and image of our chosen profession. We must use good paint, and tasteful color hues.

We should use strong glue to assemble the frame, such as carefully selected Charters and By-laws, and the size must be appropriate to be properly seen, and needless to say, this is membership.

The gilding of this frame to many of us would appear to be certification, and the apprenticeship and training programs associated with it.

So, now it starts to look beautiful, and we want the world to see it, it requires good publicity, P.R. material, professional publications, and each and every individual's personal selling ability.

Our portrait has now become quite valuable, to us and the entire industry, so a comprehensive insurance program is initiated.

As any good decorator knows, we can enhance our "Big Picture" with other carefully placed, associated portraits, an excellent spot for such as the Hall of Fame, and the International Society of Certified Electronic Technicians. They must not be so far apart as to lose perspective, nor should they crowd out the original image.

Color it EXCELLENT, but remember, we must all keep it clean and well polished! Even enough flyspecks can finally tarnish an entire wall.

With apologies to all who could have said it better.

## 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 ( $\pm 1$  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.

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

**adi** ASSOCIATED DISTRIBUTORS, INC.  
210 South Meridian Street - Indianapolis, Indiana 46225 - Telephone (317) 634-2591



# ELECTRONIC service dealer

## IOWA BEACON

### IOWA president's report

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Perry  
BILL GULLIVER, Vice-President  
Ames  
BOOTS HARWELL, Secretary  
Waterloo  
VIC UKER, Treasurer  
Clarion  
BILL EASTMAN, Sgt. at Arms  
Des Moines

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section editor, Des Moines  
LEO SKELLENGER, Hubbard  
DEAN MERRILL, Oelwein  
PETE BEMINIO, Fort Dodge  
FLOYD WEBB, Des Moines  
FLOYD KEETON, Red Oak  
WALTON VAN MAANEN, Lynville  
KENNETH YOUNG, Washington

by CLARK POHL



This being my last month as president for TSA Iowa, I feel it is important to review our past two years and assess our goals set at the beginning.

The one major item I did not see accomplished was the doubling of our membership. However, much was done to give us a foundation to build from.

This, I believe, we have accomplished. Number one, we now have an executive secretary. This very month we have set up a central office and permanent location for all communications within TSA and to the outside. Our program and business will now be very similar to Texas, California, and NEA, who have proven very successful in operating associations.

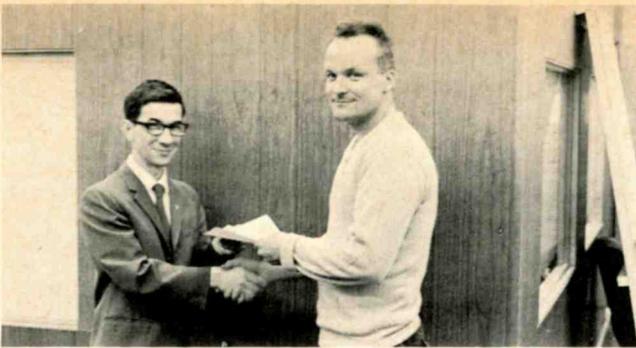
Number two, we have worked and established an insurance and an investment and savings program for members.

Number three, we have regularly been able to get our monthly minutes in the hands of our members within ten days of the board meetings and followed up with the president's report approximately two weeks later.

Number four, our supplies of drop clothes, PR materials, sacks, etc., necessary to serve our membership have been updated. This all took time and has been accomplished? so with a foundation built to serve our membership we are asking and getting new members.

TSA Iowa has been well represented at all NEA functions, contributing a national president, the father of the CET testing program, a national treasurer, and a regional vice-president. TSA Iowa may have been small in numbers but dedicated to service of the service industry. If only the hundreds of wait and see dealers could realize the importance of giving support, our industry could be many times advanced. The time and dollars we have lost can never be recovered, so our only hope is the majority will realize that alone we can do little to better the industry and together we can have recognition from industries we help build.

I shall look forward to working with the new president. Let's all give him our support and contribute to the success of the service industry.

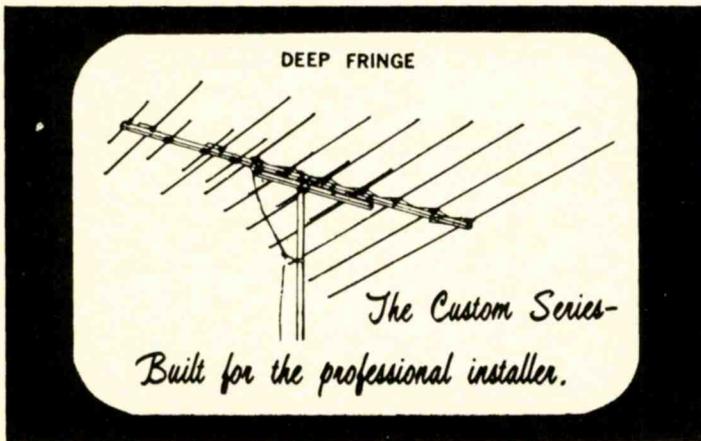


Gary Hicks, right, is shown here receiving his certificate from Ron Crow, instructor at Iowa State University, on completion of his electronic course. Gary and his wife Sherri, who also received a certificate, are responsible for the inception of the course.



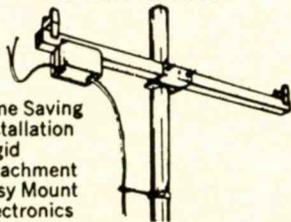
Robert Stratton, blind since the age of three, is shown here (right) as he received his certificate upon completion of his course in basic electronics towards Radio & Television. The commission for the blind provided a tactual read-out voltmeter for the course.

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 TV-FM Antennas and Electronics

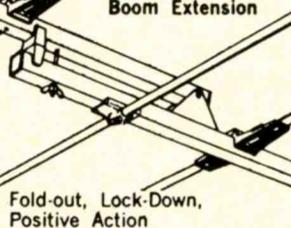


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- Rigid Attachment
- Easy Mount Electronics

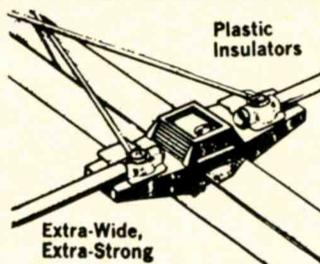


**Flip-Eze Boom Extension**



Fold-out, Lock-Down, Positive Action

**Plastic Insulators**



Extra-Wide, Extra-Strong

ALL ALUMINUM TERMINALS

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**IOWA STATE UNIVERSITY  
 PLANS SPRING CLASSES**

The spring semester at Iowa State University will include the following classes and fee schedule. Classes will be held in different locations during April and May and interested technicians should enroll as soon as possible.

Scope Clinic - 1 day. Fee \$10.00. Complete your registration between 8:30 and 9:00 a.m. Clinic from 9:00 - 4:00. Bring all the equipment you care to. Bring your oscilloscope, and if you wish a B&W or color TV with or without problem.

Procedure: Check scopes for proper operation. Calibrate scopes. Measure and compare various waveforms.

Alignment Clinic - 1 day. Fee \$10.00. Registration between 8:30 and 9:00 a.m. Bring all equipment you care to. Bring your oscilloscope, alignment gear and TV if possible.

Procedure: Twenty minute demonstration of alignment principles then spend rest of day on gear.

Circuit Analysis - 5 week class. Fee \$20.00. Registration completed on first night of class. This is a lecture - discussion class on any circuitry you may wish to discuss and as deeply as you wish to. It is a lean back and talk about it kind of approach.

Introductory Home Servicing - 1 day. Fee \$10.00 Complete your registration between 8:30 and 9:00 a.m. Class from 9:00 - 4:00.

Procedure: A.M. - Procedure Trouble Analysis Methods.

P.M. - Customer Relations Phone Use, Home Service Call.

April - May Classes

Keokuk, Scope Clinic, April 20.

Waterloo, Circuit Analysis, April 21, 28.

Sheldon, Scope Clinic, April 23.

Sioux City, Scope Clinic, April 24.

Clinton, Scope Clinic, April 29.



## NOTES . . . FROM LES

Les Buchan, TSA-Iowa Executive Secretary

### CONVENTION PLANS OUTLINED

Plan now to attend the Television Service Association of Iowa Annual Convention in Des Moines, April 17, 18 & 19th. Bill Gulliver has lined up a program that will interest everyone.

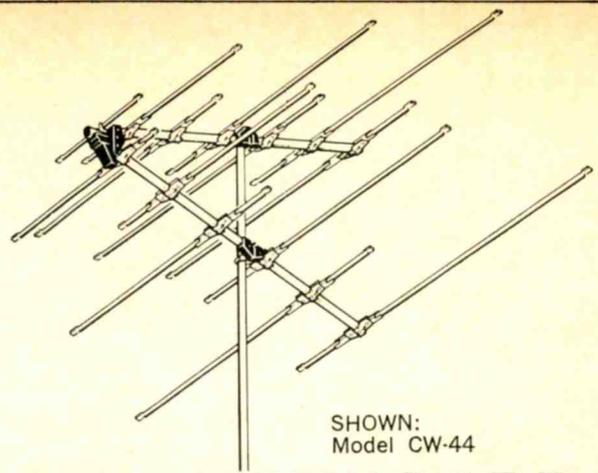
Activities start Friday afternoon with technical and trouble shooting sessions under the direction of Iowa State University and the area schools.

Friday Evening after dinner John Sperry, Lincoln, Nebraska, will discuss Service Pricing and Training. John is the owner of a very successful service shop in Lincoln. His operation has received nation-wide attention through articles in many electronic magazines. He was also an instructor at the Texas Electronic Association Institute this springs.

The balance of Friday evening will be the DISTRIBUTORS' PARTY which has been so enjoyable the last few years. Our hosts are the Iowa distributors and it promises to be another informal, fun-filled evening.

Saturday, in addition to the business session, we will hear presentations from representatives of four manufacturers. These sessions alone could be worth the price of admission.

Saturday evening is the Annual Banquet and Dick Glass, Executive Vice President of National Electronics Association, will be the speaker.



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"

## TSA – IOWA CONVENTION

### APRIL 17-18-19th

WHERE –

## National Motor Inn

IN

## DES MOINES

Featuring Friday Night  
Buffet, Saturday Luncheon  
and Saturday Night Banquet  
YOU ALL INVITED



# KEA NOTES

## A SPECIAL ESD FEATURE

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### 1ST VICE PRESIDENT

R. A. Swan

### 2ND VICE PRESIDENTS

Joe Skelton

Keith Knos

Bill Winegar

### SECRETARY

John Farrell

### TREASURER

Wilford Carden

### SERGEANT-AT-ARMS

Keith Nicholson

## KEA President's Report

By EMMETT HUGHES



There is not much time left before the Convention in St. Louis, so now is the time for all of us to work harder to obtain more members for our association. We have several new members this year and there are a number of shops and technicians that would join if we would only take the time to explain the purpose of our association and also the benefits.

Here are a few thoughts on "WHY JOIN KEA AND NEA," keep these in mind when talking to a prospective member:

**Techni-Tips:** These are solutions to our problems that have been solved either by Technicians or by Manufacturers. Think of the time saved on just one "tough dog," this alone could pay your entire year's dues. Only as a member will you receive Techni-Tips.

You also receive a year subscription to Electronic Service Dealer, through this magazine you can keep up on what is going on in other states as well as the National association progress.

**Special Manufacturers Information:** Business Helpers, Cost Surveys, Price Surveys, Participation in the National Serviceability Project, and NEA's Public Relations Forms.

We also have two group insurance programs in Kansas: Blue Shield and Blue Cross and NEA Group Insurance Program. You can save enough on your

group insurance to pay your dues to KEA & NEA.

These are but a few of the advantages in belonging to the State and National Associations. As an individual it is very hard to get people to listen to what you have to say, but as an association with members from almost every state, it is easier to communicate with manufacturers as well as Local, State and Federal Governments.

Now here is the best part of this whole thing. NEA dues are \$24.00 per year, KEA dues are \$13.00 per year, this makes a total of \$37.00 this is all you pay unless you have a local chapter that assesses dues. Think of it only \$37.00 and in some state dues are as high as \$120.00.

Let's all put more effort into the membership drive during the next three months and see our State Membership double.

**DON'T FORGET THE KEA CONVENTION APRIL 24-26 ... See You There!**

## INCREASE STORE TRAFFIC AND PROFITS HANDY ELECTRONICS

MERCHANDISERS

DISTRIBUTED IN KANSAS BY

### RADIO SUPPLY COMPANY

ELECTRONIC COMPONENTS

SELECTED HIGH VOLUME,  
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ATTRACTIVE PACKAGING

HAVE A "MINI" SUPERMARKET  
FOR TV, HI FI, STEREO, TAPE  
ACCESSORIES IN YOUR STORE



**KETA**

the **KETA** news

Kentucky Electronic Technicians Association

*Kentucky Electronic Technicians Association*

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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*

JOE SMILEY  
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

Having been president of this organization for the past two years I wish to take this opportunity to thank the many officers and men who have so greatly contributed of their time and energy to promote our growth and to

support our continuing increase of membership. I particularly want to thank the distributors for their cooperation, as they have made possible the publication of KETA news.

As I look back at the many things

## FREE OFFER

### BLACK & DECKER JIG SAW KIT

One of the most useful tools you'll ever own, this Black & Decker Jig Saw Kit can yours **FREE** with the purchase of Zenith's all new No. 800-320 Receiving Tube Kit. Take advantage of this special offer now!



ALL NEW  
CIRCUIT TUBE KIT

Consists of: 80 tubes, 4 each of the top moving industry and Zenith types.



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**Where The Values Are!**

that have happened over the past two years in our association, I can find items on the negative side, but I can find a great deal more on the affirmative. NEA has provided us with the ideas upon which much of our work has been based.

One of the biggest things in the past two years has been the CET program and for this Kentucky has received National Recognition. Thanks to our efforts, and the big push by the national training director of NEA, Mr. Charles Cave, this program has been, our thing, so far as the technicians are concerned. It has given us national emphasis and part of the push that is needed to upgrade our profession.

My wife and I were in Rome last year and walking thru the ruins of the old Roman forum built around 500 B.C. It was hot and we were tired so we sat down on an old toppled marble pillar and looked at the pitiful ruins of what was once the greatest power on earth. My wife said, "What happened?" How did something so great, so magnificent, go down the drain? I answered the only way I knew. They got rich, fat, and sloppy and decadent, they got soft. They were knocked over by a gang of

barbarians who were greedy for what the Romans had. Let us take heed that we continue to grow and support our organizations so that as individuals we do not fall by the wayside.

In the 1960's electronics have had more influence on our lives than any one other industry. We have been effected in our homes, offices, classrooms, and in all kinds of communications and information handling. These effects have reached from the depths of the ocean floor to the moon itself. The public was held breathless and I might add sleepless by the moon flights and the moon walks. Think for just one minute of the amount of information that was handled by men of our profession in those few days, the monitoring, controls, and communications. We are already receiving benefits from this knowledge with our weather and navigation satellites, as well as the beginning of scientific exploration of our nearby planets.

Think of the laser beam which was used for light transmittal, this has now been put to work as one of man's best surgical devices for delicate operations, as well as for industrial tools, and for

space communications.

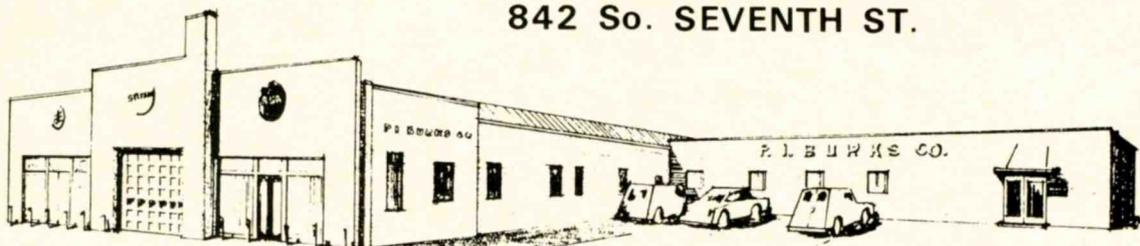
Graphic electronics is not to be forgotten with its faster printing speeds, its lower cost colorchrom and monochrom reproductions for books and magazines and newspapers. Of course we have already seen how the whole manufacturing industry has taken to electronic computers for their use as high speed calculators and for all kinds of information to management people.

Now think about this for a minute. There is about only 40% saturation of color television in our field. At once it is evident that the need for trained technicians will be greater in the 70's than in the 60's. As our equipment has gotten better to deal with service problems, our problems have gotten more complicated. Our organization realizes the need for trained technicians who can face the problems with responsibility, who is both versatile and efficient, with a background that gives him self confidence, so that he may perform his duties with assurance. This is building our profession to a new recognizable high.

Again thanks to all my little helpers and associates to a better KETA in 1970.

## P.I. BURKS CO.

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**NEW LOCATION**

**FREE WINEGARD  
INDOOR ANTENNA  
WITH THIS  
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**MODERN STORE  
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Replaces color tube numbers 25XP22, 25BAP22 and also the following types: 25ABP22, 25AFP22, 25ANP22, 25AP22, 25AP22A, 25AQP22, 25BMP22, 25CP22, 25CP22A, 25GP22, 25GP22A, 25SP22, 25WP22, 25XP22/25AP22A and 25ZP22.

The brilliance of our new color replacement tube is matched only by the sharpness of its pictures

# RCA MATRIX



Now it's easier to sell up to the best. RCA has added brightness without sacrificing sharpness!

Here's how and why:

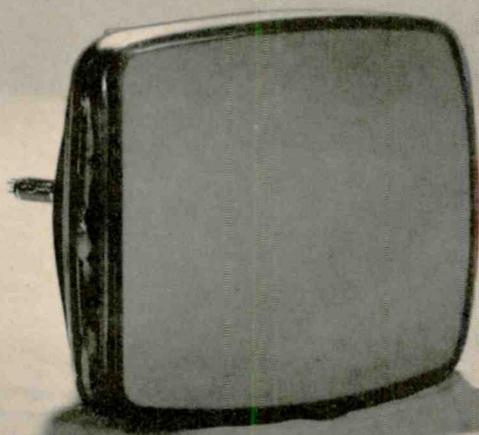
To produce the brightest color picture tube in RCA's history, we developed a new phosphor-dot screening process that incorporates a jet-black matrix. But we didn't stop there. We wanted a tube that could deliver sharp, vivid pictures even in strong room light. So, we added the brilliance of new phosphors and deposited each red, green and blue phosphor-dot within the black matrix. Result: brighter pictures with no loss of contrast. Thanks to the matrix technique, combined with our new high resolution gun and greatly improved phosphors, the Matrix is also the *sharpest* color picture tube in

RCA's history. Matrix owners can turn up brightness *without* "turning down" color!

Will your customers see the difference? You bet! What's more, they'll be pre-sold on the difference—every time they see the 1970 big-screen color sets people are talking about! So when they need a replacement tube, satisfy their appetite for brighter, sharper pictures. Give their sets new brilliance and more vividly detailed pictures with RCA Matrix. The Matrix Tube is 100% brighter than any previous color picture tube manufactured by RCA.

For complete details, call your RCA Distributor.

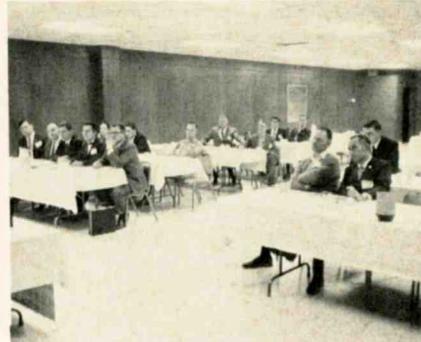
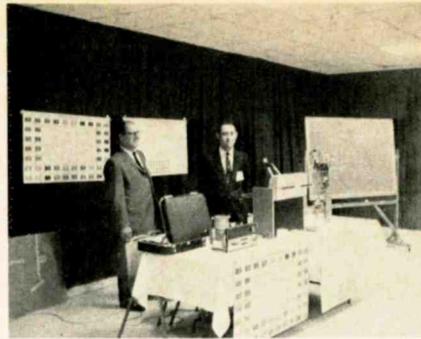
RCA Electronic Components,  
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ELECTRONICS PARTS DEPT.

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Charles Simmons of Cooper-Louisville and Sam Milillo, field engineer for Sylvania are shown here addressing the Sylvania Technical Seminar during the recent KETA Convention (top). Bill Hase of Collins-Louisville and Ed Milburn, Field Engineer for RCA are shown here during the RCA technical seminar. The two day event featured this type of program for RCA, Admiral, Sylvania and Zenith. (Lower).

## Kentucky Electronic Technician Association Convention A Success in Lexington

The Kentucky Electronic Technician Association's third annual convention was highly successful with a full agenda of social and business sessions.

The convention was opened by President Fred Watjen on Friday March 20th with a series of technical programs sponsored by local distributors. The Collins Company hosted the RCA technical training meeting and featured Ed Milburn, RCA Field Engineer from Indianapolis.

This program was followed by an Admiral Training session sponsored by Stratton and Terstege and featured Cooper Coleman, Admiral Field Engineer from Chicago and the afternoon was topped off by a Sylvania session sponsored by the Cooper-Louisville company and featured Sam Milillo, field engineer for Sylvania from New York.

On Saturday, the annual KETA meeting was held with the election of new officers for 1970-71, reports of the CET program and a special report from NEA.

The Saturday Buffet luncheon featured Mr. Buford Wooten of the Continental Casualty Company who outlined some of the benefits of the association's group insurance program.

The afternoon sessions high lighted another technical meeting sponsored by Monarch Equipment Company and featuring Clem Raffauf who outlined the latest in Zenith technical advances. This was followed by a presentation of the I.C. credit systems that have been operating in other associations throughout the nation and an educational program by NEA Training Director, Charles Cave.

The two day convention was topped off at a special banquet with Dick Glass, NEA V.P. as a featured speaker along with Ray Gillespie, Lexington Chamber of Commerce Director.

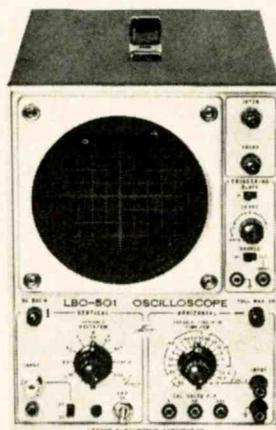
Sponsoring distributors included the P.I. Burks & Company, McClung Appliance Company, The Collins Company, Tel-Rad Company, Stratton Terstege Co., Cooper-Louisville Co., Monarch Equipment Co., and Peerless Electronic Equipment Co.

## Introducing the world's only \$339 triggered scope.

Before you say you don't need a triggered scope, look what's happening to TV servicing: tubes are out, transistors and IC's are in.

With tubes you could play hit-or-miss, knowing the tube would take the overload. Try the same thing now, and good-bye transistors.

For new-era circuitry, Leader introduces a new-era troubleshooter. A triggered scope, just like the ones the TV designers use.



Now the wave shape is locked in and continuously displayed. Now you can look at a waveform containing high and low frequency components. Now you can determine voltage directly and instantly.

Before you say \$339 is a lot of bread, look what it buys: Leader's LBO-501 5-inch triggered scope, with a bandwidth of DC to 10MHz and a solid state package.

Going like hotcakes at your Leader distributor.

## Seeing is believing.

### LEADER INSTRUMENTS

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**With all that free loot, no wonder the chips are starting to fly.**

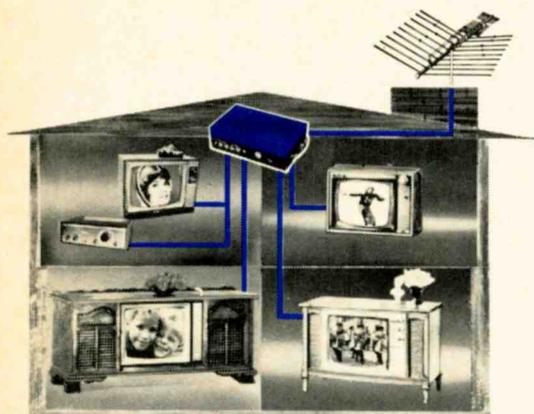
Nearly everybody who uses Sylvania receiving tubes (and that's nearly everybody in the business) is saving those Sylvania chips. And why not? Everybody can come out a winner. You can redeem the chips for blenders, broilers or binoculars; toasters,

tools or TV sets; cameras, clothing, or cutlery. If you haven't seen Sylvania's "In the Chips" catalogue yet, ask for one at your local participating Sylvania distributor. And don't wait for Christmas for the gift you've wanted.

**"In the chips" promotion. SYLVANIA**  
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Get ready... get set... go with new**

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