

electronic service dealer

Vol. 6, No. 10

February, 1967

the official publication of the california state electronics association



**A Competent Tax
Accountant Can
Be Your
Best Investment**

Also this Issue:

**ONE NATIONAL ASSOCIATION?
SERVICEABILITY DRAWS COMMENT**



PARALOG *Plus*[™] Improves Color Reception Three Ways

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JERROLD

electronic service dealer

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LETTERS

Dear Don:

We agree that the service call rates, as well as hourly rates, should be higher for color. We have yet to service a color set that did not require readjustment of high voltage, focus color temperature and convergence and frequently needed degaussing as well. Any conscientious technician takes care of these needs as a matter of course. More time as well as more skill and more equipment are required for color.

With respect to upgrading our profession—we have always charged the highest rates in the entire area and demand for our services ever increases.

One thing we eliminated years ago is the term "labor." We are not against labor per se, however, we believe you will agree that the labor invoiced in our profession amounts to moving sets around and replacing defective parts—a very small portion of the effort indeed—and not requiring much skill or

Your very fine publication speaks of equating our analytic skills with those of the medical, dental and legal professions . . . FINE! Did you ever hear of a doctor, dentist or lawyer charging for labor? A far larger proportion of a dentist's time is spent in the physical activity of repairing teeth than we spend doing parts replacement.

To the general public, the term "labor" conjures up visions of picks and shovels—they certainly can't understand \$15.00 per hour for that. We charge \$15.00 and up per hour for "Technical and or Professional" services and turn away more work than we accept. Please—if you really want to upgrade the profession—let's use professional terminology!

L. W. Stockton

Mojave Communications, Barstow

Ed.'s Note

We will do our best not to refer to Labor from now on . . . o.k.?

Gentlemen:

We are interested in placing a help wanted ad in your magazine. I am in dire need of help.

Your prompt attention would be greatly appreciated.

Thank you.

Farmers Market Electronics

Hal Robbins, Manager

Ed.'s Note

You just have, Good luck.

Dear Mr. Martin,

Your editorial "Why should there be a different charge for service calls" is a good one, and I'm really surprised that any service organization could not explain and justify the difference in price.

Since color made its debut, there has been millions of dollars spent by service companies for new and different test equipment (not needed for black and white).

In my opinion this alone should justify charging a little more for color calls.

Why should the owner of black and white tv pay for equipment to service color?

Anchor TV
Blythe, Calif.

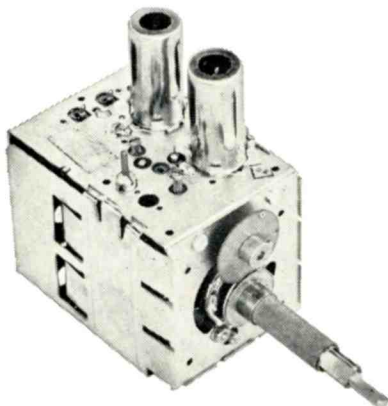
Dear Don:

Just to let you know that there is a guy going around gaining the confidence of dealers and then purchasing a color TV. The catch is that after it is delivered you cannot find him. He has hit a lot of the guys.

Ralph Singleton

Ed Note: You have probably noted by now that he was caught and is now awaiting trial.

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



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.

Sarkes Tarzian, Inc. pioneer in the tuner business, maintains two complete, well-equipped Factory Service Centers—assisted by Engineering personnel—and staffed by specialized technicians who handle ONLY tuner repairs on ALL makes and models.

Tarzian-made tuners received one day will be repaired and shipped out the next. Allow a little more time for service on other than Tarzian-made tuners.

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.

 **SARKES TARZIAN, INC.**
Bloomington, Indiana

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TRIMMERS . . . FM RADIOS . . . AM/FM RADIOS . . . AUDIO TAPE . . .
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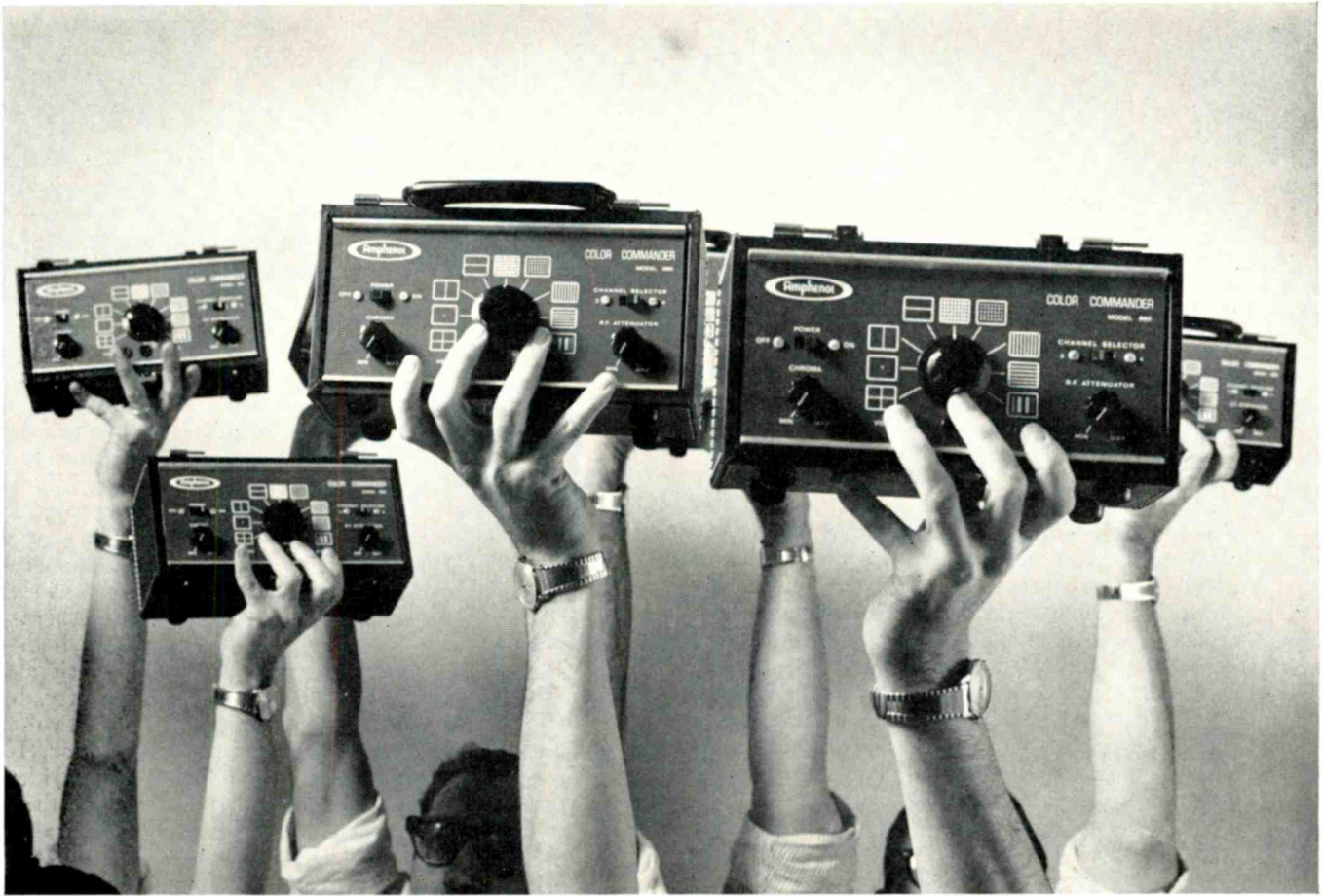
ALL PARTS
(except tubes)
and **LABOR**

24-HOUR SERVICE
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**TWO SERVICE CENTERS
TO SERVE YOU BETTER**

See your distributor, or use the
address nearest you for fast factory
repair service

10654 Magnolia Blvd.
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Suddenly, everyone's a Watch Watcher!

And for a good reason. Service dealers found out we were right when we said Amphenol's Color Commander color bar generator would save them enough time for two or three extra service calls a day.

What's it all about? We're so sure we can save you as much as 18 minutes a call, we're including a \$10.95 Timex watch with every Color Commander purchased—just so you can prove it yourself.

And if the Color Commander doesn't save as much time as we say, return it within 10 days and keep the Timex watch with our compliments.

What makes us so sure? Amphenol's exclusive technique of color alignment which features a:

1. Single crossbar to immediately center the raster.
2. Single dot for fast, consistently accurate static convergence.
3. Three-bar color array to isolate your working bars—the 3rd, 6th and 9th.

Join the Watch Watchers

If you take advantage of this limited-time offer today, your Color Commander can be paying for itself in extra income tomorrow. For the name of your nearest Amphenol distributor, contact your nearest Amphenol Sales Division office or write Dan O'Connell, Head Watch Watcher, Amphenol, Box 134, Broadview, Illinois 60153.

Watch Watcher Offer

With every lightweight, compact, completely solid-state Amphenol Model 860 Color Commander we'll include a \$10.95 Timex for you to time your savings. If the Color Commander doesn't save you time, return it within 10 days and keep the watch with our compliments. Act now. This offer is limited to available stock of your Amphenol Distributor.

\$169.95*

*Suggested resale prices

Model 860AC \$20.00 higher*



electronic service dealer EDITORIAL

DON MARTIN



One National Service Association?

In the January Issue of Electronic Distributing and Marketing Magazine the editor saw fit to editorialize on the need for bringing the two national service associations together for mutual benefit.

He brought out the past attitude of distributors to divide and conquer in order to forstall any sign of licensing for the service industry. He also questioned the recent "all-industry electronics conference" and intimated that it was a red-herring intrigue by which electronic distributors avoided direct confrontation on the issues of servicemen's licensing and open-door sales. He also asked the question, "was the conference phase-out prompted by fear that recognition of NEA as a second voice might subject NATESA and NEDA to questioning of purpose?"

The editorial went on further to state that the Nation's servicemen now are divided into three camps . . . pro-NATESA, pro-NEA and anti-both. All of this led up to the final statement that to assure a future for independent servicemen, some outside force must serve as the catalyst by which the opposing elements within NEA and NATESA can be united. The group asked to do the job . . . NEDA.

Needless to say, there is a lot of talk throughout the country in regards to a national association of service dealers. NATESA has always felt that they were the voice of the independent service dealer. I can recall my first encounter with NATESA leadership at the first "all-industry conference" held in Chicago in 1960. My opinion of that meeting was the senseless ultimatum by the "voice of the service industry" that the manufacturers and distributors better shape up. In my opinion it was one of the most ridiculous meetings ever held and I couldn't help comparing this "voice" with what I had found in California. The California State Electronics Association was a completely different animal with basically the same problems . . . however, they went at them as gentlemen not as a labor boss would attack the management of a major industry.

There is one basic difference between these two organizations and it seems to me that this difference is not either known or accepted by the manufacturers or distributors. NATESA is made up of individual members with a regional set of board members representing an area who inturn elect a national slate of officers. NEA is an Association of State Associations with each state being represented and its vote based on the number of members in that state. You can not be a member of NEA without being a member of a State Association first.

In our opinion, NATESA is divided with but one voice to represent them. NEA is united with 17 States who blend a single voice in the form of resolutions, programs and action. Needless to say, NEA is a spin-off of NATESA members who never felt their local organizations were ever considered in policy matters pertaining to NATESA.

The problems facing the service industry are the concern of both organizations and each, in their own way, will attempt to solve them. There certainly will be times when the efforts of both will have the power to move mountains, such as the recent educational TV program controversy, but I can not visualize the uniting of the two completely different approaches to organization. I can not see either organization giving up its identity in an attempt at unity and I can not see the men I have come to know in NEA using pressure tactics and treats to gain stature.

For these reasons I must take issue with the editorial written by Mr. Kinkaid in ED & M. I believe his reasons are logical, as an outsider looking at the dealer structure, but his hopes for a uniting of the service industry through the efforts of NEDA is asking too much.

Serviceability Articles Draw Comment

In a recent issue of ESD we presented two articles on Serviceability. One took issue with the quality of current home entertainment products while the other took the position that they should make them and we will fix them. Needless to say, the response has been equally divided.

In my opinion, every service dealer has a stake in the product he sells or services. If something goes wrong with the product the one on the firing line is the dealer. He has become gun shy to the extent that his first defense is a good offense. How many times have you delivered at \$600 color set to home and held your breath for the next few days waiting for the call back? There is also something strange about the guy who buys a color set. He expects it to be able to plug in this electronic miracle and have a big beautiful full color picture pop out. In most cases it does just that but let some little thing go wrong and the call backs begin.

You know, we buy a \$5,000 automobile and expect to take it back in 30 days for the sole purpose of taking out the bugs. We really don't think much about it and don't get up a full head of steam until the 8th or 9th time we take it back for the same problem. In fact, the auto dealers have a 1,000 mile check-up warranty and a 5,000 mile check up warranty and some manufacturers give a 5 year or 50,000 mile mechanical warranty.

(Continued on Page 10)

Finally somebody is helping...
helping you prepare for

The growing crisis in service

Motorola takes the bull by the horns . . . introduces
“on-the-job” technical training
for your men—with a greatly expanded
staff of technical personnel.

Home entertainment products are changing—fast. There’s more transistorization . . . and of course more color every year. This means great opportunity for service organizations that keep abreast. Well-informed technicians will be in even greater demand than they are now.

Motorola can help your service department be well prepared.

We have recently increased our staff of field technical personnel. It is their job to help provide you with Technical information for your men and to give some of the training your men will need to cope with this rapidly changing industry.



Each of our technicians has had extensive, practical consumer experience. They know their business—from your side of the fence. The training will be done *right in your place of business*. It will provide a valuable adjunct to the large-scale training meetings held by Motorola Regional Managers & Distributors.

Two hours will be spent in formal training. The remainder of the day will be spent working with your men *on your work* to give information—and to help find ways to make more profitable and productive use of service time. Get full information on availability of this training for your shop. Just call your Motorola Distributor.

 **MOTOROLA®**

There's a *DOUBLE VALUE* in the **RCA**

COLOR PACK

'67



21 Popular RCA Receiving Tubes for Color TV



A FREE Copy of the New RCA FIELD SERVICE GUIDE for RCA Color Receivers from 1955 to 1966

\$29⁹⁶
Dir. Net



116 Pages
11x16½ Folded

YOU GET ONE OF EACH OF THESE TUBES:

1V2	6CG8A	6GF7A
3A3A/3B2	6DQ5	6GH8A
6AQ5A	6DW4B	6GU7
6AU4GTA	6EA8	6JU8A
6AW8A	6EM7	6U8A
6BK4B	6EW6	12BH7A
6CB6A	6FQ7/6CG7	12BY7A

Total list* \$74.90

AND The RCA FIELD SERVICE GUIDE containing:

- Schematics on all RCA Color sets for the last 10 years
- Field Adjustments
- Parts list
- Wave forms for majority of chassis
- Top and rear chassis views
- Representative photos of typical receivers
- Comprehensive index of models from CTC2 (1955) through CTC20 (1966)
- 3 Part Index by Model Number, Model Name and Chassis Number
- Separate section on tuners
- Convergence, purity, black and white setup adjustments. Illustration of convergence board for CTC2 through CTC20
- Step by step procedure for replacing a color picture tube.

THE RCA FIELD SERVICE GUIDE helps you perform all adjustments on an RCA color set that can be performed in the home with the aid of a color bar generator.

* Factory suggested, optional with Dealer.

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Your One-Stop Electronic Parts Supply House



CSEA NEWS WIRE

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

ZONE "F" CUTS ZONE DUES

The Zone "F" Council of CSEA last month cut the annual quarterly member dues to the Zone in half. All members had been paying \$9.00 per quarter to the Zone for its activities and this has now been cut to \$4.50 per quarter. The move was made to encourage new membership and greater participation.

ESD ESD ESD

CSEA CHAPTERS TO FIGHT CHANGE IN YELLOW PAGE POLICY

A delegation of members of the California State Electronics Association will come from all over the State this week to protest any change in the current seniority policy in regards to yellow page advertising. The action stems from a law suit filed with the Public Utilities Commission, by a Southern California Dealer, claiming that the advertising placement in the yellow pages should be based on a lottery rather than the current seniority system employed by the phone company for many years. The suit contends that a lottery system is the only fair and just way to determine position in the yellow pages and that the current system deters new business when it needs the most help. The hearing is set for this week, February 8th and 9th, in Los Angeles.

ESD ESD ESD

TECHNICIANS COURSE SET BY TSDA CHAPTER

The first course, entitled "Elementary Electronics", has been set for Building 19, room 10 on Monday and Wednesday at the College of San Mateo, commencing February 6th at 7:00 p.m., according to an announcement received from the chapter office. At the present time over 40 applications for the course have been received and more are anticipated as the course moves along. The second semester will go into specifics of black and white and color TV service and a third semester is in the planning stage for more advanced work.

ESD ESD ESD

SANTA CLARA CHAPTER GOES HAWAIIAN

The Santa Clara County Chapter has scheduled a Hawaiian Luau for the night of April 8th. The social event will be highlighted by the induction of newly elected chapter president James Ballard. A full evening of good Hawaiian food, dancing and entertainment is planned and all CSEA members, friends and guests are invited to attend. The cost is \$6.50 per person for everything. Reservations should be phoned to Jim Ballard at 379-7370 (AC 408). T. C. Marshburn, current president of the chapter, will M.C. the affair.



The Hawaiians of California will be the entertainers at the Santa Clara Chapter Hawaiian Luau. The event will be held at the Santa Clara Fairgrounds Fiesta Building in San Jose April 8th from 6:00 p.m. to 1:00 p.m. The cost is \$6.50 per person, including dining and dancing.

ESD ESD ESD

ZONE "F" TO CONSIDER NEW LOCAL OFFICE

The Zone "F" Council of CSEA, at its recent meeting, discussed the possibility of opening their own local office to handle association problems. Although no definite plans have been set, the Zone voted to submit the idea to the State Board of Directors at their next meeting in Los Angeles. The Zone delegates met in Pasadena with the Pasadena Chapter as a second step in their plan to move the meeting place each month so that local chapters can see how the Zone is operated.

ESD ESD ESD

MARIN COUNTY DEALERS MAY CLOSE SHOPS ON MONDAY

The Marin County Chapter of CSEA is seriously considering the closing of all member shops every Monday which would mean the first five-day work week in the entire United States. Chapter members feel that if the Barbers can do it there is no reason why TV service shops cannot follow the same line. It could set a pattern for the entire State if not the nation.

(Continued)

How can you find a qualified technician to service your TV or Hi-Fi?



Look for this emblem on these pages. It may be used only by members who meet required standards.

- 1-The owner has a shop in a business district. You can find him when you need him.
- 2-He has equipment which is adequate for the job. It is manned by journyman technicians.
- 3-He guarantees his shop work and honors manufacturers' warranties.
- 4-He carries insurance which is adequate for your protection.
- 5-He is pledged to a standard code of ethics and fair business practices.

To find the member nearest you turn to the listing here under the heading of

Television Service Dealers Association
of San Mateo County

TSDA YELLOW PAGE AD AIDS CUSTOMERS TO FIND QUALIFIED TV SERVICE SHOP

The ad at the left is a reproduction of the one scheduled to appear in the next issue of the yellow pages in San Mateo County. It is designed as a public service and spells out the code of ethics and other qualifications of a top service shop. This is an excellent example of good solid industry cooperation and should be adopted by other chapters.



CSEA
BOARD
IN
ACTION

CSEA BOARD MEETS FEBRUARY 5TH

The next regular meeting of the CSEA Board of Directors will be held this week, February 5th, in Los Angeles. The picture at the right was taken during the last Board meeting held in San Francisco and shows the shirt sleeve dedication of the group.

ESD ESD ESD

SACRAMENTO CHAPTER TRANSISTOR SCHOOL TO CONTINUE

The current Transistor classes, sponsored by the Sacramento Chapter of CSEA, will be continued for another semester, according to a recent report. Another top project of the chapter is the encouraging of the American River College to consider helping on a technician certification plan. Zone "B" is extremely interested in any success stories of other chapters concerning certification and would appreciate their help . . . write 5585 Thomas Avenue, Oakland, California 94618. Zone Executive Secretary is Phil Fisher.

ESD ESD ESD

TV SERVICE MAGAZINE DISCONTINUED

The TSDA of San Mateo County has voted to discontinue the publishing of their TV Service Magazine and have asked all members to send editorial articles to ESD for publication. This outstanding chapter publication provided an extremely valuable service for many, many years and the decision to cease publication was a big one. ESD will carry any article submitted by any chapter in California. It is the life blood of our publication.

ESD ESD ESD

SAN FRANCISCO CHAPTER 33 TO SUPPORT LOCAL ORDINANCE

The members of CSEA, Chapter 33 in San Francisco have gone on record supporting a new proposed local ordinance to regulate the television service representatives. The first meeting was held before a committee of the Board of Supervisors in San Francisco and after some revisions will be heard again this month. According to Mike Salarno, the annual installation dinner for the chapter will be held on February 4th at Michael's.

EDITORIAL (Continued)

In our way of thinking . . . it might be a good idea for the set manufacturers to build-in a 30-day check-up policy into the price of their sets. This might be any number of dollars but it would give the dealer the ability to follow through on a set to make sure there are no bugs. Many people can't even tell if they have a good picture or not until they compare it with someone else's set. Why not a check-up policy. It could be just good business and a terrific merchandising gimmick on the part

of a set manufacturer to offer this cash credit upon proof that the call back was actually made. It also gives the dealer a chance to get back at that customer for possible additional sales on other products.

We realize that at the present time the service industry is up to their neck in work but the time will come when it will be necessary to go out after business again. What an aid it would be if the dealer, in order to earn his \$15, gave his customer, of 30-days prior, a call on the phone to set up an appointment for her 30-day operational check-up. An open door to good customer relations.



PRESIDENT'S MESSAGE

ED FORT, JR.

On February 5th the Board of Directors of the California State Electronics Association will meet in Los Angeles to discuss the many problems facing the independent service dealer in California. On the agenda are such items as serviceability, the BERDR, self certification, insurance programs, warranty problems, and all of the many things it takes to run a trade association.

Sometimes it amazes me to think that ordinary service men with the everyday problems of earning a living will take time off from their busy schedules to devote their time and money in furthering their profession. But, then again, these are not ordinary men. Some are highly successful businessmen . . . others may not be so successful. The one thing they have in common is a sense of responsibility.

Responsibility is not something that you can learn . . . it's a state of mind. Acting on such a Board of Directors is a thankless job with the only reward being a sense of satisfaction that you have done something for the profession that is paying your food bills. You can't sell this satisfaction. You don't need the frustration that goes with trying to get something done but only a few will make the sacrifice that is necessary to gain this pride in eventual accomplishment.

Membership in a trade association is a vote of confidence and a tool for achieving a better industry. It takes very little effort to write a check for \$60 or \$70 per year and have your responsibility end at that point but, then again, there is only another few that want to pay their fair share of the cost of building. In most trade associations this means about 10% of the industry pay their fair share and the service industry is no different. In fact, with all of the success enjoyed from the efforts of past members of a Board of Directors, many are leaving the ship. They feel the war is over and the skirmishes not worth the bother or financial burden.

Many of the battles are over but the war is not yet won. Many of the targets have been hit but many new ones are raising their heads. With the price of service calls going up the climate for fast buck artists and the quick profit boys is improving. We have some safe guards but they are continually under attack from the very people they are protecting. I believe it was Teddy Roosevelt who stated that every man owes something to his profession and those men who have the gift of a sense of responsibility should come forth now and put their shoulder to the wheel with the rest.

CSEA BOARD OF DIRECTORS MEETING

SKY VILLA MOTEL
Los Angeles, California

February 5th

9:00 A.M.

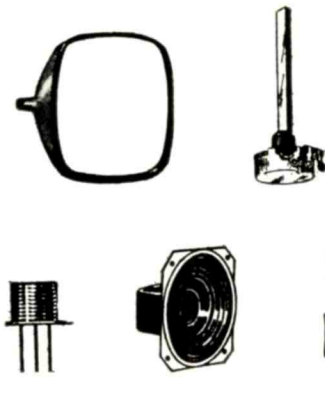
ORIGINAL



FACTORY
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PARTS
FOR T.V.
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- GENERAL ELECTRIC

PLUS—THE BEST LINES
OF GENERAL
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ANDREWS

ELECTRONICS
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VI 9-6014

A dozen ways to cut down on color call-backs.

In color TV set repair, these 12 Sylvania tubes do most of the work. They cut down on call-backs because their quality is assured by thorough testing before they leave our plant.

Sylvania makes color replacement receiving tubes for every major color TV set manufactured. Available quickly from your Independent Sylvania Distributor.

SYLVANIA
SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS **GTE**



TAX TALK

COMPETENT ACCOUNTANT

May Solve Knotty Problems

by
RALPH BUTZ

April Headaches—Despite the Treasury Department's efforts to simplify tax forms, tax problems are more complex from year to year due to the increasing number of Revenue Service rulings and the Tax Court decisions.

If you have a knotty tax problem it may be advantageous to seek a competent tax advisor. Your attorney may not be a tax expert but he has available recent court decisions on tax litigation.

Demand is growing for services of good tax accountants. They are trying to cope with the increasing volume of business. Some may not be able to take on new clients.

Be Careful Choosing Tax Held

"Tax Service" signs are proliferating in many areas. Many of these signs are displayed by clerks and bookkeepers who have an elementary knowledge of tax laws and rulings. The signs are displayed mainly to attract wage earners who feel it is worth ten dollars or more to have someone fill in the tax forms. If your tax problem needs more than routine examination, better check around for someone who can be of real help.

Advance planning is the taxpayer's best procedure. If you have an accountant who prepares your local, state and federal tax reports, he can keep you up to date on your tax liability long before it is time to file tax reports.

Travel Meals Not Deductible

Meals Away From Home—The Revenue Service has always contended that the cost of meals away from home is not a deductible business expense unless the taxpayer is away from home overnight. There has been no dispute about the deductibility of transportation expenses. In a number of recent cases the courts rejected the "overnight" rule when a taxpayer was a substantial distance away from home but was able to return the same day.

In one case the taxpayer traveled 400 miles by airplane to see a client. He returned home the same day. The Revenue Service disallowed the cost-of-meals deduction. The Tax Court rejected the "overnight" rule and allowed the deduction, maintaining that the distance the taxpayer is from home on a business trip must be taken into consideration.

In another case a salesman for a wholesale house deducted cost of meals on daily business trips that averaged about 100 miles. The Sixth Circuit Court of Appeals also repudiated the "overnight" rule and held that "in an era of supersonic travel the time factor is hardly relevant to the question . . . of meal expenses."

Donations Must Be Proven

Estimates Not Acceptable—Donations to charitable and religious organizations are being checked very carefully by the Revenue Service. Deductions for donations will be allowed only when the taxpayer is prepared to produce records showing names, amounts and dates, plus receipts when required. In some cases where contributions were listed in total amounts for the year the Service has been asking for itemized records.

During the past year the Service has listed a number of organizations that no longer qualify for tax deductible contributions. In a recent case a bequest was made to es-

(Continued on Next Page)

TAX TALK (Continued)

establish a hospital. The trustee paid the bequest from the estate's funds. The Service held that the donation was for an institution that didn't exist, might never exist. The Tax Court agreed with the Service that the donation was not tax deductible.

Investment Tax Credit—The 1966 suspension of investment tax credit on equipment purchases does not apply to the small businessman whose purchases do not exceed \$20,000 in one year. However, the full 7% credit applies only to equipment with a useful life of eight or more years. When the useful life of equipment is less than eight years the full 7% is not allowed. For example, on equipment purchased for \$10,000 the tax credit allowed is computed according to the projected useful life, as per this schedule:

Eight or more years	7% on \$10,000	\$700.00 on credit
Six to Eight years	66⅔% on \$700	466.67 "
Four to Six years	33⅓% on \$700	233.33 "
Less than Four years		No tax credit

Partner's Insurable Interest—A, B and C were partners, each owning one-third interest in the partnership business. Pursuant to an oral agreement, the three partners stipulated that if one of the partners should die the remaining partners would buy the deceased partner's share of the business.

In order to finance the plan in the event of a partner's death, each partner had two policies issued on his life, naming the other partners as beneficiaries. The insurance broker was instructed to write the policies so the beneficiary of each policy was to be the owner, who would pay the premiums and collect the death benefits.

Instead of billing the owner-beneficiary for premiums, as instructed, the insurance company billed the insured for the premiums, but the premiums were paid by the partnership and charged to the accounts of the owner-beneficiaries.

When one of the partners died the Revenue Service contended that the proceeds of the policies were part of the insured's estate and taxable as such, basing its contention on the fact that the insured had been billed for the premiums.

After reviewing the agreement the partners had made, the Tax Court disagreed with the Service and held that the surviving partners were entitled to the proceeds of the policies.

Moving Expenses—The Treasury Department rules that "deductible moving expenses are the reasonable costs of moving your elf, your family, and your household goods and personal effects from your former residence to your new residence. Trips made to look for a house or apartment, or to sell, dispose of, or purchase property are not expenses of moving."

This ruling was the subject of litigation after an employer transferred an employee to another state where there was a housing shortage. It took the employee nearly two months before he could buy a house for his family. During that period the employer reimbursed him \$700 for meals, lodging and incidental expenses. The Treasury claimed that the \$700 was taxable income to the employee on the ground it was paid for post-arrival expenses and wasn't held where a transferred employee incurs expenditures outside his control, the expenses are run up primarily for the benefit of the employer and thus are not taxable to the employee.

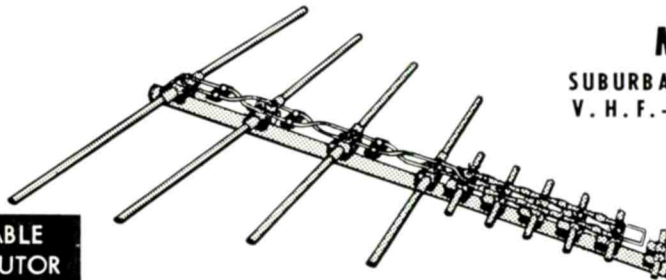
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ANDI'S NEW GOLD ANDI-IZED ALL BAND COMBINATION VHF - UHF - FM STEREO SIGNAL MULTIPLIER ANTENNA IS THE IDEAL ANTENNA FOR AREAS THAT NOW HAVE BOTH VHF AND UHF TV STATIONS. THE GROWING ALLOCATION OF UHF TV CHANNELS MAKES THE ANDI SIGNAL MULTIPLIER COMBINATION 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.

ANDI

Antenna Designs, Inc. — BURLINGTON, IOWA —

TRADE / TALK

FRED NATALY PROMOTED TO NEW POST AT SYLVANIA

New York, New York — Fred Nataly, former promotion manager for Sylvania's Electronic Components Group, has been promoted to the position of Merchandise Manager.

The appointment was announced last month by William R. Dixon, marketing service manager for the group and his new responsibilities will include merchandising, advertising and promotion programs for the firm's electronic tube and semiconductor divisions.

Nataly was former Advertising Manager for General Electric's Tube division in Owensboro Kentucky prior to his appointment at Sylvania and has over 15 years of experience in the field of advertising and sales promotion.

PACIFIC RADIO ADDS PACIFIC TV SUPPLY

Hollywood, California—The Pacific Radio Exchange Company has announced the purchase of Pacific TV Supply of Los Angeles. The move by Pacific Radio brings to three the number of stores controlled by Pacific Radio and is under the direction of firm president Irv Phillips. Frank Duncan, who has been with Pacific Radio for the past five years, will direct the sales of the newly acquired firm.

LEE WALLIN WINS RCA 12' FREEZER IN JFD PROMOTION

Long Beach, California—Lee Wallin, owner of Ace Radio in Long Beach, was the lucky winner in the JFD and Dean's Electronics "Double Bonus Program" held last month.

The freezer was the grand prize in the "Double Bonus Program run by Dean's and JFD Electronics to introduce the new Color Laser Antenna series produced by the well known antenna manufacturer.

Each dealer order for two color Laser Antennas entitled him to a free steak plus one chance on the freezer drawing. The final drawing was held at Dean's Electronics last month.

BERT MOORE ELECTED PRESIDENT OF LOCAL ERA

The election of Bert Moore as 1967 President of the Southern California Chapter of the Electronic Representa-

tives Association (ERA) was recently announced by Larry Courtney, outgoing President. Courtney also reported the election of Larry Porter and Michael Stobin as Vice President and Treasurer, respectively.

Bert Moore, Senior Partner with Bassett and Moore, North Hollywood, was the 1966 Chapter Vice President. Moore has been active in the Chapter over the past few years. He served as Chairman of the Distributor Division and on many of their committees.

Larry Porter, President of Porter Company in Encino, has been active in Chapter functions having served as the 1965.

Mike Stobin, President of Mike Stobin Co., Inc., was Chairman of the Audio Division last year. He has been active in many committee affairs of that Division.

G.E. NAMES NEW HEAD TO COMPONENTS DIVISION

NEW YORK, N.Y. — Robert Benton Kurtz has been appointed general manager of the Electronic Components Division of General Electric, effective Jan. 1, 1967, it was announced last month by Charles K. Rieger, vice-president and

group executive of the Components and Construction Materials Group.

Mr. Kurtz, 49, has been general manager of the company's General Purpose Control Department in Bloomington, Ill., for the past six and one-half years of his 26-year career with General Electric.

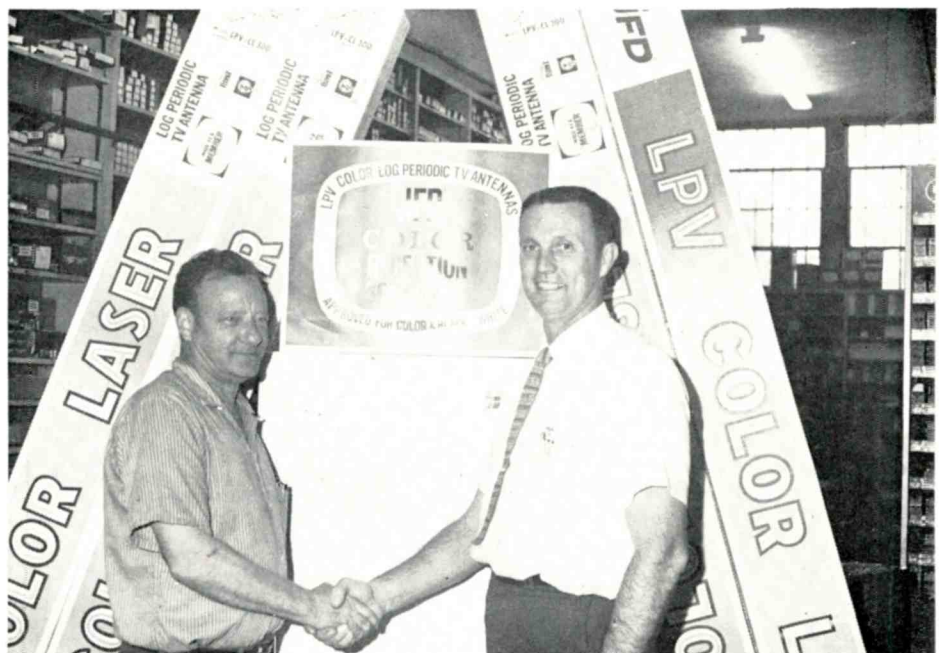
SHOW CORPORATION ANNOUNCES PLANS FOR SPRING CONFERENCE

Electronic Industry Show Corporation will conduct a Distributor-Manufacturer-Representative conference at the Hotel Traymore, in Atlantic City, New Jersey, from April 14th through April 17th, 1967.

This is the first conference of its type ever sponsored by Electronic Industry Show Corporation, according to Walter A. Clements, Littelfuse, chairman of the D-M-R Committee. It is open to all electronic parts distributors from Unit Territories 7, 8 and 10, covering eastern and southern Pennsylvania; western and southern New Jersey; Delaware, District of Columbia, Virginia, and Maryland.

The conference will open with a cocktail part at 7 p.m. on Friday, April

(Continued on Next Page)



Lee Wallin, (left) owner of Ace Radio in Long Beach, is shown here being congratulated by Norb Dean of Dean's Electronics on winning the 12 cu. ft. RCA freezer offered by his firm in conjunction with JFD Electronics. The drawing was held last month following the conclusion of the recent introduction of JFD's Color Laser Antennas.

TRADE TALK

(Continued)

14th, and will feature conferences on Saturday, Sunday, and Monday, primarily during the morning hours.

Liaison for the conference will be handled by Harry Estersohn, representing the sales representative function, Joe Forti, Albert Kass, and Morris Green for NEDA, and Walter Goodman, Jerrold and Robert Ferree, IRC, for the manufacturing segment.

TRIPLETT PRESIDENT FOR THREE-DAY CHICAGO NEW SHOW IN JUNE 1967

The directors of Electronic Industry Show Corporation elected Norman A.

Triplett, Triplett Electrical Instrument Company, Bluffton, Ohio, president for the 1967 NEW Show, to be held in Chicago, June 19, 20, and 21 at the Conrad Hilton Hotel.

The only show of its kind, the NEW Show features exhibits of electronic parts and equipment sold by distributors "over the counter" for end use, service and replacement, industrial, and prototype applications. All merchants who buy for resale electronic products of these types are invited to attend the NEW Show without charge.

An educational program will again be run in conjunction with the 1967 NEW Show, Mr. Triplett said, under the direction of National Electronic Distributors Association. Educational sessions will be held on the three show days, prior to exhibit hours. (At the



The Amphenol "Watch Watcher" promotion gets a full head of steam during this meeting with mid-western distributor. Jerry A. Hailey (left), Amphenol sales engineer, holds a sack of "Watch Watcher" buttons while Ray Spoden pins one on Bruce Wagner, both of Melvin Electronics, Chicago Amphenol distributor. "Head Watch Watcher" Dan O'Connell (right) looks on.

AMPHENOL BACKS CLAIM FOR COLOR BAR GENERATORS WITH FREE WRIST WATCHES

BROADVIEW, Ill. — Amphenol Corporation's Distributor Division says its new Color Commander test set cuts TV servicemen's color alignment time 40 per cent and it's laying the price of more than a thousand wrist watches on the line to prove it.

Initiated October 1, Amphenol's "Watch Watcher" promotion offers a new wrist watch to every TV serviceman who buys a Color Commander set. If the Amphenol color bar generator doesn't live up to the time-saving claim made for it—as clocked by the serviceman with his own new timepiece—the purchaser is free to return the set, keeping the watch with the compliments of Amphenol.

The promotion, under the direction of Dan O'Connell, marketing manager for Amphenol Distributor Division's test equipment and self-appointed "Head Watch Watcher," is being pushed through Amphenol sales engineers and the company's distributors across the country.

According to Mr. O'Connell, the Color Commander set uses an exclusive three-color bar, test pattern, permitting the technician to obtain proper alignment merely by checking the one three-bar pattern. It also features a single cross bar for centering the raster and a single dot for static convergence.

Are you offering today's color?



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.

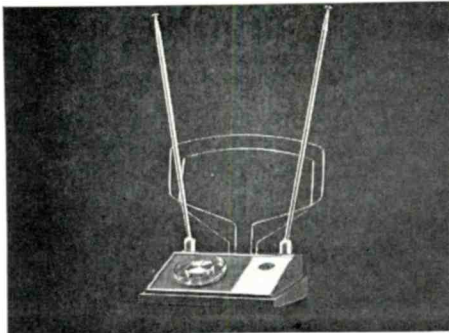
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PRODUCT NEWS



NEW RCA STRATOCOLOR INDOOR ANTENNA ANNOUNCED

Los Angeles, California—Walt Pasner, Parts Manager for RCA Victor Distributing Corporation in Los Angeles, has just announced the addition of the all new RCA Stratocolor Indoor Antenna to their line. According to the announcement, the new unit gives true vivid color and sharp, crisp black and white viewing. The latest in advanced styling and colors have been applied to make this antenna a beautiful complement to any furniture and decor. It is engineered for UHF and VHF with the UHF performance highlighted by the addition of a new multiple tuned circuit loop. The RCA Stratocolor features an exciting new "see through" dial for operating the twelve position signal switch which minimizes ghosts and interference.

GAVIN INTRODUCES NEW GOLD CREST COLOR ANTENNA LINE

Gavin Instruments, Inc., Somerville, N.J., has announced the introduction of its new Gold Crest Color TV Antennas for VHF, UHF and VHF/UHF reception.

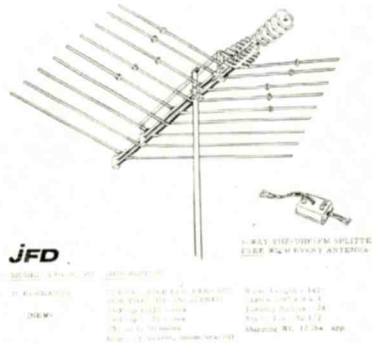
According to Robert McDonald, sales manager, the new Gavin Gold Crest line marks a significant departure in color antenna engineering, design and merchandising.

Each Gold Crest antenna is pre-tested by hand, and electronically, for perfect color TV reception. Each antenna is also certified by Gavin Instruments for Superior performance in color and black and white, even in deepest fringe locations.

This strong quality assurance stems from a host of new Gavin engineering

features, including Gold Crest Selectronic element design. Each Gold Crest Selectronic antenna is engineered with multi-elements, contoured and angled for maximum signal attraction. Ghosts, distortion, drift and interference are minimized or eliminated entirely.

Selectronic element design is featured in the entire Gavin Gold Crest line, which ranges from a deluxe 23-element VHF/FM model to decorator styled indoor UHF antennas. Gold Crest includes six VHF/FM antennas, for metropolitan to deep-fringe reception; three VHF/UHF/FM all-in-one antennas requiring only one down lead; and a full series of indoor and outdoor UHF antennas engineered by specialists in all-channel reception.



JFD LABS ANNOUNCE NEW COLOR LASER VHF/UHF/FM ANTENNA

The JFD Antenna Research and Development Laboratories, Champaign, Illinois, have announced the availability of a new 82-channel TV/FM antenna series called the LPV Color Laser.

The new receiving array incorporates three antenna concepts currently used in space exploration: 1) the cap-electronic Log Periodic-V, for VHF, (2) a new broad band "zoned" trapezoid driver, for UHF, and (3) a new broad band disc-on-rod UHF director system.

These advances (not found on any other antenna) are integrated into a single antenna that follows a continuous mathematic function to concentrate all its power on the channel desired. This higher gain plus broad bandwidth, pinpoint directivity, and improved impedance match produces enriched color, as well as high-definition black and white TV performance.

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RCA VICTOR DIST. CORP.



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NEW PRODUCTS

(Continued)

Only one antenna down-lead is required as a VHF/UHF/FM signal splitter is included that can be mounted on the back of the set.

Advanced new frequency-independent log periodic-V design with *cap-electronic* elements operates on both fundamental and third harmonic modes. Result: *all* elements work together for laser-bright picture brilliance and sharpness on channels 2 to 83—plus FM mono and stereo.

New broad-band "zoned" trapezoid driver with wide log periodic dipoles delivers unprecedented gain (plus amazingly flat frequency response) on UHF channels 14 to 83. Reinforces performance of disc-on-rod director system on low end of UHF band where most UHF channels are located. Its solid one-piece construction far outlasts the usual tubular elements found in other UHF antennas.

New disc-on-rod director system is adapted from high gain antennas used for NASA, Apollo and military radar. Radical new disc shape with increased capture area boosts gain up to 32 percent across UHF band over that of conventional thin linear directors. Thus the Color Laser eliminates limited bandwidths of conventional thin rod directors by virtue of its broader bandwidth disc characteristic which improves color. Higher front-to-back and front-to-side signal ratios of the disc-on-rod section also rejects unwanted signals and interference. Omni-polar pattern intercepts UHF signals that often depart from horizontal polarization.

The Color Laser series is comprised of eight different gold alodized models to cover every reception requirement.



ANTENNA INSTALLERS ARE FEATURED ON JERROLD SPOT TV COMMERCIALS

JERROLD INTRODUCES NEW SOLID-STATE AMPLIFIER

Jerrold Electronics Corporation, Philadelphia, Pa., has announced that a fully solid-state UHF amplifier, Gibraltar Model 5330, is added to its systems product line and is now in production. It is reported that this is the first "communication systems quality" solid state amplifier with flat gain across the entire UHF band, Channels 14 through 83.

The unit can be used as a broadband amplifier, producing sufficient output to make an excellent companion to Jerrold's Model 3440 VHF amplifier for all-channel store systems, apartments and schools. The unit can be cascaded both at the head end and for line reamplification when required.

B&K ISSUES NEW TEST EQUIPMENT CATALOG

Features, specifications and prices of professional test equipment for servicing radio, TV, hi-fi and electronic communications equipment are detailed in a new 12-page brochure recently issued by the B & K Division, Dynascan Corp., Chicago.

Highlighted in the booklet are applications of equipment to solve specific service problems.

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134 Jacoby Street (94501)
Hayward, 537-5833
21726 Meekland Avenue (94541)
San Jose, 295-6818
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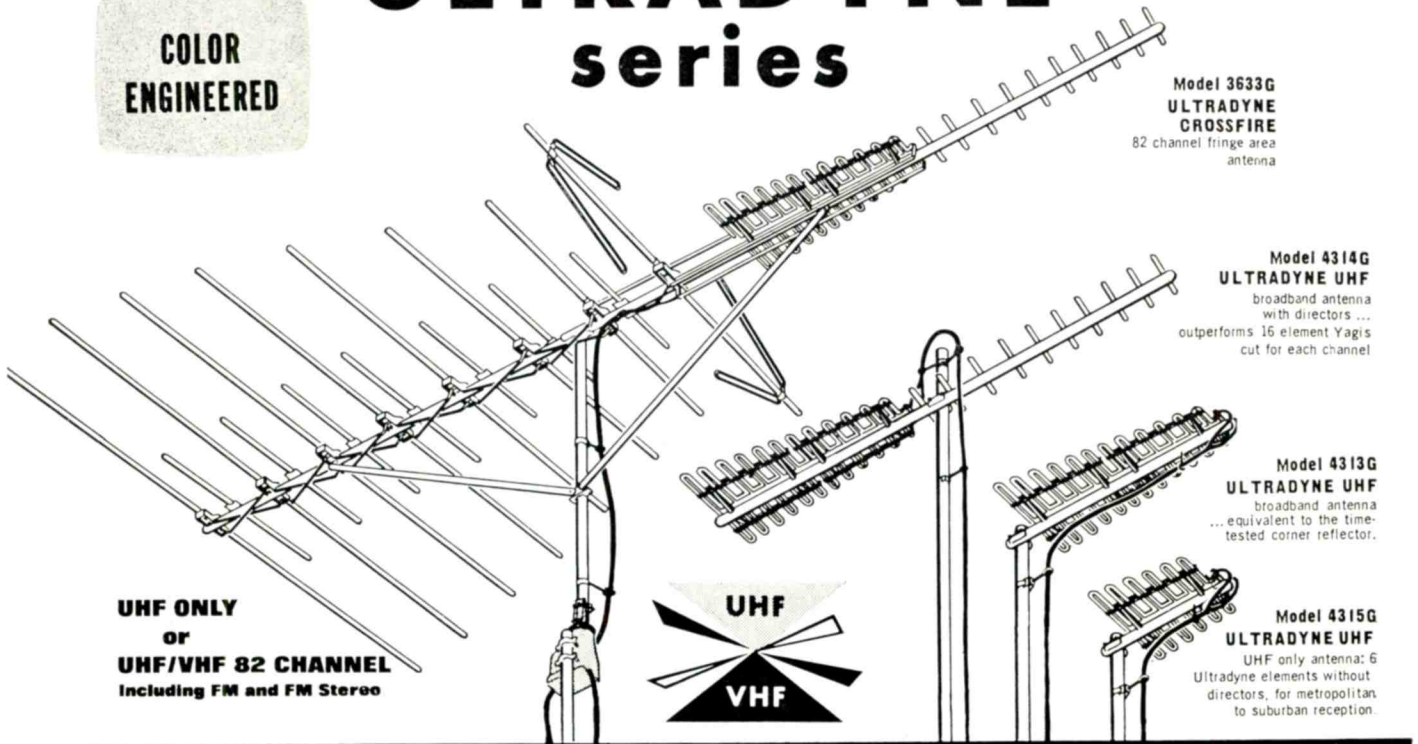
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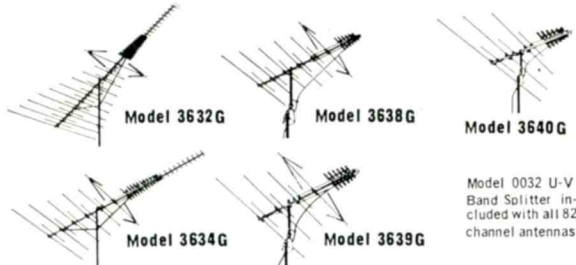
Model 4314G
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with directors ...
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broadband antenna
... equivalent to the time-
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Model 4315G
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UHF only antenna: 6
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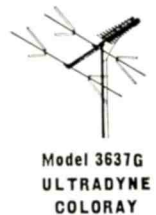
BREAKTHROUGH!

Six new ULTRADYNE CROSS-FIRE antenna models provide the first high gain FM and FM Stereo performance ever attained in an 82 channel TV antenna. Channel Master's exclusive, patented Tri-Band Directors make it possible. All ULTRADYNE series antennas feature the famous EPC golden coating.



BREAKTHROUGH!

The amazing electronic ghost-killing power of Channel Master's famous Coloray antenna is now combined with the ULTRADYNE principle to create an 82 channel antenna for superb color reception as well as FM and FM Stereo in ghost-plagued areas.



COLOR AGE BREAKTHROUGH!

Model for model, new ULTRADYNE CROSS-FIRES are the highest gain, highest front-to-back ratio 82 channel antennas ever developed. Unprecedented acceptance has made Channel Master Color Crossfires the best-selling VHF-FM antennas in TV history. Now, in combination with the ULTRADYNE UHF antenna, new standards of 82 channel performance are achieved.

BREAKTHROUGH!

Obsoletes so-called log periodic antennas. ULTRADYNE antennas, employing an entirely new principle, have higher gain than any log periodic antenna type on the market.

"Built-In" 300 ohm impedance actually makes the ULTRADYNE function as a length of 300 ohm transmission line at VHF. This eliminates the need for an antenna coupler when the ULTRADYNE is used in conjunction with any 300 ohm VHF antenna such as Channel Master's Famous Color Crossfires (models 3617G, 3610G, 3611G, 3612G, 3613G, 3614G, and 3615G).

BREAKTHROUGH!

Unique construction. Two stamped aluminum sections make up the entire driven element section of the antenna. This means precise control of dimensions and the elimination of connection and corrosion problems.

BREAKTHROUGH!

Fantastic front-to-back ratios... over 15:1 across the entire UHF band.

BREAKTHROUGH!

Three separate United States patents and two patents pending cover the exclusive design features of Channel Master's new ULTRADYNE series. No other antenna line incorporates such important technical advances. Yes, from the standpoint of gain, front-to-back ratio, impedance, construction simplicity and versatility, no other antenna comes close to the ULTRADYNE series. No wonder the entire industry knows that the truly significant advances in antenna design traditionally come from...

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