

# electronic service dealer

the official publication of the california state electronics association

## **Complete Survey Report Of California Electronic Service Industry Prices and Wages.**

# The cool new "C." It has more life.

When the horizontal deflection tube in a color TV set goes dead, chances are you've been replacing it with our 6JE6-A.

(You learn by hard experience what's best. Who needs callbacks?)

But this doesn't mean that what's best can't be made even better. At least it doesn't to Sylvania electronic engineers.

That's the reason for our third-

generation 6JE6-C. (We skipped "B" altogether.)

The "C" is the new workhorse of color television.

We've given the plate wings.

It's been so designed that it acts as a superior heat sink. It holds more heat. Radiates it out from a larger surface. Dissipates it more quickly.

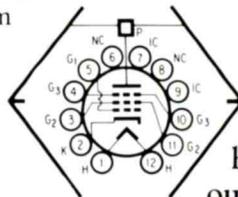
The new tube runs

cooler and has longer life.

And it still costs the same as the "A".

It should mean fewer replacement calls.

Try the "C" and see.



**SYLVANIA**  
GENERAL TELEPHONE & ELECTRONICS

Big plate fins absorb heat and radiate it out of the tube.



# electronic service dealer

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January, 1968

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## LETTERS

Dear Don:

We just received our supply of the new CSEA brochure titled "So Your T.V. Is Going To The Shop" and I want you to know that I believe every dealer in the State should be giving these out to their customers.

My men carry supplies of the brochure and when they feel they must bring in a set they just simply hand one to the customer. Without a doubt,

it saves time, energy and MONEY! The booklet hits the questions right on the head before they are asked and it has been a real life saver. Just in case many of your readers haven't seen it here are several of the questions it answers: 1. How long will it take to repair the set? Why can't the technician repair it here in the house? Why do I have to pay for a house call when it wasn't even fixed here? and what's

this "pick-up and delivery" charge bit? Will the shop let me know the approximate amount it will cost? My set was working fine before it went out, why do I need several parts?, etc. As you can see, it is a real gem. Keep up the good work.

Ken Johnson, Johnson TV

Dear Sir:

Last month we sent in our reply to the survey on service prices and wages. Could you tell me when you expect to publish this material? Thank you very much.

Ed: The complete results are included in this issue of ESD.

December 9, 1967

Hi Don:

Is it possible to insert the enclosed copy in your next issue? I am referring any solicitations to this ad to the widow. All of the merchandise is located at her home. The items are very good and should sell very readily. Thank you very much, I do appreciate it. If I can ever return the favor—just ask.

Yours truly,  
Howard Singer

Estate Sale... Test Equipment... Tools... Tubes... Misc. Parts.

Tectronix Model 514D, 10 MC scope, nothing finer, in perfect shape—\$200.

Tectronix Model 105 Square Wave Generator, a gem. \$150.00.

RCA Model WO-56A 7" scope, \$75.00.

RCA Model 64A Color Bar generator, \$75.00.

Jerrold Model TMT transistor field strength meter, \$50.00.

Pyramid condenser checker in perfect condition, \$35.00.

Heathkit stereo generator, hardly used and built by a man who cared, \$75.00.

Heathkit audio analyzer as above, \$75.00.

Jackson Model TVG2 TV signal generator, \$45.00.

RCA Senior volt-ohmist, \$25.00.

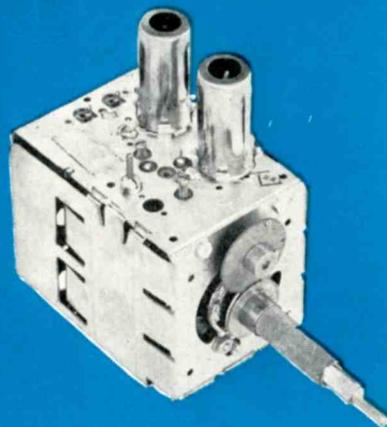
RCA 21" color jig with all cables and accessories, \$125.00. Several small testers, make offer upon inspection. Two caddies of tubes most in warranty, in one lot—\$0.75 @, individually—\$1.50 @.

Black & Decker drill (1/4 inch) with bits, \$12.50 plus other odds and ends.

The above listed material can be bought piecemeal or in one lot. There is enough to fully equip a good shop for any type of electronic servicing.

Please call for appointment to see this merchandise. PHONE (Area Code) 213/WE—8-8616.

# TUNER REPAIRS



# \$97.50

## FOR COMPLETE OVERHAUL

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

## 24-HOUR SERVICE with FULL YEAR WARRANTY

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

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

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

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

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



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

See your distributor,  
or use this address

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

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

# electronic service dealer EDITORIAL



DON MARTIN

## End of Another Era

With this issue of the Electronic Service dealer we complete almost eight years of monthly publication. We have enjoyed a great deal of success and, we feel, have provided the electronic service industry with a publication that did the most outstanding job in the country.

To a great extent this has been proven. In 1965 and 1966 the Electronic Service Dealer was named as the West's Best over all trade magazine by the Western Society of Business Publications. This award was given in the category of 48-pages or less monthly average and received giant trophies for editorial excellence.

Another direct measure of the importance and contribution of ESD was the current service pricing trends. In May of 1966 we started our editorials on pricing and in less than a year the entire service pricing structure was changed. No other publication in the history of the electronic service industry has ever been able to accomplish what ESD did in those 12 months.

Legislation was another major contribution of ESD. The publication worked for, wrote, and had passed, by the California Legislature, the grading of picture tubes. This revolutionary innovation has received national acclaim and many feel it will be adopted as national legislation within the next few years.

Our work on the Bureau of Electronic Repair Dealer Registration speaks for itself. Although still controversial, it is recognized as a top method in the control of fraud in the nation.

These are but a few of the highlights of the past eight years. What about the future?

For the past two years we have published a national edition of the Electronic Service Dealer for NEA called the National Electronic Service Dealer. Although it has not been financial successful it has filled a temporary job of outlining NEA and its activities. The publication has also brought a great deal of confusion regarding the two magazines so it has become necessary to go one way or the other.

This, in a way, is the swan song of the Electronic Service Dealer and the announcement of the birth of a new publication called . . . you guessed it . . . the National Electronic Service Dealer. The circulation will be the combined mailing list of both publications and NESD will become a monthly beginning with the February Issue.

What about the close relationship we have had with the California Industry? There will be little change. Actually, we plan to run all of the California news in a special section of the new publication. We will have the CSEA newswire, President's message, local trade talk about distributors and manufacturers, etc. Actually, there will be little change except that we will have a larger publication and better coverage of all the news rather than just the local news.

Why has this change been made? The answer is quite simple. ESD has enjoyed remarkable success

over the years as a regional or local publication. Its advertising revenue has been good and, in general, financial successful. However, in recent months the national advertising trend has been towards the national publications with most of the locals, such as ESD, being cut out of the budget. The result has been down hill for the past six months and it was our feeling that this trend will probably continue. On the other hand, with a national service association publication, we feel the trend can be reversed and many years of successful publication resulting.

It has long been our belief that all of the national trade publications refuse to acknowledge the importance of the trade associations. We have experienced readership that they can not hope to achieve and, in return, our advertisers will receive better value from their investment. We do not believe that we can replace the current national magazines but we do feel that we can provide a service, to our readers, that they have not and possibly can not deliver. We also realize that we can not approach the 70,000 to 80,000 that they offer but we feel that we can produce a readership with the cream of the service industry that will offer real competition for the advertising dollar. At the same time, our 13,000 to 15,000 circulation will be by direct mail to the dealer and not circulation provided by distributor sales to dealers that is hard to audit.

As for California and local advertisers . . . we will publish an expanded, redesigned and forceful local publication. Their advertising will have even greater effect since it will appear directly opposite local material.

All in all, we believe that this is the right decision to make and hope that our national coverage will be attractive to nationally oriented product advertisers. We believe we can offer the greatest degree of readership, at the least amount of cost, and that they will be able to use one national association publication instead of 50 local community or state publications.

## A New Approach To Solving The Employee Problem

Several weeks ago a representative of the California Department of Employment Placement Center visited our office to see whether or not the Television Service Industry was in need of employees. This person was also interested in developing an occupational test that could be taken by unemployed people to determine their natural aptitude for electronic servicing.

At first glance it seemed that this was not our answer to the acute shortage of trained people but the more we talked about it the more convinced I was that maybe this is part of the solution to the problem.

For example, let's look at it this way. The vast majority of television service technicians today evolved from radio. They had gotten started

*(Continued on Next Page)*

through a hobby perhaps but no matter how they got into it they were now servicing television. It dawned on me there is no reason why this can not be the case today. In fact, I wouldn't doubt it a bit if many of the new people now in the industry started our working for their father or a friend.

Off hand, the service industry does not seem over enthusiastic about apprenticeship training. Whether it is the cost of such a program or that they don't have the time to fulfill a spelled out program I don't know, but, it would seem to make good sense to pick up a newly graduated high school student, or young adult, and start him testing tubes, delivery or pick-up of sets, antenna installation, etc. as a means of "getting into the business".

The outcome of this visit was for members of CSEA, together with their employees, to work out a basic aptitude test that could be used by the Department of Employment Placement people. Potential employers would then register with the nearest placement center and as candidates passed this test they would be sent out for an interview with the shop owner. Of course, it would be up to him to hire or not but it would also give him complete control over the trainee. With this in mind, he could send him to special schools, use him as an on-the-job trainee or train him in special shop work as a beginning. We believe the program is well worth while and will keep you posted on the progress of the joint effort.

## CSEA Membership Directory To Be Published Next Month

One of the first things we will do in the California section of ESD in February will be to publish the first complete membership directory of the California State Electronics Association. This material will be reprinted into a handy booklet to be used by members as a referral guide to other members throughout the State. It is important that all CSEA members supply their latest address, phone number and zip code so that it can be included in the directory. We also suggest that any dealer who wishes to be included in this directory to fill out an application blank and become a member of CSEA prior to publication. The Association feels that this complete resume of the membership will be used all over the State and it can mean additional business for the dealers who are included. There is a initial membership application blank in this issue.

## Add Items on NESD

In talking with NEA President Jack Betz it became apparent that we may include other state reports as sections in NESD. For example, we could carry a two or four page state report on a particular state that could be supported by local distributor advertising. This same thing could be done for other states with the bulk of the publication being supported by national advertising. This would mean that a major advertiser could use one publication to reach all of the state association people instead of 50.

# Why not sell the best

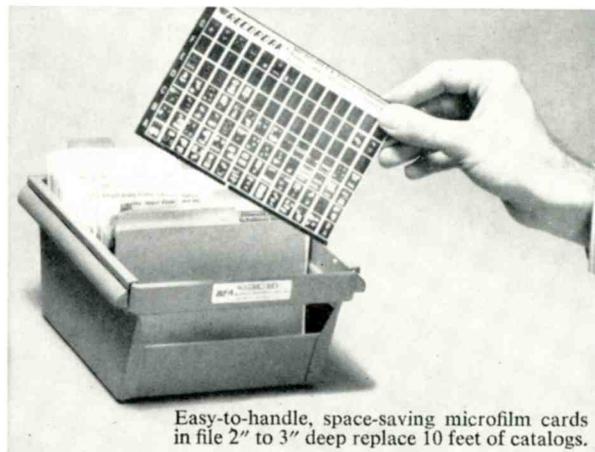
Now...get  
genuine Zenith parts  
three ways faster—  
with ZIP!

Your Zenith Distributor has a revolutionary new system to speed your replacement parts ordering. Called "ZIP" (Zenith Instant Parts), it gives you much improved service.

1. Looking up parts numbers is 100% quicker than before. Because parts lists and schematics for the past ten years are now microfilmed on compact, easily-handled filmcards.
2. "Out-of-stocks" are cut down. The new ZIP program helps your Zenith distributor keep tighter inventory controls and maintain a more complete stock.
3. Factory special orders are shipped faster. Under the new ZIP program, the Zenith factory is geared to ship orders without delay.

Order from your Zenith Distributor for "Zenith Instant Parts" service on all genuine Zenith replacement parts and accessories.

**ZENITH®**  
The quality goes in before the name goes on



Easy-to-handle, space-saving microfilm cards in file 2" to 3" deep replace 10 feet of catalogs.



## PRESIDENT'S MESSAGE

by HUGH WILKINS

Traditionally, January is the month in which we take a studied look backward and an optimistic and well-intentioned look forward in the hope that we will somehow be able to do everything better during the coming year. We usually ignore the fact that these desired results will not become real simply by our wishing they were so. Particularly in business, it is important that we set down in outline form a brief exposition of how we handle each important phase, policy and function of our operation, the apparent good or bad results thereof, and what we plan to do to improve upon them. Then, to assure that these plans are followed up, make a time schedule for carrying them out. For example, if you decide you could get better service by consolidating all your insurance policies with one broker, make your preliminary inquiries and then enter on your calendar the date you are going to meet with your broker and make the change. And so on, item by item.

One of the positive steps that California State Electronics Association has been urging upon those who are not yet members is to join in our efforts to improve the lot of the radio-television service dealer by signing up. I am sure that many of those who are not members would be ashamed if they knew how little it costs to join. Hundreds have been signing up under our offer of membership by simply signing an application and paying one month's dues. Thereafter, the member is billed monthly. In Los Angeles Chapter, for example, this amounts to \$6.50 and includes membership in our national affiliate, National Electronics Association. A postcard stating your interest and addressed to CSEA, P.O. Box 836, Hawthorne 90250 will get you started toward this very positive step to improve your situation in 1968. But, as in all other forward moves, the astute business man has to take the initiative himself.

### HOW CSEA HELPS MEMBERS

I could never bring myself to suggest joining CSEA if it did not offer something substantially important to its members. Personally, I am not a "joiner"—one who carries membership cards

in a multitude of organizations just to say he "belongs." I probably belong to fewer organizations than almost anyone. However, I do join those which offer something important to my betterment. From this point of view, the following facts about CSEA are important to all in the home electronic servicing industry:

CSEA Members enjoy low-cost protection from the disastrous financial consequences of sickness and accident, both for themselves and their families.

CSEA Members enjoy low-cost protection from loss of income as a result of the above causes.

CSEA Members have available to them a low-cost, highly effective collection service which follows "skips" over the entire country and abroad.

CSEA Members will, early this year, have available to them a group State Compensation Insurance plan which will benefit them financially.

The financial consequences of these four benefits, alone, will pay the CSEA dues of many members for years. But here are some more ways in which CSEA helps its members:

CSEA Members have available to them at low cost the legally correct forms with which to fulfill certain requirements under the law affecting this industry.

CSEA Members are furnished, at cost, with folders addressed to their customers, explaining intelligently and effectively some of the most time-consuming and patience-exhausting questions which are raised by the customer. Two examples are: "So Your Set Is Going To The Shop For A Visit?" and "Your Warranty On Material And Technical Service." Hundreds of thousands of these have been printed and distributed, testifying to their popularity with member shops.

CSEA Members maintain close inner communication throughout the State by "Hot Line," a monthly confidential letter, and by other means resulting from their association with one another.

CSEA Members enjoy the benefits of special public relations and adver-

tising programs involving members only. "Red Carpet Service" with its attractive throw cloth on which is imprinted a message commanding the interest and respect of the householder, is an example.

### HOW CSEA HELPS THE INDUSTRY

In addition to the above listed benefits and others which are enjoyed exclusively as the result of membership in CSEA, the Association constantly and consistently pushes programs, surveys, research, etc., for the benefit of the entire industry. Most of these are reported to you in the pages of this magazine. For example, the results of a recent CSEA survey of technician's pay rates and shop service call rates appear in this issue. Starting next month, the magazine will take on a more national format, thereby enlarging the field of information made available to our entire industry.

Starting early this year, CSEA-sponsored color t.v. service clinics covering the last two years' models of major manufacturers will be conducted throughout the state. These will be strictly technical sessions conducted by experts furnished by cooperating manufacturers.

During 1968, CSEA will continue to initiate programs and gather and disseminate information within the industry which should help all of us, both technically and financially. In June, the Association will hold its annual convention in Fresno to which all members are invited. Here, experts in various aspects of the home electronic servicing industry will reveal the latest developments and trends in our field to the benefit of all attending. In August, our national affiliate, National Electronic Association, will hold its annual convention in Pasadena, bringing people in your industry from all over the country.

Resolve to be a part of your industry in 1968: JOIN CSEA.

### A SOBERING MESSAGE

One of our brightest hopes for solving the problem of the vanishing t.v. technician has now, apparently, been dashed. Dick Glass, Director of Training of our national affiliate, NEA, advises that our apprenticeship and training program being forwarded in cooperation with the Labor Department will have to be delayed indefinitely. "The reason given is that funds for MDTA training projects have been cut to an extreme low by Congress, in their present economy mood, from what during August, September and October seemed a meager amount already," Glass reports. "Therefore, we must explore other means of bringing into the Electronic Servicing Profession capable employees," he adds.

# two important new test instruments for service, industrial and lab applications.

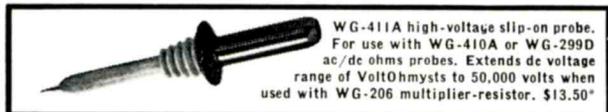


All solid-state battery operated  
**VOLTOHMYST® WV-500A**

Eliminate warm-up time! Eliminate zero-shift that can occur in tube-operated voltmeters! RCA's new WV-500A VoltOhmyst is an all solid-state, battery operated, completely portable voltmeter that is ideal for service, industrial and lab applications. Seven overlapping resistance ranges measure from 0.2 ohm to 1000 megohms. Eight overlapping dc-voltage ranges measure from 0.02 volt to 1500 volts (including special 0.5 dc volt range), ac peak-to-peak voltages of complex waveforms from 0.5 volts to 4200 volts, and ac (rms) voltages from 0.1 to 1500 volts. Input impedance of all dc ranges is 11 megohms.

All measurements are made with a sturdy, wired-in single-unit probe with fully shielded input cable. The probe is quickly adapted to either dc measurement or ac and resistance measurement by a convenient built-in switch. *And an accessory slip-on high-voltage probe is also available to make possible measurements up to 50,000 dc volts.*

Solid-state reliability and convenience for only \$75.00



WG-411A high-voltage slip-on probe. For use with WG-410A or WG-299D ac/dc ohms probes. Extends dc voltage range of VoltOhmysts to 50,000 volts when used with WG-206 multiplier-resistor. \$13.50\*

## CALECTRON

San Francisco: 33 Gough Street, MA 1-3400  
Fresno: 2930 Butler Avenue, 268-8411  
No. Sacramento: 330 Commerce Circle, 922-5885



In-circuit / out-of-circuit  
**TRANSISTOR TESTER WT-501A**

Completely portable and requiring no external power source, RCA's new WT-501A tests transistors both in-circuit and out-of-circuit, tests both low and high power transistors, and has both NPN and PNP sockets to allow convenient transistor matching for complementary symmetry applications.

The instrument tests out-of-circuit transistors for dc beta from 1 to 1000, collector-to-base leakage as low as 2 microamperes, and collector-to-emitter leakage from 20 microamperes to 1 ampere. Special low impedance circuitry assures reliable in-circuit testing.

Collector current is adjustable from 20 microamperes to 1 ampere in four ranges, permitting most transistors to be tested at rated current level. A complete DC Forward Current Transfer Ratio Curve can be plotted. The three color-coded test leads are provided for in-circuit testing, and for out-of-circuit testing of those transistors that will not fit into the panel socket.

Extra features... RCA reliability... for only \$66.75



**RCA VICTOR  
DISTRIBUTING CORP.**

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San Diego: 820 West "F" Street, 234-6316

# How To Analyze Your Profit and Loss Statement

**A Simple Review of What to  
Look for and how to Judge  
the Success or Failure of 1967**

by **Ralph Betz**  
Contributing Editor

The success or failure of your business can be projected by your analysis of your accounting records. This analysis can give you some valuable guides for better control, for locating trouble spots, and for developing profit plans for the future.

To make the year-end financial analysis of your business, you will need two accounting work papers that your accountant has prepared for you that summarize your past operations. They are: (1) Profit and Loss Statement, and (2) Balance Sheet.

Here is how you can use the figure facts on these accounting papers to analyze the various aspects of last year's operations:

## NET PROFITS TO NET SALES

To make this analysis you divide your net profits by your net sales. For instance, with net profits of \$10,000 and net sales of \$200,000 you have a five per cent profit on sales figure. Net sales include all sales less any returns, allowances and discounts shown on your profit and loss statement. Your net profit can be before or after taxes, but the same net profit figure should be used throughout your year-end financial analysis.

Compare the percent of profit to sales this year with last year. If the percent is down you will want to examine your expenses to determine why profits are down. If your expenses have been kept in line, perhaps you need to increase your prices to improve your gross margin.

## NET PROFITS TO NET WORTH

To calculate the percent of profits to net worth, you will need both your profit and loss statement and your balance sheet. From your balance sheet, you subtract the total of all liabilities from the total of all assets. Divide your net profits by your net worth. For instance, with net profits of \$10,000 and net worth of \$100,000, you would have a relationship of ten percent—profits are 10% of net worth.

This percent of profits to net worth provides a clue to the amount of money available for the future growth and development of your business. It also indicates the amount of money you can safely withdraw or which can be distributed in dividends.

## NET SALES TO NET WORTH

You calculate the ratio of net sales to net worth by dividing your net sales by your net worth. For instance, with net sales of \$200,000 and net worth of \$100,000, you would have a sales-to-worth ratio of 2 to 1.

This ratio shows you how rapidly your capital is turning over and is an indication of the efficient management of your investment in your business. If your capital is being turned over too slowly, you have some funds that are not working for you. Perhaps by removing some of these funds from the business for other types of investments (especially if in cash), you will make our money work harder for you.

On the other hand, if your capital is being turned over too rapidly, your liabilities are apt to build up excessively as the amount owed to your creditors are substituted for permanent capital investment in your business. A careful review of your short- and long-term liabilities will provide a good guide for the future planning of your operations.

## CURRENT ASSETS TO CURRENT DEBT

You calculate the current assets to current debt ratio from your balance sheet figures. Divide the total of your current assets by the total of your current debts. For instance, with current assets of \$60,000 and current debts of \$20,000, you would have a ratio of 3 to 1—assets to debts.

Current assets includes all cash, accounts receivable, notes receivable, securities owned, inventory, and prepaid items such as insurance. You deduct any reserve you have established for bad debts from this total figure.

*(Continued on Next Page)*

Current debts represents the total of everything you own that is due and payable within one year. Only the portion of long-term notes that are due within one year are included in this figure.

If you have twice as many current assets as you have current debts, you can consider your business to be in a sound financial position. You will want to compare this ratio with last year to determine whether you are gaining or losing ground in this important financial area.

#### LIQUIDITY ANALYSIS

The current assets to current debt ratio is a "going concern" concept of financial analysis. You can test the liquidity of your business by eliminating the inventory and prepaid items from your current assets in your calculations. For example, if your current assets are \$60,000 and inventory represents \$40,000 of this and your current debt is \$20,000 you have a 1 to 1 ratio for liquidity.

This analysis gives you a picture of how you would stand if sales evaporated. Inventory would not be easily converted into cash to pay your current debts and the prepaid items cannot be converted into cash. This analysis is sometimes referred to the "acid test" by accountants and other financial experts and is a determining factor in the extension of credit.

#### CURRENT DEBT TO NET WORTH

You calculate the relationship between your current debt to your net worth by dividing your current debt figure (all liabilities falling due within one year) by your net worth. For instance, with current debts of \$20,000 and net worth of \$100,000 for a 20% figure—your debts are 20% of your worth.

If your current debt is equal to or higher than your net worth, you are skating on thin ice from a credit standpoint. A quick check of your current debts will indicate what you should do to improve this profit pitfall in your business.

#### NET PROFITS TO WORKING CAPITAL

Your working capital represents the margin you have that is available for carrying inventories and accounts receivables and for financing your normal business operations. You determine the amount of your working capital by subtracting all of your current debts from your current assets.

To calculate the ratios of your net profits to your working capital, you divide your net profits by your working capital. For instance, with net profits of \$10,000 divided by your working capital figure of \$40,000 you would have a figure of 25 per cent—profits to working capital.

#### NET SALES TO WORKING CAPITAL

You calculate this ratio by dividing net sales by working capital. For instance, with a net sales figure of \$200,000 divided by your working capital of \$40,000 you would have a ratio of 5 to 1—sales to working capital.

The higher this ratio figure, the more your business depends on credit granted by your suppliers and by your bank. When you have more money available for current operating funds, you will lower this ratio figure and find that you are more independent in the financial aspects of your business.

#### YEAR-END COMPARISON

When you have made the necessary calculations for the comparisons outlined above, you will have a much clearer picture of the financial aspects of your business. You will be looking at your business in the same way an accountant or financial analyst in a lending institution does.

These comparisons, by themselves, are not the complete answer to more successful financial management of your business. You need to make comparisons of this year's ratios with the same figures for last year. Then, when you see any marked difference between this year and last year, you should investigate to determine why there is this change. This may point out some financial problem that is developing that will lower your future profits.

---

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# Complete Survey Report of California Electronic Service Industry Prices and Wages

Last month we sent out a sample survey to over 500 dealers throughout California in an attempt to learn what was actually happening to rates, wages and other important factors in this industry.

The sample used represents almost 10% of all the registered service dealers in California and to date our return has been over 47%. This remarkable response has given us a real good look at the service industry and indicates the mass desire for information. Since the response was so good we were able to develop results to an even finer point than a state wide review. We have taken the forms and have broken them down still further into four areas: Northern California-Bay Area, Central California, Southern California-L. A. Metropolitan and San Diego.

The difference in area is significant. For example, the black and white service call rate in San Diego, L.A. Metro, and Central California are much the same at \$8.00, \$8.40 and \$8.50 while in Northern California it is up to \$10. Color service call rates are along the same lines with San Diego reporting \$9.90, L.A. Metro at \$10.80, Central at \$10.50 and Northern California again high for the State at \$11.20. These, of course, are averages with the complete State average being \$8.70 for Black and White and \$10.60 for Color calls.

Of particular importance and interest was the fact that 63% of those reporting indicated that their Black and White service calls were over \$8.00 while 66% reported color calls at \$10.00 or over. On the other hand, only 31% reported that they charged \$10.00 or more for a Black and White call and only 39% reported that they charged \$12.00 or over for a color call. All areas reported a minimum of 30 minutes per call.

## Minimum Checking Charges

The reverse seems to be the case in regards to minimum shop charges for checking out a "walk in" set. While

Northern California reported a high in its service call rates, it was low in minimum checking charges with an average of \$5.76 for Black and White and \$8.55 for Color. Stereo checking rates were \$6.10 and Radio charges averaged \$3.18. In the Los Angeles-Metro area the charges were similar with an average charge of \$5.72 for Black and White, \$7.09 for Color, \$5.69 for Stereo and \$3.30 for radios. Central California reported charges for Color at \$9.00 while their Black and White charges were \$5.71, \$6.24 for Stereo and \$3.52 for radios. San Diego was the highest in the State in this regard with an average checking charge for Color of \$9.81. Black and White rates were \$5.41, Stereo was \$5.69 and Radios at \$3.32. The overall State wide averages were \$5.65 for Black and White TV, \$8.61 for Color, \$5.93 for Stereo and \$3.32 for Radios.

Reports from different sections of the State on "in shop" hourly charges and "outside" hourly charges also varied starting with a low in Central California of \$9.15 an hour for inside bench work and \$10.90 for outside work. L.A.-Metro reported an \$11.00 inside hourly rate and a \$10.42 outside rate. San Diego was next with a \$9.81 hourly charge for inside and \$10.10 for outside work.

The highest hourly charges were found once again in Northern California with the survey indicating an hourly inside rate of \$11.50 and an outside rate of \$12.80. The State wide average was \$11.10 for inside work and \$10.42 for outside work.

Judging from the way these last two questions were answered we would assume that the checking charge is a minimum with the hourly charge being added to the checking charge for a total "walk-in" repair total. For example, if a person walked in with a Black and White portable TV the charge would be around \$5 for checking it out plus \$11.00 per hour of bench time to repair the unit.

## Service Contracts

This too was an indication of the vast difference in the service industry between different areas in the same State. While color service contracts represented a high degree of participation in No. California, with 56% reporting they handled color contracts, only 13.9% did in Central Calif., 20% in San Diego and 39.1% in Metro-L.A.

Black and White, of course, fell off considerably and hardly anyone handled service contracts on stereo. The contract rates, however, worked out almost the same with the State wide average for the first year of a color contract running \$35 and the second year about \$89.00. The low side was about \$25 and the high side about \$120.00.

## Antennas

The installation of antennas again indicated the vast difference in marketing areas with San Diego dealers reporting that only about 68.1% of the dealers in that area install antennas. On the other hand, they did report the largest number of dealers turning over antenna installation work to installers. Northern California dealers reported that 84.3% install antennas while in Central California it rose to 89.1% and in L.A.-Metro to 91.3%. The over all State wide average indicated that 83.2% did their own antenna installations.

Prices for antenna installations also varied substantially since different areas require different type of antennas, some needed towers or high masts and others required rotors.

## Auto Radios

A big surprise was the high degree of dealers in California that do auto radio repairs. The over all average was 65% with Northern California leading the list with a 71.7% and followed by Central California with 70%, L. A.-Metro with 63.4% and San Diego at the bottom with only 55%. Auto Stereo re-

*(Continued on Next Page)*

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## CALIFORNIA SURVEY

pair and installation, on the other hand, was not a big factor anywhere in the State with the over all average at only 20.9%.

### Tape Recorders

Tape recorders held up well with 66.2% of the State's dealers servicing this type of home entertainment product. Once again Northern California dealers led the list with a 73.8%, followed by L.A.-Metro with 72.7%, San Diego with 65% and Central California with 54%.

Another big surprise was the fact that outside of TV, Radio, Phonographs and Tape Recorders only 28% of the dealers in California service other electronic equipment.

### Warranty Parts

About six years ago this publication did a survey that indicated the average shop employed a little over 2 men. The results of this recent survey indicated that this has jumped almost 50% to 3 men on the average with many more larger shops being reported. If you disregard the one man shops the average is up to around 4 men per dealer.

Central California led the rest of the state in number of employees average per shop with 3.8 per shop. Northern California followed closely with 3.4. L.A.-Metro followed with an average of 2.7 men per dealer and San Diego as low with 2.4 per dealer. The over all, as indicated above, was 3.07 men per shop in California. Since there are some 6,000 independent dealers in California it would indicate that there are 18,000 men engaged in the television service business. This figure does not account for the vast number of men engaged in factory service companies.

### Employees

On a State wide basis, some 24% of the shops are one man operations with 60% having 2 to 4 employees per shop and 16% having five or more employees. The largest reporting shops by areas were a 21 man shop in Northern California, a 20 man shop in San Diego, a 15 man shop in L.A.-Metro and a 11 man shop in Central California. These results would indicate that more than three out of every four dealers in California employ two or more men.

### BERDR Survey

Last month we reported the overall results of this survey to some degree but as a review, The L.A.-Metro area leads the rest of the state in favor of the BERDR with 83.6% reporting For, 5.4% Against and 10.9% undecided. San 9.8% Against and 23.5% Undecided. The Central California area reported 69.3% For, 8.3 Against and 25% Undecided.

(Continued on Page 14)

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AMPLE PARKING

DAILY UNITED PARCEL

# California Electronic Service Industry Price and Wage Averages

	No. Calif.	Central	L.A. Metro	San Diego	State
Black & White Service Call Rates	\$ 10.00	\$ 8.50	\$ 8.40	\$ 8.00	\$ 8.70
Color Service Call Rates	\$ 11.20	\$ 10.50	\$ 10.30	\$ 9.90	\$ 10.60
Inter-com	-----	-----	-----	-----	\$ 9.39
Stereo	-----	-----	-----	-----	\$ 9.10
Time Allotted per call	-----	-----	-----	-----	30 Minutes
Minimum Checking Charge for B/W	\$ 5.76	\$ 8.71	\$ 5.72	\$ 5.41	\$ 5.65
Minimum Checking Charge for Color	\$ 8.65	\$ 9.00	\$ 7.09	\$ 9.81	\$ 8.61
Minimum Checking Charge for Stereo	\$ 6.10	\$ 6.24	\$ 5.69	\$ 5.69	\$ 5.93
Minimum Checking Charge for Radio	\$ 3.18	\$ 3.52	\$ 3.30	\$ 3.31	\$ 3.32
Rate Charge per hour for in Shop Work	\$ 11.50	\$ 9.15	\$ 11.10	\$ 9.81	\$ 10.39
Rate Charge per hour for Outside Work	\$ 12.80	\$ 10.00	\$ 10.42	\$ 10.10	\$ 11.05
Do You Handle Service Contracts (Color)?	56% Yes	13.9% Yes	39% Yes	20% Yes	32.2% Yes
Do You Handle Service Contracts (B/W)?	18% Yes	1.3% Yes	12% Yes	1.9% Yes	8.5% Yes
Do You Handle Service Contracts (Stereo)?	3% Yes	1.3% Yes	5% Yes	1.9% Yes	1.7% Yes
What is your 90 day Contract Charge (Color)?	\$ 30.00	\$ 30.00	\$ 35.00	\$ 27.50	\$ 35.00
What is your one year Contract Charge	\$ 85.00	\$ 97.00	\$ 85.00	\$ 89.00	\$ 89.00
What is your 90 day Contract Charge (B/W)?	\$ 15.00	-----	\$ 12.00	-----	\$ 15.00
What is your one year Contract Charge (B/W)?	\$ 40.00	\$ 17.50	\$ 35.00	\$ 45.00	\$ 40.00
What is your 90 day Contract Charge (Stereo)?	-----	-----	-----	-----	\$ 10.00
What is your one year Contract Charge (Stereo)?	-----	-----	-----	-----	\$ 20.00
Do You Install Outside Antennas?	84.3% Yes	89.1% Yes	91.3% Yes	68.1% Yes	83.2% Yes
Average Charge for VHF/UHF/FM Antenna	\$ 75.00	\$ 75.00	\$ 58.50	\$ 75.00	\$ 71.00
Average Charge for VHF/UHF/FM W. Rotor	\$178.10	\$145.00	\$120.00	\$120.00	\$127.00
Average Charge for VHF Antenna Installation	\$ 40.00	\$ 75.00	\$ 35.00	\$ 38.00	\$ 52.00
Average Charge for UHF Antenna Installation	\$ 41.00	\$ 41.00	\$ 25.00	\$ 25.00	\$ 35.00
Do You Repair Auto Radios?	71.7% Yes	70% Yes	63.4% Yes	55% Yes	65% Yes
Charge for Removing & Installing Auto Radio	\$ 5.10	\$ 4.50	\$ 5.50	\$ 5.42	\$ 5.01
Bench Charge for Auto Radios (per hour)	\$ 10.00	\$ 8.50	\$ 9.84	\$ 6.80	\$ 8.78
Do You Install Auto Stereos?	29% Yes	20% Yes	16.-% Yes	16% Yes	20.9% Yes
Bench Charge for Auto Stereo (per hour)	\$ 12.48	\$ 10.00	\$ 8.00	\$ 7.50	\$ 9.48
Do You Repair Tape Recorders?	73.8% Yes	54% Yes	72.7% Yes	65% Yes	66.2% Yes
Tape Recorder Minimum Charge	\$ 12.10	\$ 8.50	\$ 10.00	\$ 9.50	\$ 10.20
Tape Recorder Charge per hour	\$ 12.60	\$ 9.00	\$ 11.28	\$ 10.00	\$ 10.08
Do You Repair Any Other Electronic Item?	36.9% Yes	20% Yes	25% Yes	30% Yes	28% Yes
Do You Charge for Handling Warranty Parts?	36.9% Yes	34% Yes	46.1% Yes	28% Yes	38.5% Yes
How much do you charge?		(No pattern—Anywhere from 50¢ per part to \$3.00 total state ave. 1.89)			
Number of Technicians Working in shop	3.4	3.8	\$150.90	2.4	3.07
Rate of Pay For Bench Tech (Week)	-----	\$152.00	\$ 3.20	\$160.00	\$160.00
Rate of Pay for Bench Tech (Hour)	-----	\$ 3.95	-----	\$ 3.44	\$ 3.72
Rate of Pay for Outside Tech (Week)	-----	\$143.00	83.6%	\$143.00	\$147.00
Rate of Pay for Outside Tech (Hour)	\$ 4.11	\$ 3.33	5.4%	\$ 3.15	\$ 3.38
Rate of Pay for Apprentice	-----	-----	10.9%	-----	\$ 1.89 Hour
I Am "FOR" the BERDR	66.6%	69.3%	\$ 3.39	80%	74.0%
I Am "AGAINST" the BERDR	9.8%	8.3%	\$166.50	10%	8.0%
Did Not Answer This Question	23.5%	25%	2.7	10%	17.9%

**Additional Note:**

The survey indicated that 24% of those surveyed are one man shops while 60% had 2 to 4 technicians and 16% reported 5 or more technicians. This would indicate that 76% of the dealers in California have two or more technicians employed. The average is 3 per shop for a total estimated employed technicians at around 18,000. This figure does not include the factory service companies.

Central and Northern California were practically the same with Northern California reporting 66.6% For, 9.8% Against and 23.5% Undecided. The Central California area reported 69.3% For, 8.3% Against and 25% Undecided.

The State wide average indicated that 74% of the dealers were in favor of the BERDR with only 8.0% of the dealers against the continuation of the Bureau. A total of 17.9% of the dealers were either undecided or made no comment for or against.

### Wages

Last month we reported the total wage scale throughout the state but we will review it in the resume table that we have included as part of this article.

We want to take this opportunity to thank all of those who participated in the survey and hope they do not mind our reporting it in article form. In the survey we stated that we would send a copy of the results to each one who participated but with the big return we felt this would do the job.

### 1968 Tube Expiration Dates

Expires 1968	STANDARD	SYLVANIA	RCA	GE
Jan. 31	61-04	BB	BJ	CW
Feb. 28	67-08	BC	BK	EW
Mar. 31	67-13	BD	BL	FW
Apr. 30	67-17	BE	BM	HW
May 31	67-21	BF	BN	IW
June 30	67-26	BG	BO	JW
July 31	67-30	BH	BP	KW
Aug. 31	67-34	BJ	BQ	LW
Sept. 30	67-39	BK	BR	MW
Oct. 31	67-43	BL	BS	NW
Nov. 30	67-47	BM	BT	RW
Dec. 31	67-52	CA	BU	SW

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Phones

Hawthorne, Calif. 90250

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Business Address \_\_\_\_\_ State Resale Permit No. \_\_\_\_\_

City \_\_\_\_\_ Zip Code \_\_\_\_\_ State Refistration No. \_\_\_\_\_

Phone Number \_\_\_\_\_

Single Ownership \_\_\_\_\_ Partnership \_\_\_\_\_ Corporation \_\_\_\_\_

If partnership or corporation, name partners or officers \_\_\_\_\_

Number of years in Radio and/or T.V. business \_\_\_\_\_ Number of years at present location \_\_\_\_\_  
Number of years past location \_\_\_\_\_

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Ontario: YU 6-6538  
San Bernardino: TU 5-0721  
Long Beach: HE 6-8268  
Oxnard: HU 3-0133  
Oceanside: SA 2-7694

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IN  
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Bakersfield: FA 7-5535  
Oxnard: HU 3-9541  
San Bernardino: TU 5-6807  
Van Nuys: ST 1-3930

### MILLER'S ELECTRONICS

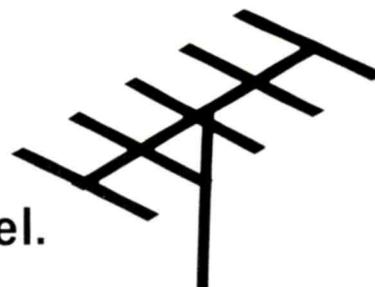
530 East 8th Street (94606)  
Oakland, 834-9185

IN  
Santa Rosa, 542-5423  
2076 Armory Drive (95401)  
Walnut Creek, 934-3000  
1263 Arroyo Way (94596)  
San Rafael, 453-1130  
134 Jacoby Street (94901)  
Hayward, 537-5833  
21726 Meekland Avenue (94541)  
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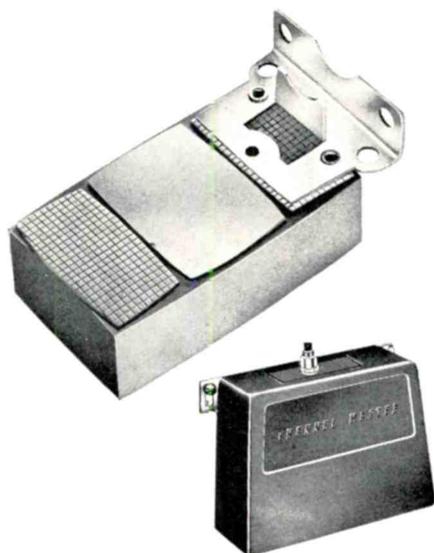


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**15 DB COLOR BOOSTER** (Model 7264). Mast-mounted 75 ohm preamplifier with separate power supply. Also available in 300 ohm (Model 0062).



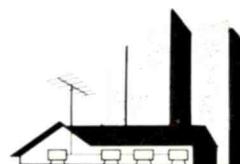
**15 DB COLOR DISTRIBUTION AMPLIFIER** (Model 7263). 75 ohm MATV distribution amplifier. Also available in 300 ohm (Model 7260).



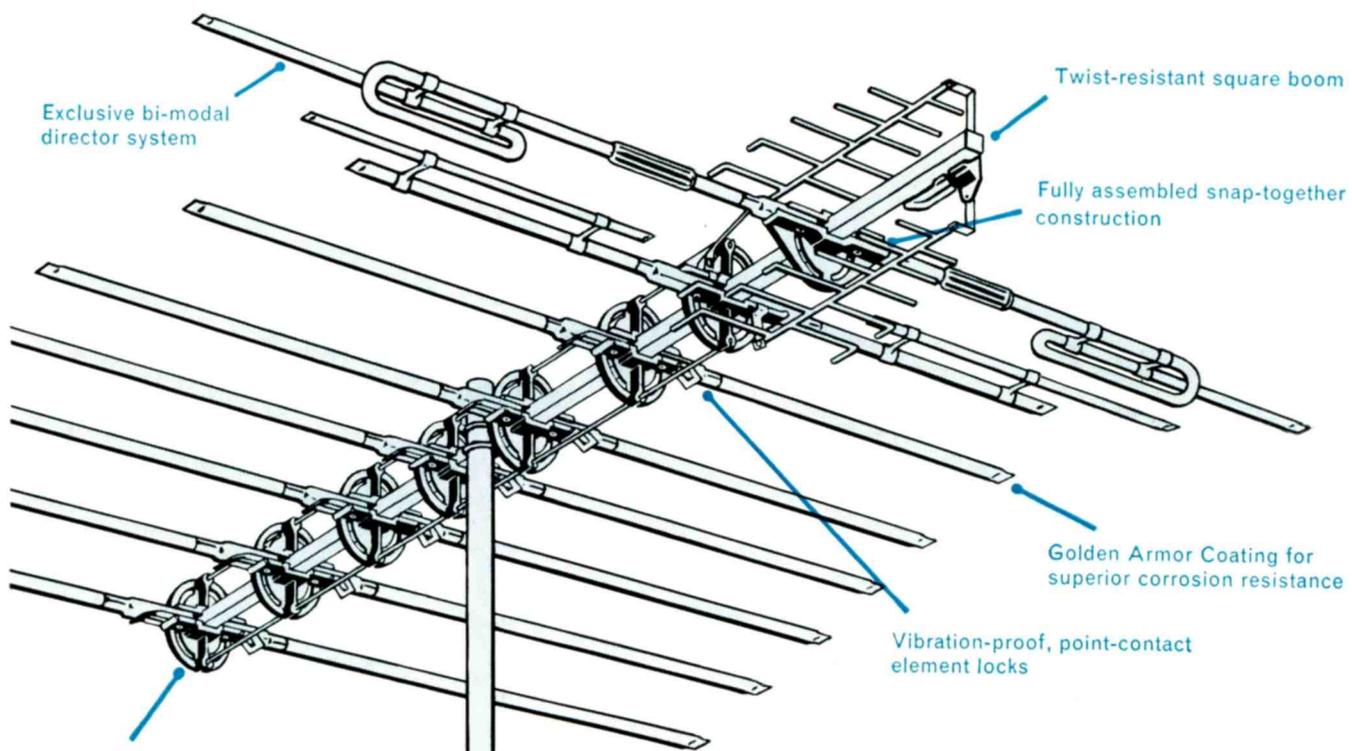
**30 DB COLOR TANDEM AMP** (Model 7261). Separate 75 ohm preamplifier and amplifier. Also available in 300 ohm (Model 7262).

And, these new amplifiers are matched with a complete line of UHF/VHF coordinated equipment: Baluns, Splitters and Mixers, Attenuators, Wall Tap-offs, Line Drop Taps, and Matching Transformers. Add new Channel Master Color-Duct 82 Coax Cable (its loss is so much lower you can actually revise your cable calculations) and you're ready **now** to install the most efficient 82 channel MATV systems available anywhere.

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ELLENVILLE, NEW YORK



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

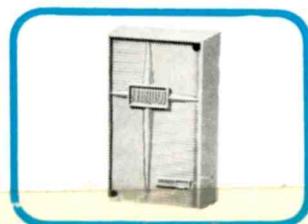
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Indoor antennas



Home pre-amplifiers



Distribution equipment



*Focusing on one thing...  
 better reception*