

electronic

Vol. 6, No. 6

October, 1966

service dealer

the official publication of the california state electronics association

A
REPORT
ON
SERVICE
PRICING

**ALSO THIS ISSUE:
INCOME AVERAGING MAY REDUCE
YOUR TAX**



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GENERAL TELEPHONE & ELECTRONICS GTE

electronic service dealer

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Vol. 6, No. 6

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Electronic Service Dealer is published monthly at 2930
W. Imperial Hwy., Inglewood, Calif. Phone: 755-5261
by Associated Publications.

Entered as controlled circulation
at Los Angeles, California.

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LETTERS

Dear Sir:

For many years I have heard discussed the image or professional status that is lacking in the television and radio industry. This is generally blamed for a lack of interest for young men to affiliate themselves with this industry and could well be one good reason.

I think in the final analysis, respect is what the industry is seeking. It has been my observation that you command respect from people. You can not demand, legislate or delegate respect.

Generally it seems doctors and lawyers have this degree of respect that is being sought and here I think the TV man could take a lesson.

As an example, you call a TV man and have him check your set, he tells you, probably

quite honestly, in his opinion you need a new C.R.T. You then call a second man and he finds a bad C.R.T. socket and immediately for some reason, perhaps to inflate his own ego, he tells you what a stupid jerk the other repairman was.

As a parallel you go to a M.D. with a pain and the doctor says you have a bad appendix. You say that another doctor said I had colitis. The second doctor will defend the first and perhaps say the symptoms are very much the same and it is easy to understand how he might make that diagnosis.

I am sure that the "professional" attitude of the doctor is not a chance happening but rather training. I am also sure that a doctor training includes "bedside manners."

I used one example of professional attitude and there are many more such as the dress or a doctors, businesslike manner in which they conduct themselves, they don't chit chat about their patients. These are the things that gain them respect. When the members of the TV repair industry wish to become a respected profession they will exercise a code of behavior that will command respect from the public. To reiterate you cannot demand, legislate or delegate respect, you must earn this command.

Very truly yours,
SUES, YOUNG & BROWN, INC.
L. Atchison
General Service Manager

Dear Mr. Martin:

I noted, with great interest, your editorial of August, 1966, Volume 6 #4.

Would you enter me on your mailing list and bill me at this address. I am most interested in receiving a copy of the August issue.

Very truly yours,
PHILCO CORPORATION
VICTOR V. HAUGEBERG
Appliance Service Supervisor

Dear Mr. Martin:

I would like to receive each issue hereafter.

Sincerely,
AMI - THE TRADE SCHOOL
John W. King
T.V. Instructor
AMI Trade School

Dear Don:

Where can I buy Middleton's "101 Ways to Use our Oscilloscope?" You don't mention the publisher . . . ESD page 22. What is the part number of the GC "Colorscope?" ESD page 21. You gave model and part numbers on things I'm not interested in, but not for these—are you trying to confuse me? Seriously, I look forward to receiving your magazine each month.

Yours, Monty
Tahoe City TV Service

Editor's Note:

Your right Monty . . . I guess we are trying to confuse you. The "101 Ways" is a Howard Sams new book. They also have one out now on "101 Ways to Use Your Test Equipment."

Another Letter on Pride in Your Industry!

Dear Don:

Your recent editorials in ESD on the subject of service call rates have been followed with considerable interest in San Mateo County, not only because we agree wholeheartedly with what you are doing but also because it parallels to some extent the work we have been doing in TSDA the past few months.

I am enclosing a rate survey made by a TSDA committee and approved by our Board of Directors. Note that a major portion of this survey deals with technician's working conditions and rules.

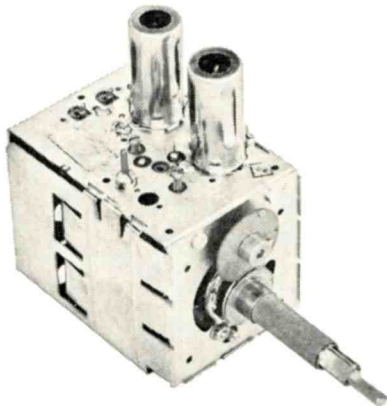
Although proper service call rates are extremely important, they fade into significance if we have no one available to make these calls—and we are rapidly approaching this condition.

I have heard many theories expounded as to why so few young men are entering the Electronic Servicing Field, but when you boil them all down there is really only one basic reason—poor working conditions. We pay our technicians too little, work them too long, and provide little or nothing for their future.

To illustrate, your editorial in the September issue of ESD proudly lists a number of shops that have or are contemplating raising service call rates to the magic numbers \$10.00 and \$12.50. On page 26 of the

(Continued on Page 22)

Tarzian offers
**FAST, DEPENDABLE
TUNER REPAIR
SERVICE (ALL
MAKES)**



ONLY
\$9.50
INCLUDING

**ALL PARTS
(except tubes)
and LABOR**

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It just makes sense that a manufacturer of tuners should be better-qualified, better-equipped to offer the most dependable tuner repair and overhaul service.

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Tarzian offers a 12-month guarantee against defective workmanship and parts failure due to normal usage. And, compare our cost of \$9.50 and \$15 for UV combinations. There is absolutely no additional, hidden charge, for ANY parts except tubes. You pay shipping costs. Replacements on tuners beyond practical repair are available at low cost.

⊕ Tarzian-made tuners are identified by this stamping.

When inquiring about service on other tuners, always give TV make, chassis and Model number. All tuners repaired on approved, open accounts. Check with your local distributor for Sarkes Tarzian replacement tuners, replacement parts, or repair service.

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TRIMMERS . . . FM RADIOS . . . AM/FM RADIOS . . . AUDIO TAPE . . .
BROADCAST EQUIPMENT

electronic service dealer EDITORIAL



DON MARTIN

Collections Getting Rough

A recent report from the National Federation of Independent Business indicated an alarming increase in collection difficulties. Some recent figures indicated that in January only 29% of small businesses reported collection difficulties but by the end of August it had gone up to 34%. Among independent retailers, 38% now reported collection problems, and 55% report being forced to invest more money in their accounts receivable. In the service industry, the figure was 34% reporting difficulties while 57% reported they have had to increase their accounts receivable.

Service Call Rates

All indications are GO as far as a general rise in service call rates throughout California. Following our editorial we have had reports of calls being raised to \$9.95 for black and white TV and \$11.95 to \$12.95 for color calls. A survey in Marin County of Northern California indicated the average charge for black and white was \$8.50 while color stood at \$9.95. In Southern California a peek at the price list of a couple top dealers indicated that home color service was now \$12.50 for the first 1/2 hour and a color pick-up and delivery charge of \$12.50. In shop color service was priced at \$22.50 plus parts. This means that a service call would be \$12.50 . . . if taken to the shop another \$12.50 and the service work in the shop would be another \$22.50 for a total of \$47.50 plus parts. Black and white rates, for the same time, would run \$32.50 plus parts. Stereo and allied products would be a total minimum of \$37.50 plus parts.

Another shop in Southern California reported a minimum service call rate for black and white as \$10.00 and color as \$12.50. This pretty much follows the ESD report of the past two months.

Since pricing is such a vital subject today, we have in this issue another feature that carries the three price list examples quoted here. They can be used as a guide to your own price index. Market area and competition has a great deal to do with the prices you must charge for service but it never hurts to take a look at what some of the rest of the industry is doing.

In our opinion, the realistic pricing of service is the only salvation to the home entertainment service industry. We have received many requests for copies of our August and September issues from schools. The reason for this, as we see it, is to present a new story to people interested in learning a trade. Up until now, a person interested in a trade ignored the Television industry because of its low pay scales and highly technical training. Plumbers, Brick Layers, etc. were earning far more than the \$2.50 per hour the service technician was earning so why take

the time to learn this trade. With increase income dealers will be able to compete with industry for technicians and the field will look much more attractive to the youth. When the Viet Nam war ends we will have a lot of men returning with technical skill that can be used in our industry. By making it financially attractive we will have the men we are crying for today.

What About Replacement For Weston

As yet, Pat Brown, Governor of California, has not appointed a director to the Bureau of Electronic Repair Dealer Registration to replace Dan Weston. If we may, we would like to suggest to the Governor that he consider the appointment of someone that knows the Television Service Industry. Mr. Weston was a fine young man who devoted himself completely to the job of understanding and, in a few short years, was able to keep up with the technical side of this industry. We are not sure that another such appointment would ever really know what is involved in the job of Chief of this Bureau. One of the major complaints, by service dealers, was directed at the inexperience of the Chief and, even though we knew better, it was impossible to get the message across to the industry itself. I feel that a man who knows the technical side of the service industry, who understands the problems of making a small business work and can also call a spade a spade in dealing with offenders of the law is what the Governor should look for in his appointment. I firmly feel that any general political appointment would mean trouble and possibly the failure of the Bureau itself in the long run. Mr. Weston has taken it a long way and, although we have disagreed with him on many issues, he will be a hard man to follow.

Not Enough About CSEA

At the last state convention of CSEA and again at the recent Board of Directors meeting this publication was criticized for not carrying enough news about CSEA.

All I can say is that "I'm sorry about that," but you cannot report something you are not told about. When we first started this publication we used to send out a self-addressed envelope with a report form to every chapter. We invested a great deal of time and money in setting up a chapter by chapter news breakdown with special reverse cuts and a header. Needless to say, it never worked and it was discontinued for a lack of cooperation.

The CSEA newswire was started some time ago as a round-up of activities as reported at Zone Council meetings. The idea was that every chapter

(Continued on Next Page)

had a representative at this council and it would be an ideal place to get chapter information as well as zone activities. This has worked to a great degree but until this issue we have never received current minutes of zone meetings to report any other zone but zone "F." In order not to over-do any particular area it was necessary to pull things out of other publications or old minutes in order to have a well-rounded article.

With the current criticism we must agree but the fault must lie on the source of information. I have tried for years to get on the mailing list of every chapter in the state in order to report what they are doing. To date about three or four send me information each month. Once again I ask that every chapter place this publication on their mailing list and we will take it from there.

One other add item . . . ESD is an Industry publication as well as an official publication of CSEA. A great deal of its success can be attributed to the independent flavor of its editorial content. We want to carry as much CSEA news as possible, but it must be remembered that there are other things happening of equal importance to report and it is our job to report them.

Survey On Industry Problems

For a long time we have received letters, phone calls and even wires concerning some of the stands we have taken in regards to industry problems and issues.

Recently we received a letter that asked us if we might be afraid to learn the real problem of the industry in regards to the Bureau of Electronic Repair Dealer Registration. The real opinion of the Industry in regards to the California State Electronics Association. The real opinion in regards to service call pricing or the real opinion in re-

gards to the future of the independent service dealer.

For this reason we are going to try to take this survey through the pages of this publication. We know fully that direct mail is probably the best way to gain this information but in this fashion it will take real effort on your part to participate in the survey. Please take a few minutes time right now to fill in your answers and send them along. Let's really see whether or not this publication's editorial policy is in the direction of the majority of people.

ARE YOU IN FAVOR OF THE BUREAU OF ELECTRONIC REPAIR DEALER REGISTRATION? Yes..... No.....

DO YOU BELIEVE THAT IT HAS DONE A JOB? Poor..... Fair..... Good.....

DO YOU BELIEVE LEGISLATION IS THE RIGHT WAY TO HONEST AND FAIR SERVICE TO THE CONSUMER? Yes..... No.....

WHAT WOULD YOU SUGGEST IN PLACE OF THE BERDR?

DO YOU BELIEVE CSEA HAS ACCOMPLISHED ANYTHING FOR THE INDUSTRY AS A WHOLE? Yes..... No.....

WHAT HAVE THEY ACCOMPLISHED?

DO YOU BELIEVE THERE IS A NEED FOR A STATE OR A NATIONAL SERVICE ASSOCIATION? Yes..... No.....

WHAT DUTIES SHOULD SUCH AN ASSOCIATION PERFORM?

WHAT ARE THE MAJOR INDUSTRY PROBLEMS TODAY?

DO YOU BELIEVE THERE IS A FUTURE FOR THE INDEPENDENT SERVICE DEALER AS WE KNOW HIM TODAY?

WHAT SUGGESTIONS WOULD YOU MAKE TO DEVELOP A BETTER INDUSTRY?

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Model 4010

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ANDI'S NEW GOLD ANDI-IZED ALL BAND COMBINATION VHF - UHF - FM STEREO SIGNAL MULTIPLIER ANTENNA IS THE IDEAL ANTENNA FOR AREAS THAT NOW HAVE BOTH VHF AND UHF TV STATIONS. THE GROWING ALLOCATION OF UHF TV CHANNELS MAKES THE ANDI SIGNAL MULTIPLIER COMBINATION ANTENNA THE BEST BUY FOR NOW AND THE FUTURE. THE NEW GOLD ANDI-IZED SIGNAL MULTIPLIER COMBINATION ANTENNA DELIVERS THE EXTRA STRENGTH NEEDED FOR BRILLIANT COLOR RECEPTION AND SHARP CLEAR BLACK AND WHITE TV ON BOTH VHF AND UHF CHANNELS. ANDI'S NEW ANTENNA ALSO BRINGS IN RICH FULL BODIED FM STEREO ALL FROM ONE ANTENNA AND ONE DOWNLEAD.



Antenna Designs, Inc. — BURLINGTON, IOWA —



CSEA NEWS WIRE

A ROUND-UP OF STATE AND LOCAL NEWS OF
THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

The Fresno Chapter of CSEA was a co-sponsor of an All-Industry meeting last month. The program was designed to attract as many dealers as possible and concerned itself with the state of the industry as far as realistic costs and pricing were concerned. Program Chairman was Al Chesser, Board member of CSEA. More about this in Trade Talk.

ESD ESD ESD

Last month the Zone B Council met at the Jack London Square Restaurant in Oakland and heard the news of the special awards made by NEA to Bay Area members. The Council extended their congratulations to Oakley Dexter, Lee Hoy, Mike Fusaro, and Darrell Petzwal.

ESD ESD ESD

Much discussion seems to be in order regarding chapter and zone boundary lines. Certain sections of the state wish to develop their own zone's rather than join a major one and there is also some controversy on which chapter a new member belongs in when located on the boundary line or close to it. General consensus of opinion is that it should be left to the individual to decide rather than the zone council.

ESD ESD ESD

The new CSEA insurance program was thoroughly discussed at the Zone B meeting last month with Ken Keep of Fresno, who represented the CPI group, making a complete presentation. Full details can be acquired by writing Jim Wakefield or contacting any CPI office. Potential members of the State-wide Association should be extremely interested in this program. The group savings could possibly cover the cost of membership.

ESD ESD ESD

The newly elected CSEA Board of Directors met last month for the first time and have made a number of recommendations, committee appointments and special plans for the year. Ed Fort, CSEA President, has assigned a special legislative committee to formulate plans and objectives for the 1967 State legislature. Among the chief programs outlined was a crash program to lobby any adverse legislation to the service industry, to establish an all-out campaign to place certain controls on Cable Television and to go all out in attempting to remove the 10 set rule from the BERDR regulations through an amendment to the present law. This committee will act as a clearing house for all funds and will report progress directly to the Board of Directors on all legislative matters.

ESD ESD ESD

The matter of City Business Licenses was brought up at the recent Zone "B" meeting in Oakland with great concern expressed by the delegates about dual licenses being required by local governments. With many overlapping city boundaries, dealers are normally servicing equipment within a certain area. Under current laws, these dealers must have business licenses in anywhere from one to five different cities and the costs are almost prohibitive to sound business. The Zone Council has taken the position that this type of taxation is unfair to small businessmen and something should be done to control it.

ESD ESD ESD

The ACTRA Chapter of CSEA has devoted a great deal of time to the discussion of pricing stimulated by the Editorial in ESD. Although opinions vary vastly, everyone seemed to agree that some type of change was in the making with reports of dealers throughout the United States taking a hard look at their costs of doing business. A recent survey of service organizations and factory service branches indicate that the trend towards realistic pricing is on its way. ACTRA members reported that shops throughout the Bay area seem to be raising their prices anywhere from a few dollars to six dollars per service call with special rates for color calls.

(More Next Page)

CSEA NEWSWIRE—continued

The CSEA Board of Directors took another look at the possibility of technicians' uniforms. The one approved by the Board is a white dress shirt with blue pants along with insignia and names if desired. They are available from the Fresno office and everyone is urged to take advantage of the mass purchase price.

ESD ESD ESD

A new booklet has been issued by the Contra Costa County Chapter of CSEA titled "Why is it important to you that there is a local chapter of CSEA?" The booklet begins with a statement "Don't let this happen to you" in which they outline some of the tricks used by cheats and charlatans such as price gouging, padding the bill, tube jumping, setnapping, etc. It finishes with how CSEA can help to protect your image from attack, along with a reprint of the code of ethics and a list of member shops.

ESD ESD ESD

Another fine piece of work was presented recently by the Marin Chapter of CSEA. This booklet is called a "Consumer Guide to Television and Electronic Service Fees. This guide is used as a give-away to the general public and lists the results of a survey of typical prices in the market. The booklet is quick to point out that this is an average price list and is not a suggested or minimum price list of any firm. It also ends up with a reprint of the code of ethics.

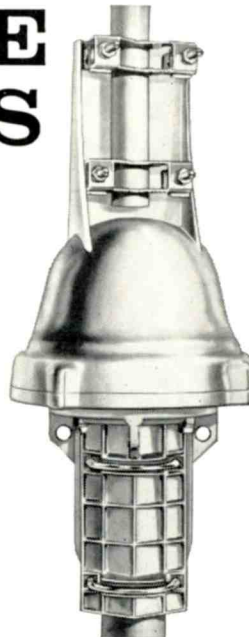
ESD ESD ESD

CSEA Executive Secretary Jim Wakefield reported to the Board of Directors last month that funds are needed in order to proceed on any type of legislative activity in 1967. He suggested a special fund drive for this purpose or a possible increase in dues in order to cover this activity. The Board took no action on the dues structure but have set up a committee to investigate the possibilities of raising funds for this purpose. One theory advanced for dues was based on the size of the shop rather than on a straight one dues structure for every member. Another special committee was set up to discuss this and other plans for membership.

ZENITH QUALITY WIRE, CABLE AND ROTORS

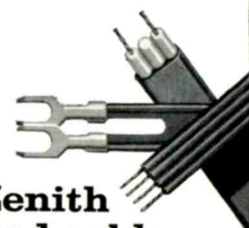
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PRESIDENT'S MESSAGE

By ED FORT

I have not seen a more outstanding assembly of talent than that which met at Los Angeles for the September Board of Directors meeting. Throughout the entire meeting there was a feeling of dedication and cooperation that has not always been so evident in the past. I feel indeed fortunate in having such a group as co-workers—much will be accomplished in the ensuing months.

This is a legislative year in Sacramento, and CSEA will keep its finger on the pulse. Aside from some recommendations on our existing statute, we have no new proposals to offer this year. However, there are elements in the industry trying to undermine what has already been accomplished; and for this reason we must be always on our guard.

The board also approved a membership drive that will run concurrently with the open solicitation period of our new insurance program, C. P. I. C. During this period there will be a reduction in initiation fees. This will afford local chapters the opportunity of expanding their membership with very little effort on their part. Details on the drive will be sent to all chapters from our Fresno office—watch for them.

On the matter of pricing: naturally,

as an Association, our hands are tied; however, reports from the individual Directors were encouraging. The reports pointed out the awakening of many dealers to the fact that, not only have they been seriously underpricing themselves, but that the public, recognizing the need for increased prices, has been accepting these more realistic charges. In the many years I have been in this industry, I have never witnessed a trend as contagious as this one.

Is this another service CSEA might offer to its members? With new products coming on the market every day, manufacturers are continually seeking dealer and service facilities in California. As an Association we are in a position to help our own member, as well as the industry, by acting as an intermediary between those dealers interested in expanding and diversifying their operations and those manufacturers interested in expanding their market into California. There are many ways in which this might operate, but for the moment I merely wish to determine whether or not there exists an interest. I would appreciate any comment you have on this subject. Write to me at 1546 Thirtieth Street, San Diego, 92102.

ORIGINAL



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VI 9-6014

One of the least understood methods to compute income taxes is the income-averaging formula. Under a 1964 Federal law taxpayers with large fluctuations in annual income are allowed to average their earnings over a five-year period in calculating Federal income taxes. It may be a money saving alternate method for the individual whose income this year is considerably higher than that of previous years. Income averaging may permit a portion of this year's income to be taxed in lower brackets, resulting in reduction of the overall tax liability.

The Revenue Service reports that during the first year the new law was effective 246,000 individuals took advantage of the new method in filing returns, reducing their tax bills by \$133 million.

The individual taxpayer whose income this year shows a substantial increase over that of the previous four years may be entitled to use the method. This applies to executives, proprietors, partners, farmers and other individuals. The method may not be used by trusts, estates or corporations. It is available only to individuals.

You are eligible to compute your tax under the income-averaging method if you (and your spouse, if you file a joint return for the computation year meet two tests. You must have been a resident or citizen of the United States for the past five years. This includes the computation year and the previous four years, the base period on which the average base period income is computed.

The second test relates to the percentage of support attributable to you (and your spouse, if married). You must have furnished, or if you were married, you and your spouse must have furnished 50 percent or more of your support during each of the base period four years. There are some exceptions in the cases of students who work part time after age 21.

Income averaging may be used for many different kinds of income such as salaries, commissions, dividends, interest, ordinary income from sole proprietorship or partnership, professional fees, farm income, etc. But it is not applicable to some types of income. There are special rules covering capital gains and losses, also wagering gains and losses.

Income attributable to gifts or bequests is not subject to the advantages of income averaging unless such gifts, devices or inheritances are made by and between husband and wife if they make a joint return, or if one of them makes a return as a surviving spouse.

If you plan to use the averaging method you should determine whether the averagable income for the computation year exceeds the base period average by more than \$3,000. The term averagable income means the amount by which the averagable income for this

Income Averaging May

REDUCE YOUR TAX

By RALPH. H. BUTZ

year (computation year) exceeds 133 $\frac{1}{3}$ percent of the average base period income.

After you have computed the average base period income for the four-year base period, multiply that by $\frac{4}{3}$ to arrive at the adjusted overage for this method. Compare that figure with the averagable income for the computation year, and if the base period adjusted average is more than \$3,000 lower than the averagable income for the computa-

tion year, you are eligible to use the method.

When you compute this year's taxable income for income averaging you may use the standard 10% deduction, the minimum standard deduction, or itemized deductions to arrive at the net taxable income. You may not use the optional tax tables even though your adjusted gross income for the computation year is less than \$5,000.

As a simple example of the income-averaging method, John Brown, who has never been married, lists this year's net taxable income as \$20,000. His taxable income for the previous four years totaled \$24,000. To compute the tax, based on present rates, he prepares a schedule similar to the following:

Taxable income for 1966 (computation year)		\$20,000
" " " 1965 (1st base period year)	\$ 5,000	
" " " 1964 (2nd base period year)	4,000	
" " " 1963 (3rd base period year)	8,000	
" " " 1962 (4th base period year)	7,000	
		<u>24,000</u>
The total income for the base period is \$24,000. Dividing that by 4 shows an annual average of \$6,000. The adjusted base income for income averaging is \$6,000 times $\frac{4}{3}$, or \$8,000. This amount is subtracted from the 1966 taxable income		
		<u>8,000</u>
The difference is the averagable income for 1966		12,000
To compute the tax Brown now takes $\frac{1}{5}$ of the 1966 averagable income of \$12,000		
	2,400	
He adds the base period adjusted average	8,000	
		<u>10,400</u>
And computes the tax on		2,318
The tax on \$8,000 base period average is deducted		<u>1,630</u>
The difference is $\frac{1}{5}$ of tax on \$12,000 averagable income		688
Total tax on \$12,000 averagable income (5 x 688)		3,440
Tax on adjusted base period average of \$8,000		<u>1,630</u>
Total tax due		5,070

If Brown had computed the tax on net income of \$20,000, using the standard tax table, the tax would have amounted to \$6,070 instead of \$5,070.

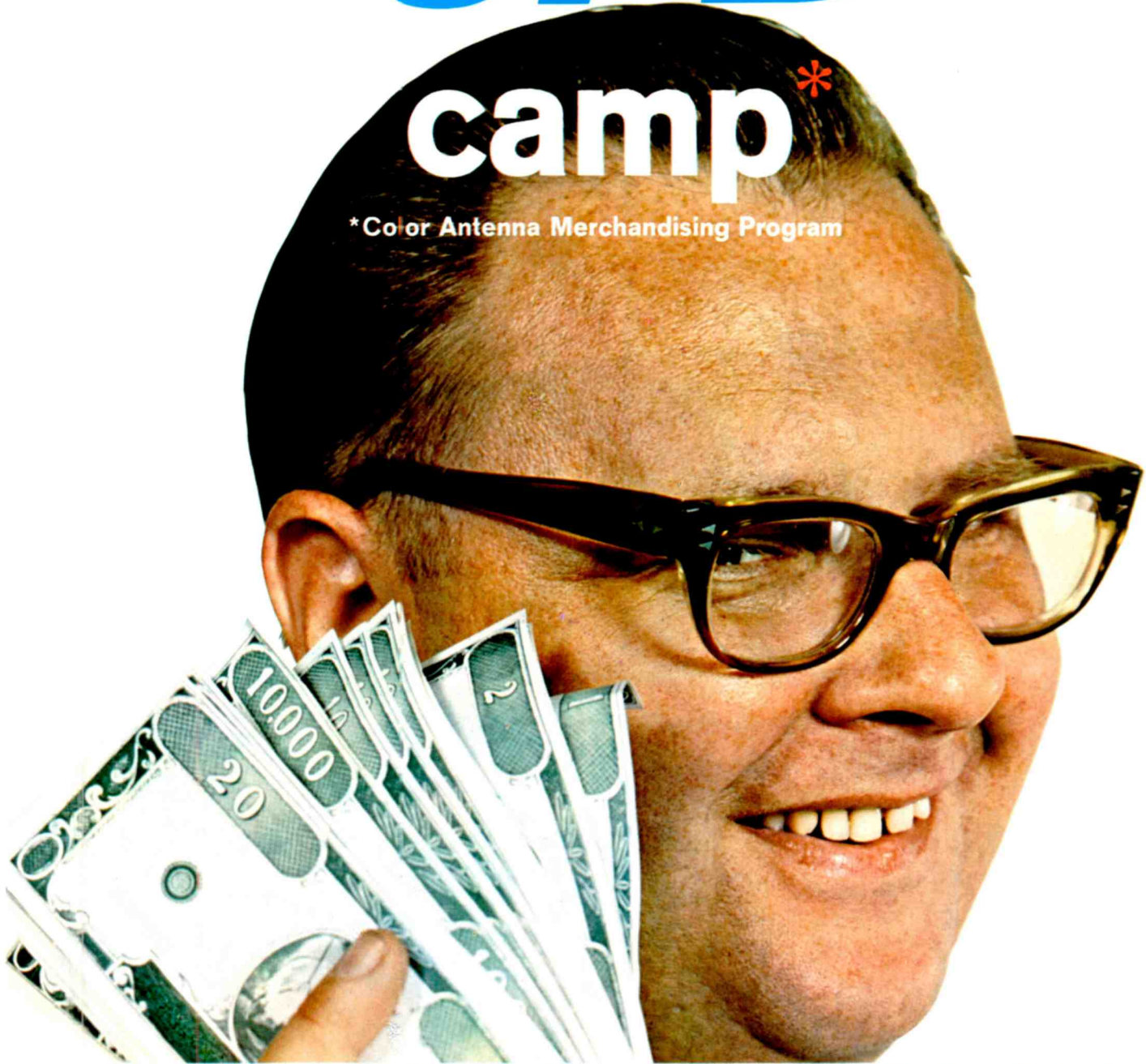
A taxpayer may choose to compute his tax under the income-averaging method at any time prior to the expiration of the period prescribed for filing a claim for refund or credit for the computation year. If he decides to use the method, it will be necessary to attach a filled-in Schedule G to the tax return. Forms for this purpose are available at any Internal Revenue office.

get with the

JFD[®]

camp*

*Color Antenna Merchandising Program



—the most spectacular retail sales promotion campaign in TV antenna history!

Sure you're doing great selling color TV sets. But if you're skipping the color **antenna** sale that goes with it, you're passing up "beaucoup" profits. Too risky and tricky, you say? That was B. C. (**Before** CAMP) which now "automates" the color antenna sale—earns **you** (instead of your competition) those extra profits. Keeps **customers** happy, too. How? Easy. CAMP coordinates a comprehensive combination of dynamic selling tools that (1) drive home the fact that only a **color**-engineered TV antenna can do justice to the fine reception color TV sets were designed for and that (2) JFD LPV COLOR LPV Log Periodic antennas make color sets work at their very **best**.

Turn the page and see how the JFD CAMP takes the mystery **out** of TV antenna business—and puts back the **profits**.

JUST WHAT IS CAMP? Camp is a popular new expression meaning anything done in a style that is different or unusual enough to be considered "in" and attention-getting—a most apt definition of JFD's own (CAMP) Color Antenna Merchandising Program.

turn your store
into a **JFD**[®]
camp site—

where the antenna action is!

NOW—**CAMP** MAKES TV ANTENNAS

AS EASY TO SELL AND INSTALL

AS A WASHING MACHINE

—MORE PROFITABLE, TOO!



*Color Antenna Merchandising Program

how to get with the

JFD[®] **camp***



Camp pre-sells prospects — CAMP goes to work pre-conditioning prospects the moment they stop by or step into your showroom. Colorful window decals (1) and bright fluorescent signs (2) identify you as a Color TV Reception Specialist. Gleaming gold-alodized antenna displays (3) stop traffic and start the sale. Antenna mast sleeve (4) Colorful pennants (5) and mobiles (6) lend a festive air. Miniature danglers (7) on TV sets call attention to the fact that color sets work better with a color-engineered JFD LPV TV antenna. Provocative button (8) invites questions and breaks down resistance. Lavish full-color brochure (9) lets you follow through by showing customers (in three minutes flat) why their new color TV deserves a modern new LPV Color Antenna by JFD.

Camp works outside, too — Big full-color truck decals (10) tell the world you are the Color TV Reception Specialist for the area. So do equally colorful arm patches (11). Compelling door-knob hangers (12) alert obsolete antenna owners to your expert color service. Make your own personalized direct mail advertising campaign using full-color self-mailers (13) and (14).

Interested? A call to your JFD LPV distributor puts you in the winning CAMP. See him today and watch your antenna profits G-R-O-W!

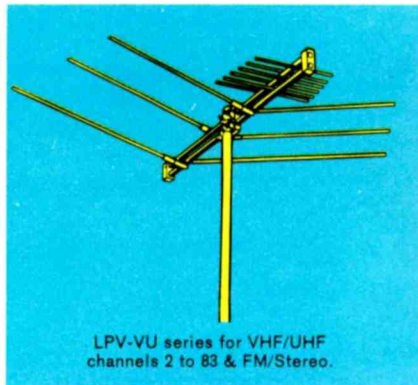
Why Play Antenna Roulette? Rely On JFD for the Best Antennas and the Best Promotions.

Look at what else

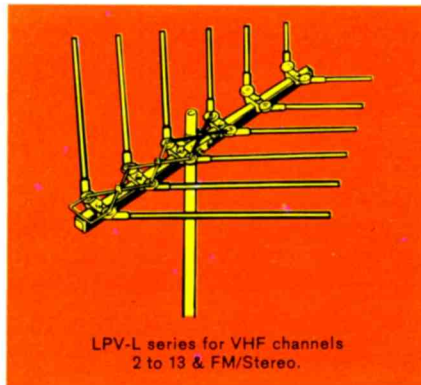
JFD[®]

has going for you!

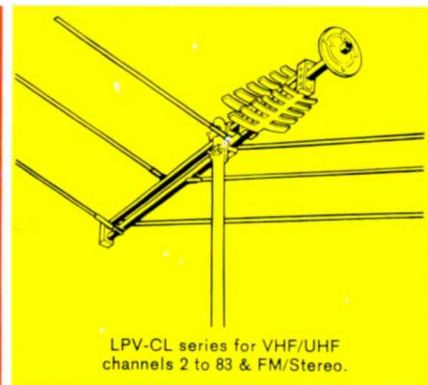
- 1.** Most advanced selections of VHF, UHF, and VHF/UHF/FM antennas.
(Also, the most copied.)



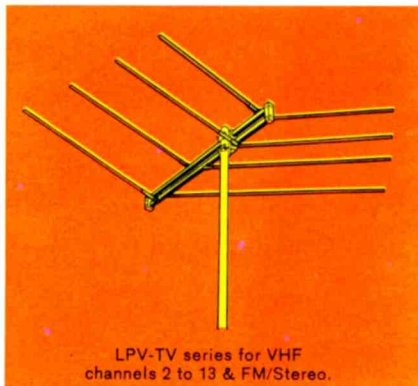
LPV-VU series for VHF/UHF channels 2 to 83 & FM/Stereo.



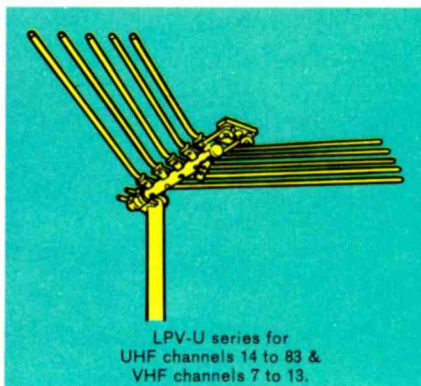
LPV-L series for VHF channels 2 to 13 & FM/Stereo.



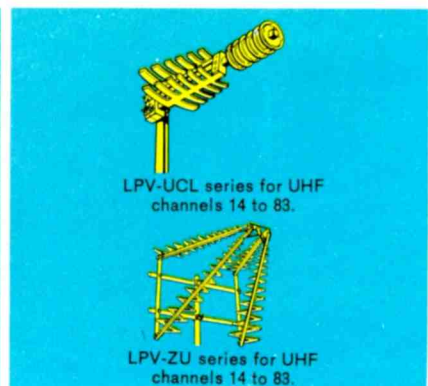
LPV-CL series for VHF/UHF channels 2 to 83 & FM/Stereo.



LPV-TV series for VHF channels 2 to 13 & FM/Stereo.



LPV-U series for UHF channels 14 to 83 & VHF channels 7 to 13.



LPV-UCL series for UHF channels 14 to 83.

LPV-ZU series for UHF channels 14 to 83.

- 2.** Scientific engineering under direction of Dr. Paul E. Mayes (co-inventor) of the Log Periodic Antenna concept.
- 3.** Eleven patents* issued and pending assure you of getting genuine Log Periodic design—not an ineffective imitation.
- 4.** Eight modern Mobile Field Labs continuously research LPV Log Periodic performance in town and country across the U.S.A.



- 5.** Advertised nationally in big space ads in LIFE that pave the way for your local LPV sales.
- 6.** Plus wide selection of 82-channel Amplifiers, Matching Transformers, Splitters and Coaxial Cables.
- 7.** Massive co-op dealer advertising support — newspaper mats, full color motion picture TV commercials, radio jingles.



* LICENSED UNDER ONE OR MORE OF U.S. PATENTS 2,958,081; 2,985,879; 3,011,148; 3,108,280; 3,150,976; 3,210,747; RE. 25,740 AND ADDITIONAL PATENTS PENDING IN U.S.A. AND CANADA. PRODUCED BY JFD ELECTRONICS CO. UNDER EXCLUSIVE LICENSE FROM THE UNIVERSITY OF ILLINOIS FOUNDATION.

JFD[®] JFD ELECTRONICS CO.

15th Avenue at 62nd Street, Brooklyn, N. Y. 11219

JFD International, 64-14 Woodside Ave., Woodside, N. Y. 11377 •

JFD de Venezuela, S.A., Avenida Los Haticos 125-97, Maracaibo, Venezuela

A REPORT ON SERVICE PRICING

By DON MARTIN

Although there is a major trend towards increased pricing of television and home entertainment service throughout California and parts of the nation, many dealers still refuse to take time to ask themselves whether or not they are making a profit under their current price structure.

To these service dealers we would like to urge them to stop tinkering on the bench long enough to look around their shop. Has your business grown in the last year? Are you busy enough to hire new men but the income isn't there to support them just yet? Are your trucks and equipment relatively new? Have you made the extra profit that comes with 16-hour days? Are you driving yourself too hard for your age?

Last year color television arrived with all of its fury. Sets were selling like mad and are again right now but the sets sold last year and the year before are now in need of service. There is a shortage of technicians. A few years ago everyone was predicting the end of the independent service dealer because there wasn't enough business to go around. Solid state circuits were spelling the doom of our beloved industry. Today everyone is so busy that he doesn't have time to think about running out of work. He is not worried about the part timer or the clip artist advertising \$1 house calls. He is not worried about yellow page advertising. All of a sudden he is interested in more help. What a change a few months make in the life of a service dealer.

The tube checker in the market is not our enemy today and, in fact, he is kind of an aid in cutting down the small ticketed house call that netted a couple of bucks and a lot of abuse. Color Television has made this industry come of age. On top of that, this is only the beginning. Appliances are going solid-state and do you know any appliance service man that can tell a tube from a transistor? The hay day is on its way and service doesn't have to be given away any longer.

Yet, there are some doing just that. The extra dollars for the same amount of work can be used for new equipment, a new well equipped modern shop, living wages to technicians, and all the other luxuries that make being in business fun as well as a living.

In order to show you what is going on we have picked up three examples of price practices now employed in the service industry.

The first one was the result of a survey developed by Marin chapter of the California State Electronics Association. This survey is reported in a small booklet entitled "Consumer Guide to Television and Electronics Service Fees." Here is the recap of that booklet:

CONSUMER GUIDE TO TELEVISION AND HOME ENTERTAINMENT EQUIPMENT SERVICE FEES

The following informational service list is based on a survey of the operational expenses and actual prices of leading service companies. They have been prepared following time studies and cost analysis of time required to accomplish the listed service operations on a wide variety of television receivers with operations performed by competent technicians. These fees cover diagnosis of trouble location, installation or repair in component or circuit, including mechanical defects. COMPONENT MATERIALS and PARTS NECESSARY for REPAIR ARE ADDITIONAL.

TELEVISION—BLACK & WHITE SHOP FEES

1. A.C. Input Circuit	\$ 8.60
2. Audio Circuit	15.70
3. Automatic Frequency Control System	17.50
4. Automatic Gain Control System	19.50
5. Control: Single Unit	7.75
Dual Unit	11.75
6. Damper Circuit	14.00
7. Deflection Yoke and Circuit	12.80
8. Filament Circuit	9.70
9. Focus Circuit	8.40
10. Horizontal Oscillator Circuit	17.25
11. Horizontal Output Circuit	16.50
12. I.F. Amplifier Circuit	13.25
13. Picture: Tube: Replacement or Repair (B-W)	10.00
14. Power Supply Circuit (Low Voltage)	12.30
15. Selenium or Silicon Rectifiers	8.75
16. Synchronizing Circuit (Vert. or Horz.)	17.85
17. Tuner Repair (VHF only)	19.95
18. Tuner (Wafer Type) clean	6.25
19. Vertical Oscillator Circuit	18.35
20. Vertical Output Circuit	16.05
21. Video Circuit	17.15
22. Clean Picture Tube	4.00

ALIGNMENT OF TUNED CIRCUITS

23. Video and Sound (B-W)	27.50
24. Automatic Frequency Control Circuit	6.60
25. Sound Discriminator Circuits	4.90
26. Tuner (Local Oscillators only)	2.30

COLOR CIRCUITS SHOP FEES

27. Demodulator Circuit	\$22.50
28. Chroma Oscillator	21.75
29. Dynamic Convergence Circuit	27.50
30. Complete Convergence Set Up	19.50
31. Picture Tube Replacement	25.00
32. Alignment of I.F. & Chroma Circuits	42.50

(Continued on Next Page)

PRICING—continued

BASIC FEES

33. Local Zone Home Service (Color)	9.50
34. Delivery and Reinstallation (Color)	9.50
35. Local Zone Home Service (Black & White)	8.50
36. Delivery and Reinstallation (B-W) (Portable)	3.50
37. Basic TV Shop (Black & White)	4.95
38. Basic TV Shop (Color)	6.95
39. Location of Intermittent Problem (Minimum)	15.00
40. Analysis and Location of Trouble When Estimate is Given and Set is Not Repaired	12.50
41. Special Disassembly Problems	
42. Special Installation Problems (Hourly Rate)	
43. Tape Recorder Shop Minimum (Domestic)	12.50
44. Tape Recorder Shop Minimum (Foreign or Professional)	22.50
45. Record Changer Mechanical Repair	12.50
46. A Charge on All Warranty Replacements Parts plus freight or shipping charges 50 cent minimum Picture Tubes and Tuner Warranty Replacement. \$5.00 handling charge plus freight	
47. Additional Shop Fee Per Hourly Portion Thereof	12.00
48. Each additional set in the home (same) (Service Call)	4.50

This informational service price list has been compiled in order that the public may have a fuller understanding of average fair prices charged to cover costs that may be incurred in the repairs of television receiving equipment and credibility of charges relating thereto.

IN LOS ANGELES

In the Los Angeles area we were able to pick up the following price schedule from a top dealer. His approach is a little different but is a basic breakdown of service charges without further breaking it down into exact functions of repair.

COLOR TELEVISION SERVICE

**IN HOME COLOR SERVICE	\$12.50—First ½ hour
COLOR PICK-UP AND DELIVERY	\$12.50
**IN SHOP COLOR SERVICE	\$22.50
MINIMUM	\$47.50 plus PARTS

BLACK AND WHITE SERVICE

**IN HOME B & W SERVICE	\$10.00
B & W PICK-UP AND DELIVERY	\$ 5.00
**B AND W SHOP SERVICE	\$17.50
MINIMUM	\$32.20 plus PARTS

STEREO AND ALLIED PRODUCTS SERVICE

**IN HOME STEREO SERVICE	\$10.00
STEREO PICK-UP AND DELIVERY	\$10.00
**STEREO SHOP SERVICE	\$17.50
MINIMUM	\$37.50 plus PARTS

CARRY IN SERVICE

**COLOR TELEVISION	\$10.00 for first QUARTER HOUR - IF NO CHASSIS PULL
**BLACK & WHITE TELEVISION	\$5.00 for first QUARTER HOUR - IF NO CHASSIS PULL
**RECORD PLAYER	\$3.50 for first QUARTER HOUR
**RADIO	
AUTO RADIO	\$7.50 for first QUARTER HOUR
UNCLASSIFIED PRODUCTS	
TIME AND MATERIAL ONLY	
MINIMUM	\$25.00 PER HOUR

ONE DEALER'S COMPLETE PRICE LIST

On the other hand, there are even more elaborate price schedules being used that cover the entire service story for one dealer. The following was sent to us from a medium size shop that recently raised its prices to reflect the new thinking.

The results of this price increase were: 1. Revenue up over 25%; 2. Volume up over last year; 3. They don't really know if they have been losing any more price shoppers than before, but they don't think so; 4. Customer relations have been equal or better; 5. They say they have lost only one of their old customers so far, due to the new prices, and 6. This price list has now been in use for two months.

BASIC SERVICE RATE\$18.00 per man/hour

SERVICE CALL RATES

FIRST SET (or section of a combo)	
B&W TV-or-RADIO-or-PHONO (20 minutes)	\$10.00
COLOR TV-or-TAPE RECORDERS (30 minutes)	\$12.50
ADDITIONAL SETS (or sections of a combo) on the same call	
B&W TV-or-RADIO-or-PHONO (20 minutes)	each \$ 7.50
COLOR TV-or-TAPE RECORDERS (30 minutes)	each \$10.00
EXTRA TIME &	
waiting time	each additional ¼ man/hour add \$4.50
EXTRA TRIPS (including return trips)	add \$ 5.00
CONVERGENCE	add to service call \$ 9.50
SIMPLE: SOLDER-IN PARTS, TUNER CONTACT cleaning, DIAL CORD replacement, or whenever CHASSIS REMOVAL is necessary	add to service call \$ 9.50
****Plus the amount of the part****	
COMPLEX: Parts replacements	Same rate in home as in shop
****Plus the amount of the part****	

PICTURE TUBES

REPLACEMENT:

B&W TV - IN HOME (Includes first call)	\$14.50
(Add \$5.00 if a return trip is necessary)	
B&W TV - IN SHOP	\$ 9.50
COLOR TV - IN HOME	
(Includes first call & convergence)	\$27.50
(Add \$5.00 if a return trip is necessary)	
COLOR TV - IN SHOP (Includes convergence)	\$22.50
CLEANING:	
Glass removable from front	add \$ 4.50
If CRT must be removed	Same rate as CRI installation

COMBINATION SETS

REPAIR OR EXAMINATION, at home or in the shop:

Each section of a combo is charged for as a separate set. (Tubes in additional sections may be tested without an addition service charge.)

PICKUP or DELIVERY:

The entire combo is charged for as a single unit.

SHOP CHARGES

PICKUP (One man only)	Same as SERVICE CALL
ADDN'L SETS w/examination	Same as SERVICE CALL
ADDITIONAL SETS	
ADDN'L SETS without any examination	No pickup fee
DELIVERY (One man only)	
B&W TV-or-RADIO-or-PHONO	\$10.00(a) - \$5.00(b)
COLOR TV-or-TAPE RECORDERS	\$12.50(a) - \$7.50(b)
(a) - If BROUGHT IN BY CUSTOMER or if NO SHOPWORK is done	
(b) - When added to both the PICKUP and the SHOP SERVICE fees	
CONVERGENCE (On delivery only)	add to delivery fee: \$7.00
SHOP ANALYSIS (Add pickup and/or delivery fees)	
B&W TV	\$24.50(c) - \$34.50(d)
RADIO-or-PHONO (Tube or transistor)	\$24.50
TAPE RECORDER (Tube or transistor)	\$34.50
COLOR TV (CTC-7 or later)	\$32.50(c) - \$42.50(d)
COLOR TV (CTC-4 or 5)	\$47.50
COLOR TV (Old non RCA types with metal CRT)	
NO SHOP REPAIR	
REMOTE AMPLIFIER (Tube or transistor)	\$24.50
(c) - Tube type sets (d) - Transistor type sets	
SIMPLE PART INSTALLATION	\$ 9.50
MAJOR ALIGNMENT FEES	
(Add each section aligned to the Shop Analysis):	
TELEVISION:	
Video I.F. amplifiers	add \$12.50
Chroma Section	add \$12.50
Tuner	add \$ 9.50
RADIO, AM/FM type:	
R.F. & I.F. amplifiers	add \$ 9.50
Multiplex Section	add \$12.50

REBUILDS

Prices do not include pickup; delivery; or in the case of tuners, the removal from and the reinstallation to the chassis. The old units must meet the Rebuilder's specifications. Rebuilding prices include all parts necessary except those listed below and those specifically excluded by the Rebuilder.

RECORD CHANGER	\$27.95
Includes all parts except: needle, cartridge, motor & 45 RPM spindle	
REMOTE HAND UNIT:	
1 & 2 Function Mechanical hand units	\$ 9.95
3 & 4 Function Mechanical hand units	\$11.95
1 - 4 Function Transistor hand units	\$14.95
5 - 9 Function Transistor hand units	\$17.95

PRICING—continued

TUNER, TV (Tube or transistor types) (Tubes not included)
 VHF only or UHF only\$24.50
 UHF/VHF combination types\$29.50

ANTENNA SERVICE RATES

MINIMUM ROOF WORK

(Minor antenna repairs, adjustments, etc.)
 Single story buildingthe Service Call plus: \$ 9.50
 Two story buildingthe Service Call plus: \$14.50
 (Includes return trip, if needed, for large ladder)

NORMAL INSTALLATIONS (40 minutes)

Do not include the following: Work in the attic, under the floor, inside or through the walls; Additional lead-in runs; Material not included with a normal installation; Repairs on set (excepting minor adjustments).

THE FOLLOWING INCLUDE NORMAL MATERIALS:

Black & White, standard type, UHF/VHF\$29.50
 Color, economy type, UHF/VHF\$39.50
 Color, standard type, UHF/VHF\$49.50
 Color, Deluxe type, UHF/VHF & FM\$67.50
 FM type\$34.50
 UHF type\$29.50

INSTALLATION OF CUSTOMER'S ANTENNA

(All materials are extra)\$19.50
 Normal installation only, 40 minutes

EXTRA LEAD-IN RUNS (30 minutes)\$19.50
 Includes 50' of lead-in wire and minor hardware. Does not include a multi-set coupler. Normal type installation only.

ATTIC WORKadd \$9.50 extra
 EXCEPTION: The attic fee will not be added if there is a lead-in wire already running properly to the attic.

UNDER FLOOR WORK (First 15 minutes)add \$15.00 extra
 ADDN'L TIME under the floor ...Ea. addn'l 15 min. add \$9.00 extra

INSIDE WALLS (down from the attic through the fire break)
 Each installationadd \$42.50 extra

WALL THRU or ROOF THRUeach \$9.75 extra
 Includes service time and materials necessary

OVER THE COUNTER SERVICE RATES MINIMUM CHECK

(Same minimum rates: Tube or transistor)

B&W TV-or-PHONO (20 minutes)\$ 7.50
 COLOR TV (30 minutes)\$10.00
 TAPE RECORDER (30 minutes)\$12.50

RADIOS:

AUTO RADIO, already removed from the car
 (20 minutes)\$ 7.50

HiFi RADIOS, TUNERS, COMBOS, etc.
 (20 minutes)\$ 7.50

PORTABLE OR TABLE RADIOS (12 minutes)\$ 3.50
MEDIUM WORK & MINOR UNDER CHASSIS RATES

PORTABLE OR TABLE RADIOSadd \$ 4.50
 ALL OTHER TYPESadd \$ 9.50

FULL SHOP ANALYSIS

Same as shown under SHOP ANALYSISSee page 2.

WARRANTY HANDLING FEES

*ON BRANDS WHICH WE RECOGNIZE THE GUARANTY:
 SMALL PARTS\$ 3.50
 PICTURE TUBE, So. Calif. replacement**
 Black & White\$12.50**
 Color\$17.50**

*No charge to customer's with OUR service contract

**When picture tube replacement is out of So. Calif.,
 ADD FREIGHT to basic fee

On all other brands, the FULL PRICE of the parts is charged at the time of installation. Later, if a new exchange part is obtained, the customer will be refunded the parts amount paid (less the warranty handling fee, if we handled the exchange).

We've found the above prices to be very close to the many other shops that are changing their rates. We have chosen these particular price schedules to give you an idea of the different approaches taken to improve service rates. The handwriting is on the wall. It is up to the individual dealer to make his own decision but the statement, "you can't make money in the service business" should disappear along with horse and buggy service techniques.



The RCA Victor Distributing Corp. Says . . .

"It's hard to stump our parts men!"



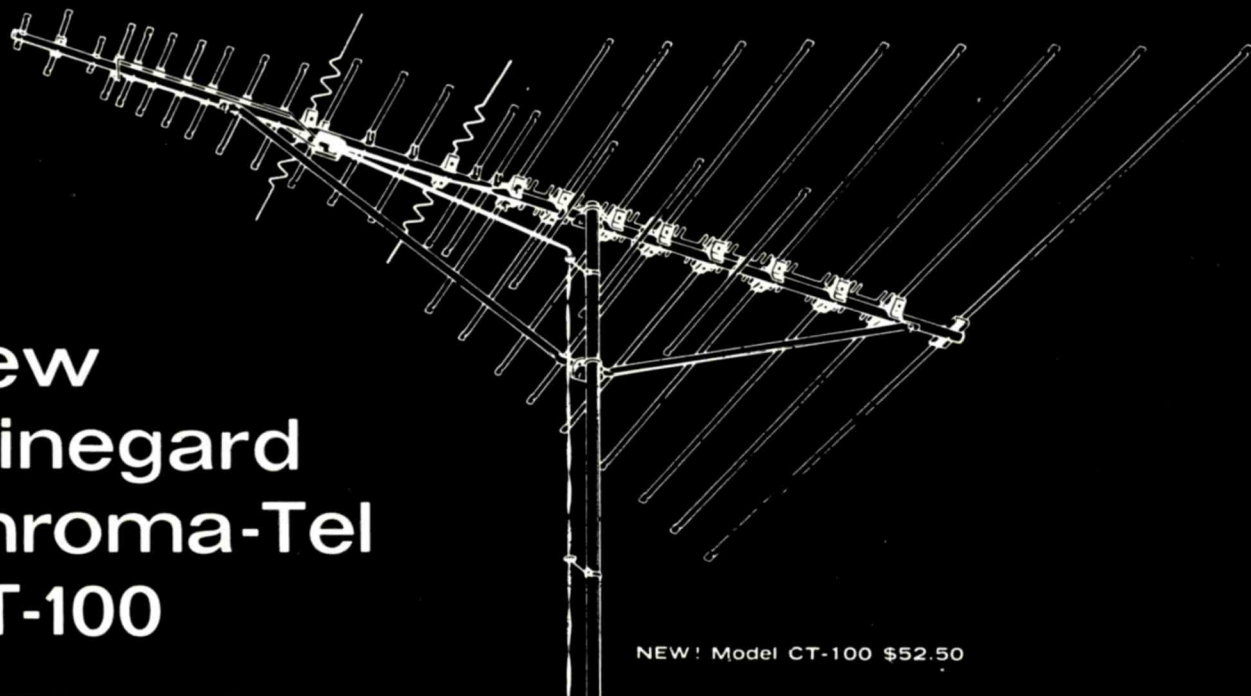
For the friendliest, most helpful phone service in town call these numbers for all your part needs:

LOS ANGELES	• 723-6661
SAN FERNANDO VALLEY	• 781-6501
PASADENA/BURBANK	• 256-8373
SAN GABRIEL VALLEY	• 443-6907
WHITTIER/ALHAMBRA	• 728-7295
LONG BEACH/DOWNEY	• 639-6950
INGLEWOOD/REDONDO	• 675-4401
ORANGE COUNTY (714)	• 521-6700
SAN BERNARDINO (714)	• 889-1518

and in
 SAN DIEGO call us at 234-6316

First UHF/VHF/FM 2-83 antenna that really works in fringe areas

New Winegard Chroma-Tel CT-100



NEW! Model CT-100 \$52.50

Winegard's sensational new CT-100 Chroma-Tel has 29 elements in all. And they're all working to provide the finest all-band reception (UHF-VHF-FM) even in difficult fringe areas.

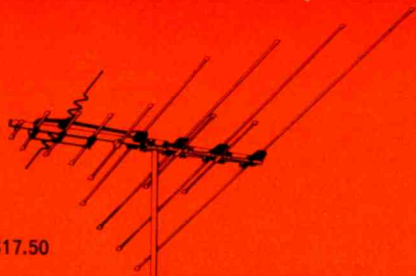
In addition to those 29 elements, the CT-100 incorporates a unique matching network that guarantees maximum signal transfer to the downlead—and on all channels 2-83 plus FM. Gives sharpest color and black & white reception.

And like all Chroma-Tels, it has Winegard's exclusive Chroma-Lens Director System (intermixes both VHF and UHF directors on the same linear plane without sacrificing

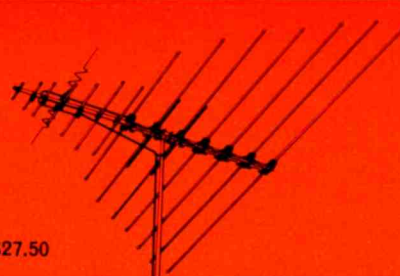
performance) . . . and our Impedance Correlators (special phasing wires that automatically increase the impedance of Chroma-Tel's elements to 300 ohms).

That's Winegard's new CT-100 Chroma-Tel. Bigger and better. But not too big. The full-line of Winegard Chroma-Tels still offers half the bulk; half the wind loading; half the truck space; and half the weight of all other all-band antennas—and at much lower prices. No wonder Winegard Chroma-Tels (now 4 models) are the hottest performing, hottest selling all-band antennas on the market! Better call your Winegard distributor or write for Chroma-Tel Fact Finder 242.

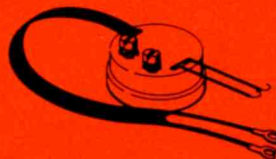
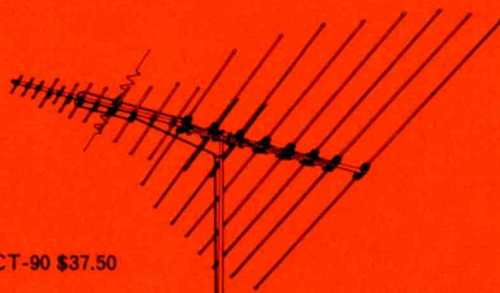
Model CT-40 \$17.50



Model CT-80 \$27.50



Model CT-90 \$37.50



FREE!

Every Winegard Chroma-Tel, including the new CT-100, comes complete with free CS-283 UHF-VHF Signal Splitter. Hangs behind set and separates UHF and VHF signals coming from antenna to the two pairs of set terminals.

Winegard

ANTENNA SYSTEMS

Winegard Co. • 3000 Kirkwood • Burlington, Iowa 52602



QUEMENT ELECTRONICS
100 S. Bascom Ave.,
San Jose
CY 4-0464

EDISCO, INC.
5901 Mission St.
San Francisco
UN 6-7087

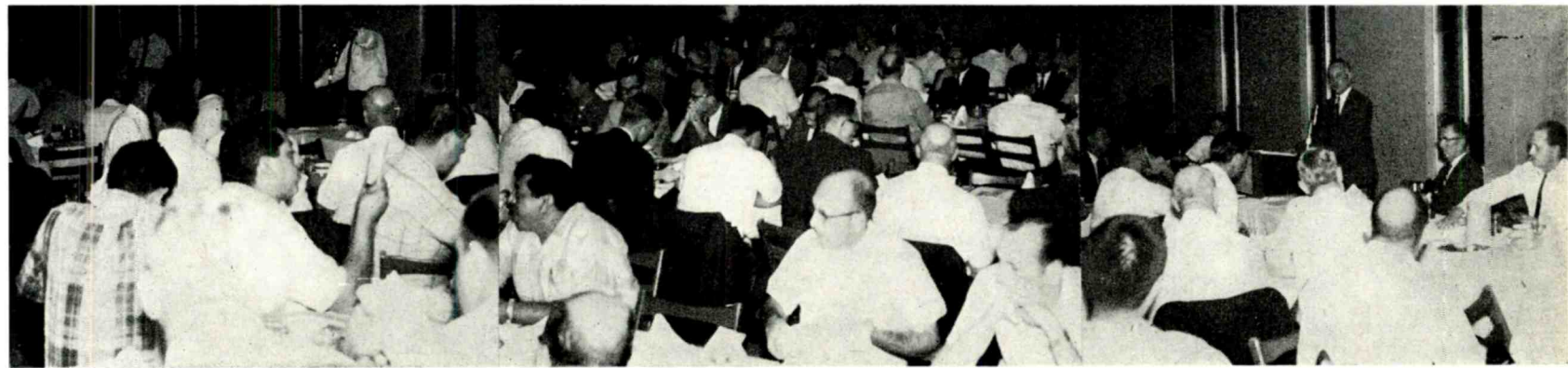
HURLEY ELECTRONICS
OF INGLEWOOD
210 East Hardy
678-7644

SCHAD ELECTRONIC SUPPLY, INC.
499 S. MARKET St.
SAN JOSE, CALIF. 95113
Phone: 297-5858

PENINSULA ELECTRONIC SUPPLY
980 So. First St.
San Jose
CY 4-8781

MILO OF CALIF., INC.
Formerly
Electronic Components
2060 India St., San Diego
232-8951

DUNLAP ELECTRONICS
1800 18th St., Sacramento
GL 2-3171



150 DEALERS ATTEND FRESNO ALL-INDUSTRY MEETING LAST MONTH

A special All Industry meeting was held last month in Fresno with some 150 dealers, distributors, broadcast personnel, etc., in attendance. The meeting was called by a special committee calling themselves the "Committee on Anti-Poverty for TV Shop Owners" was headed by Al Chesser, member of the Board of the California State Electronics Association and was scheduled to discuss over-all problems in the industry.

Don Sherm, head of the local Fresno BBB started the program off by telling the audience the functions of the Bureau and how they intend to cooperate with the service industry. Ray Wallace, representing the Small Business Administration was the next guest speaker and offered the services of his office in setting up educational programs and other assistance. Next on the program was Leon Worthington who is part owner of the Valley Industrial Electronics Company. He told the group the need for organization and, in his case, a management Union. Although not in the TV business his business has flourished since the Union was formed and he suggested that such be the case for the service industry either as part of CSEA or a regular Union.


Don Martin, publisher of ESD, was the next speaker and he outlined the national response to his recent series of articles on service pricing. He urged the dealers to take a long look at their pricing schedules right now and convince themselves that something has got to be done in order to bring in more money to the dealer. In turn, he will be able to pay more for technicians and attract young people to the profession.

Prior to the meeting he asked for a survey of present charges and what they will be October 1.

The result of this survey of 150 dealers was an average of \$6.03 for a black and white call \$7.75 for a color call. Hour rate of 7.18. Shop Minimum for

(Continued on Next Page)

OVER 150 DEALERS attended the recent all-industry meeting in Fresno. Al Chesser, program chairman, is shown here making a point regarding industry problems. Don Martin, publisher of ESD, flew to Fresno for this meeting to discuss pricing practices.



...IT'S THE FINEST

Color Keyed

Model 825 Picture Tube Tester/Booster



the most versatile and accurate of all CRT testers...for all

BLACK/WHITE and COLOR PICTURE TUBES...

look
at all the valuable and profitable functions

- Tests for continuity, leakage, emission, picture tube cut-off and life-expectancy
- Removes shorts
- Welds cathode
- Boosts picture tube back to life

look
at these brilliantly engineered Jackson features

- 12 separate heater voltages including color
- Line indicator control for accurate voltages
- Grid guard limits peak current for protection of picture tube
- Checks each color gun separately
- Plug-in socket cable for easy replacement or repair
- Separate variable voltages applied to G1-G2 of picture tube

look
at all these convenient operational features

- Color keyed—push buttons for ease and speed in testing
- FM tuning eye...no separate lights to interpolate
- Angled view roll chart on panel...tube set-up information at your fingertips
- Easy to keep up-dated

Size: 14¾" W x 13½" D x 5¾" H.
Wt.: 13 lbs. 3 oz. Dealer Net **\$11995**

See your Jackson distributor, or write for catalog

JACKSON ELECTRICAL INSTRUMENT COMPANY
35 Windsor Avenue, Mineola, New York 11501

Export: Morhan Exporting Corporation
458 Broadway, New York 13, N.Y.

IF IT'S A JACKSON...IT'S THE FINEST

TRADE TALK

(Continued)

black and white of \$14.32 and for color \$20.12. From those reporting, the lowest rate charged for a service call was \$2.95 and the highest was \$10.00 for black and white and \$15.00 for color.

Special note was made of the San Mateo CSEA policy whereby a recommended price list was published with service calls at \$10.00 and \$12.50 but with another schedule that called for the raising of technician wages to a minimum of \$5 per hour.

In conclusion he stated that in gen-

eral the pricing in Fresno was above the national average but was not high enough to make a dent on the industry problems of poor wages and a need for highly trained technical people. He felt that the realistic pricing of service charges would cure the problems of the industry once and for all.

A special thanks for making this meeting possible was given to the following distributors: Marshall Wells Co., Harry Dooley Co., H. & A. Distributors, Westinghouse, B. J. DeJarnatt, Bob O'Dell Co., Devlin Drew, Dunlap Electronics, Inland Electronics, Jack C. Arbuckle Co., Callectron, Mid-Cal and Western Electronics.

SAMS PROMOTES TWO MEN TO SALES MANAGER POSTS

Jerry T. NewKirk and George D. Wissler have been named to sales managerial positions with the Distributor Division of Howard W. Sams & Co., Inc., according to John W. Merritt, Administrative Vice President.

Mr. NewKirk has been named Sales Manager in charge of the Distributor Division. With the Sams Company since 1961, NewKirk was formerly Assistant Sales Manager of the Division. He is a native of Indianapolis and a Marine Corps veteran.

Mr. Wissler, who was formerly Western Regional Sales Manager, will assist Mr. NewKirk as Assistant Distributor Sales Manager. Before joining SAMS, Mr. Wissler was a sales representative with a major food company. He attended Indiana Central College.

The two men are responsible for sales and promotion activities for the SAMS technical books and PHOTO-FACT radio and TV service data through electronic parts distributors.

BLONDER-TONGUE APPOINTS DISTRIBUTOR PRODUCTS MANAGER

Newark, N.J. — Jerome I. Cohn has been promoted to the position of product manager of the distributor products division of Blonder-Tongue Laboratories, Inc., it was announced recently by Richard B. Helhoski, director of marketing.

Mr. Cohn will have national responsibility for the electronics firm's complete line of distributor products designed for home use, including developmental marketing and the coordination of sales programs.

Mr. Cohn joined Blonder-Tongue in June, 1965 as Eastern district sales manager, supervising product sales and manufacturers' representatives for that area.

G.E. OFFERS PREMIUM PROGRAM THRU DEC.

Owensboro, Ky. — General Electric has initiated a special gift promotion designed to help distributors boost receiving tube sales during the normally slow late summer and early fall selling season.

The "Galaxy of Gifts" program makes available to distributors a wide variety of useful and attractive premiums as a sales incentive for radio and TV service dealers. The program is backed up with free promotional material, including prize coupons and a descriptive brochure that contains pictures and information on the prizes and a premium order blank.



RCA Hi-Lite color picture tubes bring OEM quality to your replacement tube customers

Odds are that when a dealer is called to replace a customer's color picture tube and he replaces it with an RCA Hi-Lite, he's giving the set owner a better product than he had when his set was new.

That's because RCA Hi-Lite picture tubes are RCA's best... the same quality... the same tubes... that go into today's original equipment sets. RCA Hi-Lites are all-new... glass, gun, the works! And incorporate the continued advancements in picture tube technology achieved by the world's leading color picture tube manufacturer. So your dealer literally "up-dates" his customer's color set when he installs one.

Here's picture brightness and color fidelity at its finest, available for the service trade in 19-inch and 25-inch rectangular and 21-inch round tube types.

How about you? Are you offering your customers today's color?



RCA Electronic Components and Devices, Harrison, N.J.

The Most Trusted Name in Electronics

CALECTRON

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

PRODUCT NEWS

Conducted by A. Diane Powell, Associate Editor

NEW MERCURY PROBE DOES THE WORK OF 4 PROBES

A versatile probe introduced by Mercury Electronics Corp., 315 Roslyn Road, Mineola, New York, actually does the work of four different probes. (1) DC Probe (2) AC/Ohms Probe (3) RF Probe (4) Lo-Cap Probe. This unique four in one design saves the cost of four separate probes and eliminates the need for searching for a misplaced probe.

Appropriately designated the Model MP-1 Multi-Probe, this instrument offers unusual convenience for the serviceman in his daily work. It will extend the range of operation of any VTVM, Oscilloscope and Signal Tracer.

As a DC Probe, the MP-1 provides isolation for all DC measurements. As an AC/Ohms Probe, it is used for all low impedance, low frequency voltages and wave forms. As an RF Probe, it is a demodulator for checking RF voltages, wave forms and signals in TV/Radio RF and IF stages. As a Lo-Capacity Probe, it is used for high impedance sync circuits where regular probes would overload the circuit.

An exclusive rotating probe head with detent action, enables the serviceman select the probe function he requires with just a quick quarter turn of the probe head.

Additional features of the Model MP-1 Multi-Probe are the probe tip which fits standard alligator clips, separate RF ground return for low loss and fully shielded co-axial cable to prevent stray pickup. Precision components are mounted on a rugged phenolic board and are easily accessible.

The Model MP-1 Multi-Probe is available at Electronics Parts Distributors at \$14.95 net.

JERROLD SHOWS TWO NEW 82 CHANNEL UNITS

First is the Model 1460B twinlead splitter/mixer. This unit splits a single twinlead into two separate outputs. UHF signals are sent to the UHF antenna inputs of the TV set and VHF signals are sent to the VHF antenna input.

The 1460B can also be used as a mixer to combine the output of separate UHF and VHF antennas into a single download. List price is \$4.95.

The second new Jerrold unit is made for coaxial installations. Designated Model T-380, this matching transform-

er/splitter matches 75 ohm coaxial cable to 30 0ohm TV sets. Then the T-380 splits the signals, providing separate UHF and VHF twinlead inputs to the TV set. List price of the T-380 is \$7.95.

These units are made to work with the recently introduced Jerrold products; such as the Pathfinder, 82 channel

antennas and 82 channel coloraxial cable. They facilitate the installation of all-channel antenna systems, using either twinlead or coaxial cable.

Jerrold Electronics, a subsidiary of The Jerrold Corporation recently moved its sale offices to 4th & Walnut Streets in Philadelphia.



SOLID STATE
Model 1900 COLOR GENERATOR



All Mercury Instruments GUARANTEED for ONE FULL YEAR

EXCLUSIVE FEATURE
Line Width Adjuster...enables you to select vertical and horizontal line thickness—or dot size from the smallest to the largest.

**Provides more 'troubleshooting' flexibility
... produces more patterns... and offers
a big 'saving bonus' in its extraordinarily low cost**

If you're looking for a Color Generator that offers every essential feature needed to tackle lucrative Color TV servicing in the home and in the shop consider the outstanding new Model 1900. *Features:* Crystal controlled keyed rainbow color display...Separate horizontal and vertical bars... Color level control...Connects easily to antenna...Color coded gun killer switches on panel...Includes lead piercing clips...High RF output on channels 3, 4 or 5. Factory set at channel 3. Adjusts easily for channels 4 or 5 without removing unit from cabinet...All calibrations can be made rapidly without removing unit from cabinet...One full year guarantee on parts and workmanship...Size: 10"x6¼"x4¼".

\$99⁹⁵
Net

No additional charge for gun killers

See your parts distributor... write for complete catalog

MERCURY ELECTRONICS CORP.

315 Roslyn Road, Mineola, New York 11501

In Canada: William Cohen Corp.
Export: Morhan Exporting Corp., 458 Broadway, New York, N. Y. 10013

JFD ANNOUNCES VHF/UHF/ FM LOG PERIODIC ANTENNA FOR URBAN USE

City dwellers can now obtain quality reception without the large size and high price of fringe-area antennas. Uncompromised performance in VHF or UHF, in color or black and white, in FM or FM stereo, is built into the new, single-downlead "Metro-Color," Model LPV-VU5, manufactured by JFD Electronics Corp., Brooklyn, N. Y.

The "Metro-Color" is a completely authentic log periodic design; yet this 45-inch-long compact is no larger than conventional metropolitan-area antennas that cannot approach its performance, and is comparably modest in price. Three driven V dipoles cover both VHF bands. Three active dipoles plus three directors provide the stepped-up gain needed for UHF. Frequency response is flat within $\pm 1/2$ db on any channel, for perfect color registration. A sharp forward lobe in the polar pattern assures unidirectional pickup and high front-to-back ratio on all channels.

A free, indoor VHF/UHF splitter is included with each LPV-VU5, to divide signals efficiently for the TV set from the single downlead. The antenna is constructed of reinforced aluminum with non-corroding steel rivets, and it has a gold alodized coating for extra-long life. List price is \$17.50.

MUTER TO MANUFACTURE COLOR YOKES

The Muter Company has just announced that they will enter the manufacture and sales of color deflection yokes for use in color television sets. The yokes will be manufactured in Muter's Rola Division in Pennsylvania who have been making yokes for black and white sets for many years.

LETTERS

(Continued)

same issue in the Classified Advertising Section there is an ad for a TV technician as follows: "TV Tech. permanent for right man. Paid vac. Health Ins. 42 Hr. Wk. Salary \$125 ÷ per wk. color exp. a must."

At 42 hours this salary figures out to \$2.97 $\frac{1}{2}$ per hour for a job requiring a great deal of technical skill and ability. Here in San Mateo County a common laborer in the building trades industry receives \$3.92 $\frac{1}{2}$ per hour. Furthermore, in this enlightened day no one is expected to work over 40 hours a week and the trend is to 36 and 32 hours. Also, other industries provide some sort of welfare and pension plans that seem to be completely non-existent in our industry.

If I was a young man today I would not give the Electronic Service Profession a second thought—and apparently very few of them are. Our major challenge then is to provide the incentives that will be attractive to these young men.

We must offer ample pay in line with the technical skill required—the \$4.25 to \$5.00 scale approved by TSDA is just a start in the right direction.

We must adopt realistic working hours. Eight hours a day is a maximum without overtime pay. Premium pay should be offered for night work. We most certainly should not expect a man to work more than five days a week without overtime pay and double time for Sunday or holiday work.

We must offer realistic vacations in line with those of other industries.

We must provide for a man's welfare in case of accident or sickness.

We must offer a retirement program to provide him with an income when he reaches retirement age.

Unless we are willing to work for and provide these working conditions, we cannot expect to attract the type of men capable of servicing modern electronic equipment. Nor can we expect to survive without them. Without them we cannot justify service call rates of \$10.00 and \$12.50 or higher.

Sincerely yours,
ART BLUMENTHAL,
President

CLASSIFIED ADVERTISING

FOR SALE

For sale in Sacramento. All or part of business to working partner. Long, well established Auto Radio Sales and Service. Serving all of Northern and Central California and Nevada. Write or phone Wimpy Jones, 1906 16th Street, Sacramento, Calif. 95814. Phone 441-3820.

FOR SALE

TV BUSINESS — Well established in rentals, sales and service in lively small town close to Castle Air Force Base. Have good lease with low rent. Have been in business over 8 years. Must sell due to poor health.

BUD'S TRADING POST
P. O. Box 403 — Winton, California
358-28.1

FOR SALE

Because of other pressing business out of state, I will sell my little gold mine of a TV sales and service business in this thriving little mountain community of more than 3500 people at 4000 ft. elev. Presently doing \$60 to \$70,000 annual gross. Nearest competition 13 miles away. Only 45 miles from Lake Tahoe on U.S. 50. Excellent TV reception from S.F. and Sacramento. Color sales booming. 2 top brand franchises. Established 5 years. Buy inventory at cost, plus small amount for good will. Write Bob Hance, Box 165, Pollock Pines, Calif. Ph. 644-2405.

HUNDREDS OF WORKING

USED LATE MODEL THIN LINE—PORTABLES

Low shipping costs anywhere

TV brokers WE 1-6622

4920 W. Pico, L.A. 19, California

CHANNEL MASTER

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TH 5-3536

ASSOCIATED RADIO DIST.

1583 Howard St.
San Francisco, HE 1-0212
IN

Palo Alto: DA 3-3173
San Mateo: FI 5-3575
Vallejo: MI 3-4531

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

KIESUB CORP.

311 W. Pacific Coast Hwy.
Long Beach 591-1335 & SP 5-1428
IN

Anaheim: KI 7-3527 & 865-0688
Bakersfield: FA 7-5535
Oxnard: HU 3-9541
San Bernardino: TU 5-6807
Van Nuys: ST 1-3930

MILLER'S RADIO & TV SUPPLY

530 East 8th Street
Oakland, TE 4-9185
IN

San Jose: CY 5-6818
Santa Rosa: LI 2-5423
Walnut Creek: YE 4-3000

NORCAL ELECTRONICS

1115 "R" Street
Sacramento, 442-9041

WESTERN RADIO & TELEVISION SUPPLY CO.

1415 India St., San Diego
BE 9-0361

Poll shows dealers prefer Channel Master color antennas by tremendous margin. We're not surprised. Read why.

When it comes to color antennas, we know our place. That it happens to be **first** place—and that Channel Master has been up there a long time—is a sweet thing to know. (Just try and budge us.)

But—once in a while—isn't it nice to have somebody else confirm what you've always known?

What happened was this: One of the nation's top three publications in the radio-TV-appliance merchandising field—(name on request)—made an independent survey of color set appliance dealers. Result? The lopsided box-score, in case you haven't noticed,

is down below. Please observe that the opposition isn't even close.

Now as long as Channel Master Crossfires are up there we wanted to know why they're up there. So we requested the same publication to take a second poll. And just as we thought: Any specific brand of antenna may be preferred on many counts. But one reason leads all the rest. Performance! That's why the Crossfires are No. 1. They work better! (With color sets or black-and-white, naturally). This includes our VHF/FM series for suburbs-to-fringes, our Coloray ghost-killer series, and our

Ultradyne Crossfire 82-channel FM or Ultradyne UHF only series.

To what do we owe our success? Our principles. (Unique engineering ones, of course. All of them patented or with patents pending.) They make the Crossfires the mightiest antennas ever developed. With remarkably high gain and up to 30-to-1 front-to-back ratios. (Maybe the competition's principles just aren't as powerful as ours.)

So call your nearest Channel Master distributor, join the rest of the gang, and come on up. The installation's fine and the profit's high.

High Man
On The
Totem Poll!



OF THE 5 TOP-SELLING
ANTENNA BRANDS DEALERS
PREFER CHANNEL MASTER:

2 to 1 over Brand **B**
3 to 1 over Brand **C**
3½ to 1 over Brand **D**
5½ to 1 over Brand **E**





**FROM PHILCO PARTS STORES
JUST IN TIME FOR CHRISTMAS!**

**Philco Stereo Component System
Including Turntable
dealer net**

\$169⁹⁵



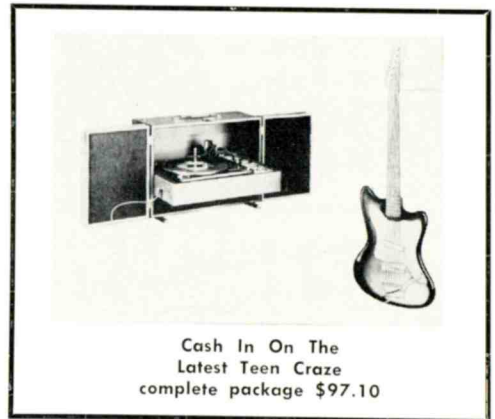
**PHILCO 7 WA/C
DELUXE TURNTABLE WITH
MATCHING WALNUT FINISH**

- Scratch Guard Tone arm with diamond-sapphire stylus has feather-lite 2 gram touch
- Multi-mix 4-speed record changer plays all sizes
- Rugged 11" turntable with protective cushion mat
- Automatic turn-off after last record.

**PHILCO 1007 WA
SOLID STATE TRANSISTORIZED STEREOPHONIC
FM; FM/AM TABLE RADIO**

- Genuine hardwood cabinets luxuriously finished to blend with finest Walnut furniture
- Two dual-speaker stereo enclosures each contain 9" oval and 2 3/4" speakers
- Bass, treble, balance and loudness controls
- 18 transistors, 17 diodes
- 15 peak music watts output
- Slide rule Vernier tuning
- Stereo FM, FM/AM tuner
- Stereo FM On-dicator signal light
- Philco stereo monitor
- Separate AFC switch for drift-free FM
- Function control switch selects Off, Tuner Mode, Phono Input
- Stereo phono input jacks

Dimensions: Tuner—6 5/8" high; 14 5/8" wide; 9 7/8" deep
Speakers—10" high; 16" wide; 6" deep
Shipping Wgt.—31 1/2 lbs.



**Cash In On The
Latest Teen Craze
complete package \$97.10**

PHILCO THE SERVICEMAN'S FRIEND FOR 38 YEARS

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701 Sixteenth St.
San Francisco, MA 6-1717**

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