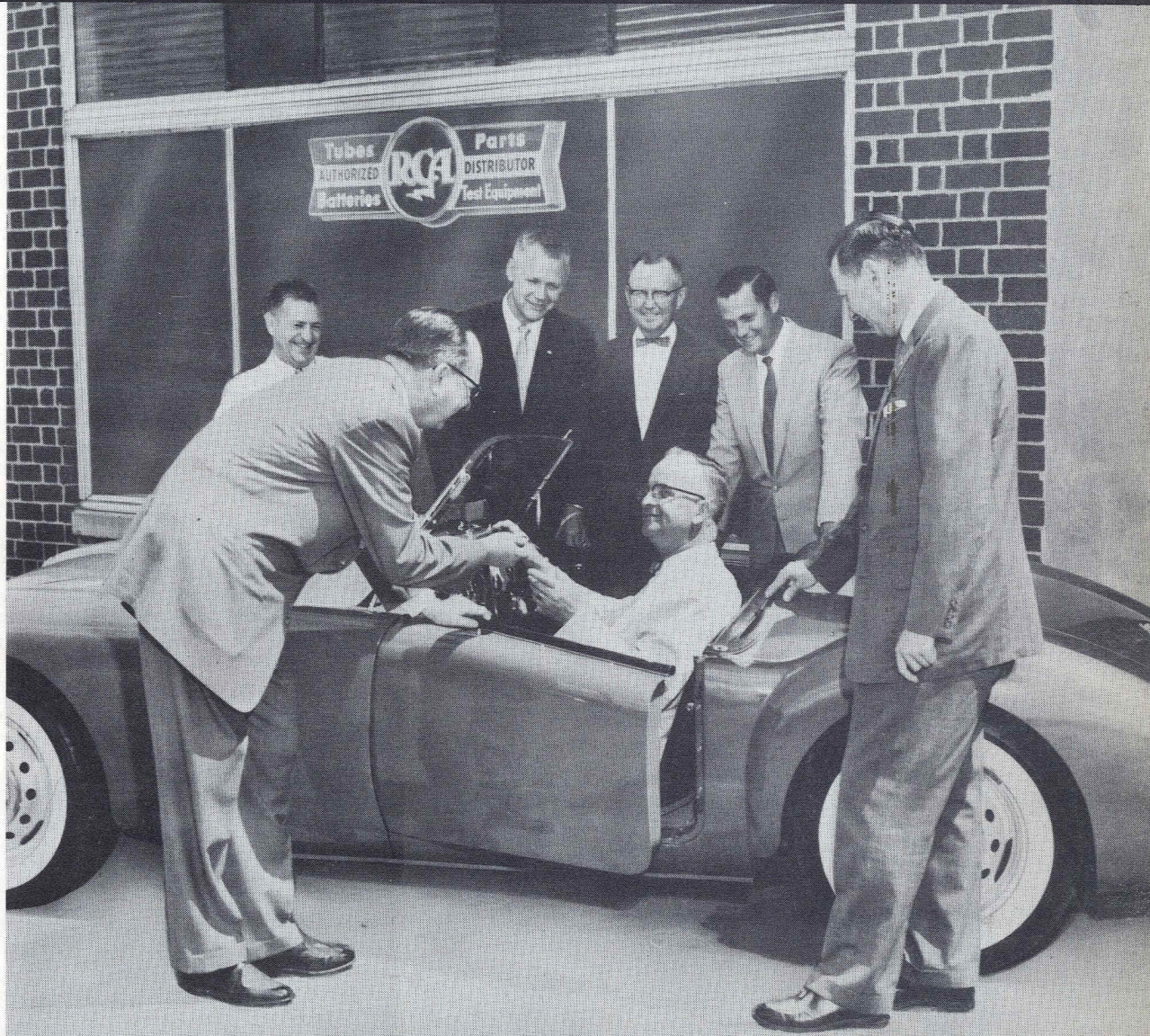




RADIO AND TELEVISION

Service News

A PUBLICATION OF THE RCA ELECTRON TUBE DIVISION



AUGUST
1958

Vol. 23, No. 2

Happy behind the wheel of his 1958 MGA Sports Roadster is Richard B. Graf, owner of the Television Service Co. of Statesville, N. C., and one of the eight grand award winners in RCA's "Mystery Shopper" contest. His new automobile was presented to him as the top prize in the RCA Southeastern sales region. Here, Mr. Graf receives his car keys from A. K. Mallard, former manager of entertainment sales coordination for the distributor sales activity of the RCA Electron Tube Division and now manager of the Division's West Central distributor sales district. Looking over Mr. Graf's left shoulder is W. G. Hartenstein, sales manager for Southeastern Radio Supply Company, authorized RCA tube distributor. On the other side of the car: (left to right) Henry Miller, manager of Southeastern Radio Supply Company of Charlotte; Al Ellingson, RCA Electron Tube Division distributor salesman; F. B. Gathing of the Gathing Motor Company, an MG dealer; and Wesley G. Henderson, salesman for Southeastern Radio Supply Company of Greensboro. Mr. Henderson won a \$500 U. S. Savings Bond from RCA for countersigning Mr. Graf's prize-winning entry form. (See page 2 for complete details on the "Mystery Shopper" contest winners.)

Awards Galore Presented to Winners Of RCA 'Mystery Shopper' Contest

It's all over but the shouting! But check those smiles on the faces of the 192 big service-dealer winners in the exciting RCA "Mystery Shopper" contest—feature attraction of the fourth annual National Television Servicemen's Week campaign. Twenty-four prizes have been awarded by RCA in each of the company's eight sales regions.

Winners of MGA Sports Roadsters

Grand awards of a world-famous MGA Sports Roadster went to:

- James M. Dresbach, Sund Television & Radio Co., Los Gatos, Calif.
- R. S. McGuire, McGuire's Television Center, Texarkana, Ark.
- Maurice G. Goldberg, Beacon Radio & Television Service, St. Paul, Minn.
- Mrs. D. V. Stephenson, Stephenson's, Butler, Mo.
- Ralph C. Warner, Muskegon Engineers for TV, Muskegon, Mich.
- A. P. Volpe, A. P. Volpe TV Service Co., Conshohocken, Pa.
- William Shulman, Huntington Radio & Appliance, Boston, Mass.
- Richard B. Graf, Television Service Company, Statesville, N. C.

Mr. Dresbach is in RCA's Western sales region, while Mr. McGuire is in the firm's Southwestern sales region, Mr. Goldberg in the Central sales region, Mrs. Stephenson in the West Central sales region, Mr. Warner in the East Central sales region, Mr. Volpe in the Eastern sales region, Mr. Shulman in the Northeastern sales region, and Mr. Graf in the Southeastern sales region.

Winners of Color TV Sets

Contest runner-ups who won the second big award of a beautiful new RCA Victor 21-inch-type color television set are as follows:

In the Western sales region—Andy Bishop, Radio Bill, Alhambra, Calif.; R. M. Giffen, Consolidated Radio & Electric, Portland, Ore.; and John Pytel, Azusa TV, Azusa, Calif.

In the Southwestern sales region—William Bozzelle, Bozzelle's Radio & TV Service, Gretna, La.; William L. Jones, Jones Electronics, Hartford, Ark.; and E. B. Simmons, Household Supply Co., Lubbock, Texas.

In the Central sales region—John A. Crocker, Crocker TV & Radio Service, Fort Wayne, Ind.; E. David Hundley, Shumway Appliance Co., Milton, Wisc.; and Donald Zeitler, Forbes Sound Service, Normal, Ill.

In the West Central sales region—David C. Ayers, Reno Television Service Co., Hutchinson, Kans.; Palmer J. Lee, Lee Electric, Howard, S. D.; and R. H. Woertendyke, Television Engineering, Salina, Kans.

In the East Central sales region—Marvin A. Miller, Miller's TV Sales & Service, Springfield, Ohio; Russell C. Sewall, Sewall's, New Wilmington, Pa.; and Howard G. Swisher, A&A TV Service, Dayton, Ohio.

In the Eastern sales region—Anthony Iacovetti, Maspeth Melody & Photo

Shop, Maspeth, L. I., N. Y.; Franklin M. Dickinson, Stony Point TV & Appliance Co., Stony Point, N. Y.; Wayland R. Shook, TV Work Shop, Inc., Westport, Conn.; and Herbert Wolff, Herb Wolff's TV Repair, Brooklyn, N. Y.

In the Northeastern sales region—Charles Bielecki, Chuck's Radio & TV Servicing, No. Syracuse, N. Y.; George I. Cutter, Malden Radio Co., Malden, Mass.; and Leon C. Lust, Lee Lust, Utica, N. Y.

In the Southeastern sales region—Harold F. Kemble, Renn's Radio & TV Service, Norfolk, Va.; James B. Marlow, Quality TV & Radio Service Co., Charlotte, N. C.; and Alva Register, Radio Hospital, Troy (Pike County), Ala.

Winners of 'Hi-Fi' Sets

Third-place winners of exquisite RCA Victor high-fidelity phonographs:

In the Western sales region—Dale C. Ching, Sincere TV, San Francisco, Calif.; Richard W. Jenkins, Rockcliff Radio & TV Service, Ogden, Utah; William S. McLeod, McLeod TV Service, San Diego, Calif.; W. E. McCullough, Shamrock Electronics, Cut Bank, Mont.; R. R. Ondrovic, Central Television Radio Co., San Diego; Eddie M. Rasback, Ed's TV Service, Martinez, Calif.; Bob Simmons, Bob Simmons TV, Santa Paula, Calif.; Ralph Tenney, Tenney Radio-Televi-

RCA

RADIO AND TELEVISION

Service News

A PUBLICATION OF THE RCA ELECTRON TUBE DIVISION

RCA RADIO & TELEVISION SERVICE NEWS is published in the interest of dealers and service technicians. It is written to assist them in providing better service, and to foster the growth of their business by supplying them with information on the latest trouble-shooting and sales promotion techniques, sales and service aids, together with invaluable data on RCA tubes, transistors, batteries, parts, and test equipment.

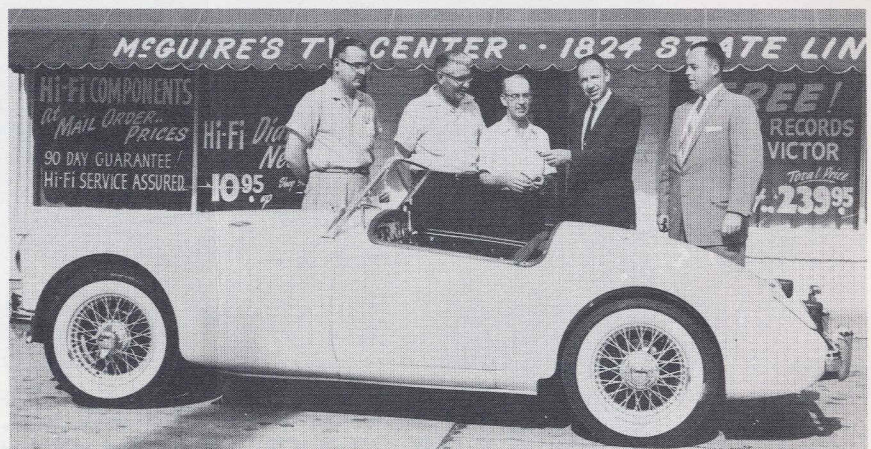
AUGUST 1958

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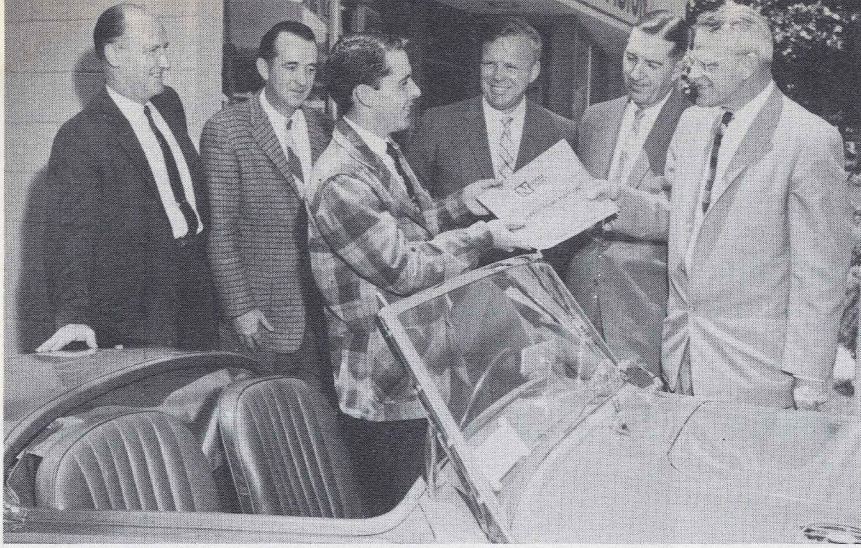
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Radio Corporation of America

Harvey Slovik
Editor

Vol. 23, No. 2



Richard S. McGuire, owner of McGuire's TV Center in Texarkana, Ark., is the lucky recipient of the 1958 MGA Sports Roadster presented to the "Mystery Shopper" contest grand award winner in RCA's Southwestern sales region. Here, Mr. McGuire (third from left) receives the keys to his new car from Joe Lavender, president and general manager of Lavender Radio and TV Supply, Inc., authorized RCA tube distributor. Waiting for a ride: David V. Beaty, Jr. (extreme left), manager of Lavender Radio's Texarkana store; Clay Booth (second from left), Lavender Radio salesman who won a \$500 United States Savings Bond from RCA for countersigning Mr. McGuire's prize-winning entry; and Oscar Goedecke III (far right), RCA Electron Tube Division distributor salesman.



James M. Dresbach (third from left), of Sund Television & Radio Co., Los Gatos, Calif., is handed an instruction manual on his new MGA Sports Roadster by C. A. Brokaw, manager, Western distributor sales district, RCA Electron Tube Division. Mr. Dresbach won the automobile as the grand "Mystery Shopper" contest award in RCA's Western sales region. Watching the presentation: (left to right) E. J. Schmidt, manager, Leo J. Meyberg Co., authorized RCA tube distributor; Herman E. Sund, owner of Sund TV & Radio, Mr. Dresbach's employer; Walt Lessing, RCA Electron Tube Division distributor salesman; and Orin C. Bain, salesman for the Leo J. Meyberg Co., who won a \$500 U. S. Savings Bond from RCA for countersigning Mr. Dresbach's prize-winning entry form.

sion Service, Los Angeles; Neel Timmons, Timmons' Television Sales & Service, Campbell, Calif.; and Jerome Walth, J&G TV, Brady, Mont.

In the Southwestern sales region—William H. Barganier, Huff's Radio & TV, Pollok, Texas; Louis Burtsche, Modern Appliance & Furniture Co., Chickasha, Okla.; E. J. Crawford, Crawford Radio & TV Service, Huntsville, Texas; Creighton D. Domina, Mid-City Radio & TV, McAllen, Texas; C. R. Foreman, C. R. Foreman TV, Bridgeport, Texas; William E. Hunter, Huntingdon Sales Co., Huntingdon, Tenn.; Joseph W. Jones, Love Field Appliance Service Co., Dallas, Texas; Roy C. Shannon, Gretna Record & Appliance Center, Gretna, La.; Edwin J. Turner, McElroy Electric Co., Mansfield, La.; and Mrs. Betty Yust, Yust Radio-TV Service, Miami, Okla.

In the Central sales region—W. F. Barnett, Barnett's Radio & TV Service, Richmond, Ind.; Robert Beerford, Standard Radio & Television Co., Gary, Ind.; John Cichon, John's TV Service, Chicago; Edward W. Cikas, Acme Radio and TV Service, Springfield, Ill.; Philip Clark, Clark's Service Co., Muncie, Ind.; Steve M. Dyskiwicz, Steve's Radio & TV Service, Danville, Ill.; Myron T. Pattison, Pattison's TV & Appliance, Crawfordsville, Ind.; E. C. Pearson, Pearson's Hardware, Duluth, Minn.; R. C. Seyfert, Seyfert Service, Danville, Ill.; and Don Spadoni, Don Spadoni Radio, Summit, Ill.

In the West Central sales region—James W. Baize, Baize Radio-TV Sales, Evansville, Ind.; W. L. Gough, Bill's Radio & TV Shop, Denver, Colo.; Keith Linder, Linder Radio & TV, Springfield, Mo.; H. E. Lloyd, Lloyd Radio & TV Co., Omaha, Nebr.; B. H. Moser, Bud's Radio & TV Service, St. Louis, Mo.; Norman J. Olsen, Allservice Inc. (Gambles), Omaha; Moyle Skaer, Skaer Radio & TV Co., Pittsburg, Kans.; Kenneth A. Skiles, Skiles Home & Auto Supply, Grayville, Ill.; Glenn L. Wilson, Glenn L. Wilson Television

Service, Denver; and Ed M. Zachau (Shaw), Ed M. Zachau Radio & TV Service, Des Moines, Iowa.

In the East Central sales region—Franklin Boice, Office Equipment Co., Louisville, Ky.; Stuart E. Bonney, Muskegon Engineers for TV, Muskegon, Mich.; Robert DePoyster, Bob De TV Service, Dayton, Ohio; Lawrence Fullington, Jr., Leigh TV Service, Detroit, Mich.; John P. Gordos, Ed Wank TV Service Co., Euclid, Ohio; Clarence J. Grimm, Green's Television, Midland, Pa.; Jack Hemmert, Jack Hemmert TV Service, Flint, Mich.; Henry D. Irving, Radio & TV Center, Dayton; David Kocsis, Procter Brothers, Flint, Mich.; and Shirley Vogt, Vogt Radio & TV Co., Detroit.

In the Eastern sales region—Alphonse Bry, Lauralco Electronics Co., Bronx, N. Y.; Monroe J. Busch, Busch TV & Radio, New York City; Charles D. Chase, Cousins of Pleasantville, Pleasantville, N. Y.; Joseph M. Herman, Joseph M. Herman TV Repair, Brooklyn; Clarence E. Orth, Ira O. Fisher, Reading, Pa.; Warren J. Quibell, Bell Television Co., Baldwin, N. Y.; John Ritenour, Du Rite TV Co., Martinsburg, W. Va.; Joseph C. Settele,

American Radio & TV, Queens Village, L. I., N. Y.; Leroy W. Steely, Steely's Appliance & Hobbies, Laureldale, Pa.; and Thomas J. Tucci, Thomas J. Tucci Co., Philadelphia.

In the Northeastern sales region—Elmer Applegate, Applegate's, Newburgh, N. Y.; Egidio A. Catri, Riley TV Service, Pawtucket, R. I.; David Gnessin, Kingston, N. Y.; Claude S. Peck, Claude S. Peck Radio-TV Service, Theresa, N. Y.; Robert Phelps, Phelps TV & Appliance, Sudbury, Mass.; E. Fred Ritter, Jr., Hoffman Music Shops, Rochester, N. Y.; Melvin A. Shikes, Star Television & Radio Co., Inc., Allston, Mass.; Charles J. Sibik, Charlie's Variety Store, Thorndike, Mass.; Stephen Teper, Esstee's TV, Woonsocket, R. I.; G. H. Webster, Gas & Electric Service Co., Lincoln, Me.

In the Southeastern sales region—A. F. Bernhardt St., Bernhardt Radio & TV Service, Charlotte, N. C.; Hugh C. Dover, Mac's TV Service, Durham, N. C.; Morris Eisenberg, Modern TV Engineers, Inc., Miami, Fla.; Paul G. Frye, Frye's Radio & TV Service, Statesville, N. C.; Kenneth D. LaRue, Ken's TV & Appliance, Inc., Charlotte;

(Continued on next page)

Maurice G. Goldberg, owner of Beacon Radio and Television Service, St. Paul, Minn., receives his MGA car keys from John O. Hilger, RCA Electron Tube Division distributor salesman, as Lowell T. Smith, salesman for the F. C. Hayer Company, authorized RCA tube distributor, happily stands by. Mr. Goldberg won his Sports Roadster for coming in first in RCA's Central sales region "Mystery Shopper" competition. Mr. Smith was a winner also. He received a \$500 United States Savings Bond from RCA for countersigning Mr. Goldberg's entry blank.



'Mystery Shopper' Contest Winners

(Continued from preceding page)

Marvin J. Marshall, Reynolds Radio-TV Service, Martinsville, Va.; W. S. Moody, Moody Rulane, Inc., Waynesville, N. C.; Terrell Rhodes, Shields of Lenoir, Inc., Lenoir, N. C.; G. A. Thacker, Riverdale TV Sales & Service, Mount Airy, N. C.; and T. B. Winstead, T. B. Winstead Radio & TV Appliance, Elm City, N. C.

Winners of Transistor Radios

Fourth-place winners of RCA Victor transistor radios are:

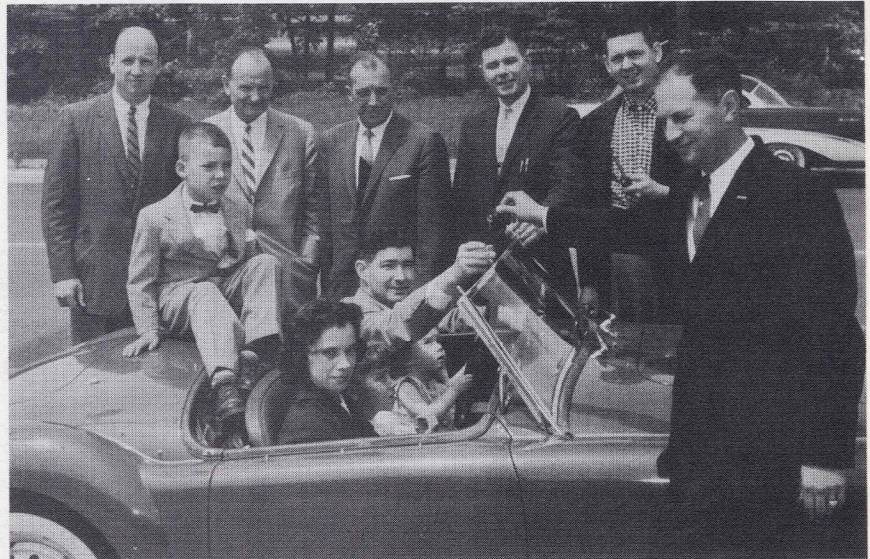
In the Western sales region—John Z. Cecelski, John's TV, Santa Ana, Calif.; Wayne Dickerson, Dickerson Brothers, San Jose, Calif.; Gerald Lemond, Gerald's Repair—TV & Radio, Bells Gardens, Calif.; James Miller, Miller's Radio-TV Service, San Francisco; Albert H. Molyneux, A&K Radio-Television, Redwood City, Calif.; Len Scarpelli, Len Scarpelli TV, San Jose; Mervan E. Silverman, M. E. Silverman, Los Angeles; Walter L. Stone, Stone's Television-Radio & Phono, Los Angeles; Ervin R. Strabala, Strab Repair, Salt Lake City; David H. Stratton, Ken Simonson Radio & TV, Ventura, Calif.

In the Southwestern sales region—John H. Albright, White's Auto Store, Stephenville, Texas; William F. Babcock, Babcock Service Co., Houston; William R. Brown, Bruce TV, New Orleans; Horace W. Childers, Childers Radio & TV Service, Dallas; C. R. Gray, The Electron Shop, Duncan, Okla.; Leo Halter, Jeffries-Halter

Radio-TV Service, Conway, Ark.; B. L. Humphreys, Humphreys Appliance & Television Co., Grandfield, Okla.; Donald E. Jones, Jones Radio & TV Service, Bossier, La.; F. C. Ledet, F. C. Ledet's TV-Radio Service, Bogalusa, La.; and Daniel C. St. Germain, Dan's Service Shop, Franklin, La.

In the Central sales region—John F. Beranich, Emergency Radio & Appliance, Chicago; Arthur R. Bird, Heisers

TV & Radio, Freeport, Ill.; Edward Blaschka, Blaschka TV Service, Paxton, Ill.; John Frye, Logansport, Ind.; Richard E. Ganger, Tilley Electric Co., Goshen, Ind.; Cecil Gutshall, Block & Kuhl Co., Peoria, Ill.; Waldemar C. Jackson, Ace Radio-TV Sales & Service, Duluth, Minn.; M. H. Ludlow, Ludlow Television Service, Madison, Wisc.; Edwin Manikowski, Veterans Radio & TV Service, Chicago; and Bruce



Ralph C. Warner, his wife, and their three children are shown sitting in and on their new MGA Sports Roadster. Mr. Warner, part owner of Muskegon (Mich.) Engineers for TV, won the automobile as the grand "Mystery Shopper" contest award in RCA's East Central sales region. Here, he receives his car keys from Charles W. Schecter, of Electronic Distributors, Inc., authorized RCA tube distributor. Mr. Schecter was a winner, too, for he received a \$500 U. S. Savings Bond from RCA for countersigning the TV technician's prize-winning entry form. Standing in the background: (left to right) Jack Leahy, RCA Electron Tube Division distributor salesman; Whit Garrett, manager, East Central region, Radio Corporation of America; George Dittman, manager, East Central distributor sales district, RCA Electron Tube Division; Bob Thompson, of Electronic Distributors, Inc.; and Stuart E. Bonney, Mr. Warner's partner. Mr. Bonney, by the way, won an RCA Victor "hi-fi" phonograph in the "Mystery Shopper" contest.

PART 4 OF A SERIES OF SPECIALLY PREPARED ARTICLES

Electronics Servicing is Big Business

by R. B. Sampson

Manager, Market Research
RCA Electron Tube Division

The subject of overhead can be boring and time-consuming. But still it is another phase of the service business which must be controlled within the limits of the gross earnings from sales revenue. It is as simple as two plus two, but the expense factors that comprise overhead often are ignored.

Without going into detail, your cost of doing business can best be reflected in a simple yet fully informative bookkeeping system. It is not enough that

your accounting records be maintained only for income tax purposes. To me that objective, essential though it be, is only a by-product of your accounting system.

Your books should tell you, at least once a month, what your business is doing and where it is going. No elaborate system is necessary for those purposes; but, whatever system you employ, it must be maintained on a current basis and by a competent person.

If the size of your business warrants it, then employ a full-time bookkeeper. If it does not, then by all means obtain

the services of a part-time accountant and insist that he supply you with a complete operating and financial statement each month. Nothing less will do.

If it is your desire to be fully informed about the details of your business, then provide the means by which this essential objective can be readily accomplished. To do less is to know less.

* * *

There is one further phase of a service-dealer's business that is always a potential source of serious trouble. I refer to Accounts Receivable.

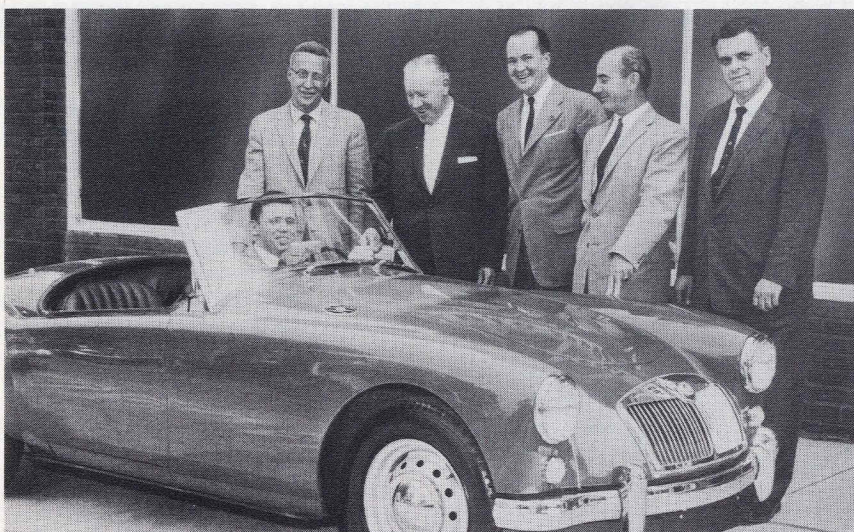
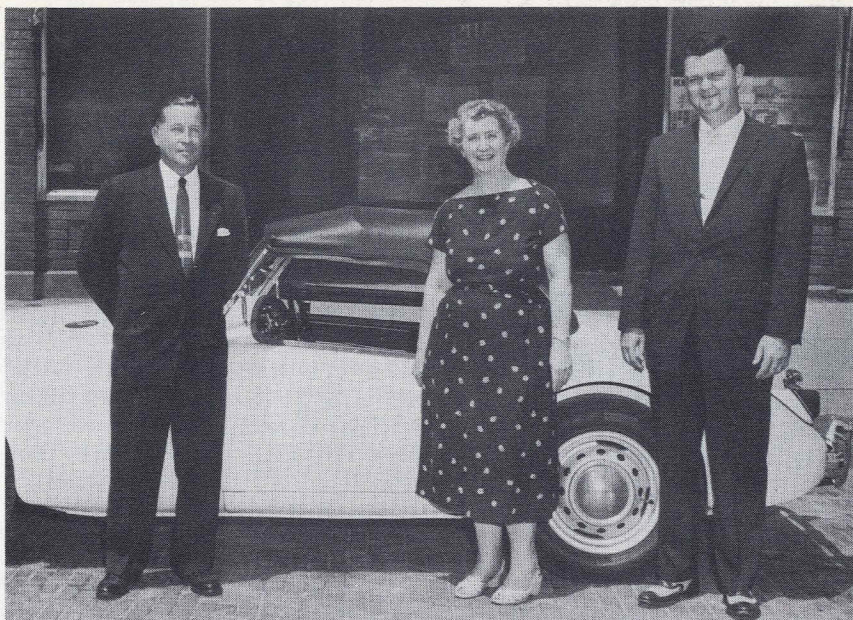
I have firm opinions on this subject based on considerable experience at

Turner, Bruce Turner Radio-TV Technician, Decatur, Ill.

In the West Central sales region—John W. Cale, Electronics Laboratory, Norwood, Mo.; K. E. DeWees, Caporals, Harlan, Iowa; John F. Janasik, Tel-Rad TV-Radio Service, Omaha, Nebr.; Robert E. Kavan, A. B. & K. TV Service, Denver; K. Leite, Leite Hardware, Volga, S. D.; George F. Luetjens,

(Continued on next page)

Mrs. D. V. Stephenson of Stephenson's, Butler, Mo., proudly poses with the new MGA Sports Roadster she received as winner of the grand "Mystery Shopper" contest award in RCA's West Central sales region. At left is Burl O. Eller of Pittsburg (Kans.) Radio Supply Co., authorized RCA tube distributor. Mr. Eller won a \$500 United States Savings Bond from RCA for countersigning the service-dealer's prize-winning entry form. At right: Tom E. McKeown, RCA Electron Tube Division distributor salesman.



Ready to "take off" in his new MGA Sports Roadster, grand award to the top "Mystery Shopper" contest winner in RCA's Eastern sales region, Alexander P. Volpe is certainly a most happy fellow as he accepts his car keys from W. H. Allen, manager of the RCA Electron Tube Division's Eastern distributor sales district. Mr. Volpe owns the A. P. Volpe TV Service Co. in Conshohocken, Pa. Larry Grabowski (extreme left), who manages the Morristown, Pa., branch store of General Radio Supply Co., Inc., authorized RCA tube distributor, received a \$500 United States Savings Bond from RCA for countersigning Mr. Volpe's winning entry. Also on hand for the important occasion: (left to right) Walter A. Beringer, president of General Radio Supply; J. R. Fleming, RCA Electron Tube Division distributor salesman; and Romeo A. Cucchi, manager of General Radio Supply's industrial division.

the retail level. Some retailers can operate on a strictly cash basis, but there are many others who must contend with charge customers on a large scale.

In my opinion, the electronic service-dealer's position is somewhere between the two. Try as he may, he cannot completely get away from the charge customer. Although the basic policy of the service-dealer always should be "Cash upon completion of the work," exceptions to this rule are necessary. These exceptions must be carefully controlled, however, if you are to avoid a receivable problem.

The danger in receivables for a service-dealer stems from one basic fact: you are dealing in service. Service is an intangible item. Furthermore, you are always taking a risk on the extent of the customer's satisfaction with the

service performed. The slightest degree of dissatisfaction can delay and even prevent collection of the account. If you resort to legal action to force collection, you are likewise in a poor position in relation to the retailer who deals with a tangible product.

These facts make it imperative that every action prior to acceptance of the call and completion of the work be directed to cash payment. If exceptions are necessary—and they will be—then be prepared to advise your customer of this fact and accept it on a "courtesy charge" basis. Many customers will respect this kind of treatment and will respond with their check within the next few days—the extent of your courtesy policy.

The customer's failure to respond to a courtesy extension of credit is an indication of possible trouble. In any

event, an actual receivable account has been created. Further action must be dictated by the collection routines which have been established for your business.

I will not attempt to lay down a credit and collection procedure for you in any detail. You are thoroughly familiar with the many articles written on this subject, and you have had the benefit of your own practical experience. Suffice it to say, the longer the account remains uncollected, the more likely you will be faced with a loss.

An age analysis of accounts receivable each month is the best means to keep you informed on the status of the accounts. The firm action you take regarding those accounts in the early stages of delinquency will save you from losses that might otherwise develop.

'Mystery Shopper' Contest Winners

(Continued from preceding page)

Denison, Iowa; A. D. Parrott, Parrott Radio & TV, Des Moines; John Phipps, Phipps TV Service, Des Moines; Ted Schlotz, Ted Radio and Television, Eldorado Springs, Mo.; and W. B. Weidner, Ed Marlings Stores, Inc., Topeka, Kans.

In the East Central sales region— Joseph N. Basar, Dott's Radio & TV Service, Cleveland; A. D. Bruck, Bruck Radio Co., Hamilton, Ohio; Jay Corsaut, Jay Corsaut Radio & TV Service, Big Rapids, Mich.; Roger Dickens, Roger's TV Service, Davison, Mich.; Wilford Evans, Wilford Evans Home TV Service, Georgetown, Ohio; Samuel Goldstein, F&G Electric Co., Pittsburgh; Will F. Landes, West Alex Radio & TV Service, West Alexandria, Ohio; Billy H. Mullins, Flanery &

Dingus TV Service, Prestonburg, Ky.; Robert Murray, Greensburg Radio & TV Service, Greensburg, Pa.; and John L. Peterson, P&V Antenna & TV Service, Grand Haven, Mich.

In the Eastern sales region— Edwin Allen, Allen's Electronic Clinic, Moorefield, W. Va.; Don Buffington, Don Buffington Radio & TV, Camphill, Pa.; Edward Goehring, Ed Goehring's TV Service, Haddon Township, Collingswood, N. J.; Mrs. Mollie Goldfarb, Consolidated Radio & TV Co., Elmhurst, L. I., N. Y.; Lou Kaplan, World Stores & TV Service, Philadelphia; Michael Matathia, Trade Electronics, New York City; Harvey Morris, Harvey's Radio & TV, Philadelphia; H. B. Rath, Harry B. Rath, Technician, Elkins Park, Pa.; Ernest D. Rebert, Biglerville, Pa.; and Matthew Slifstein, Aranac TV, Inc., Harrison, N. Y.

In the Northeastern sales region— Lillian DeLeon, Hillcrest TV Service Center, East Chatham, N. Y.; Fred Greenberg, Dutchess Television, Poughkeepsie, N. Y.; Frank A. Irish,

T&C Radio Corp., Newport, R. I.; Kaino W. Oinonen, Goddard's, Athol, Mass.; Sam Rider, Sam's Radio Shop, Inc., Hudson, N. Y.; Edward Scribner, Schoharie, N. Y.; Francis E. Silverman, Aetna Radio & Appliance Co., Hartford, Conn.; Donald J. Thomson, J. J. Thomson Co., Worcester, Mass.; and Gordon E. Wilcox, Earl B. Feiden, Latham, N. Y.

In the Southeastern sales region— Jesse C. Brown, TV Center, Rocky Mount, N. C.; James H. Davis, Jr., Davis Radio & TV Service, Summerton, S. C.; Wyatt H. DeForest, DeForest Radio & TV Service, Orlando, Fla.; Thomas Buford Freeman, Maddox Tire Co., Clarksville, Tenn.; Ellsworth Hakes, Southside TV Service, Jacksonville, Fla.; W. L. King, King's, Bishopville, S. C.; J. B. Lawson, Lawson's Radio & TV Service, Durham, N. C.; Joe Mabry, Joe Mabry Radio & TV

RCA BATTERY CAMPAIGN

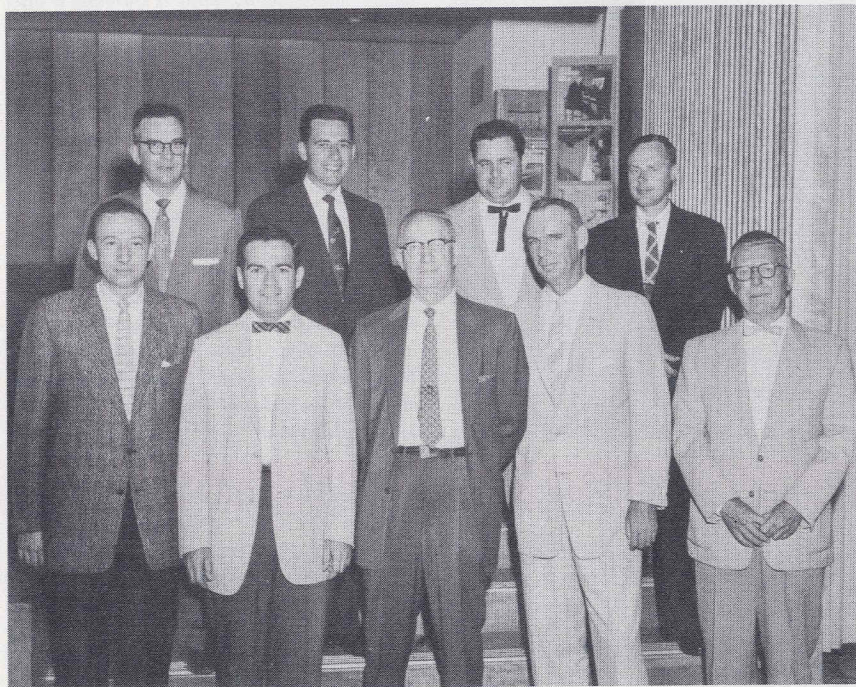
In times like the present, it's most reassuring to know that you can rely on your local RCA battery distributor for the kind of power-packed promotional material you need to stimulate the year-round movement of RCA batteries off your shelves and into your customers' portables.

All you have to do is say the word and your RCA distributor immediately will make available to you the wide array of dramatic business-builders which are part and parcel of RCA's current 1958 battery merchandising campaign. Just take a brief reading of what's yours on request:

(1) RCA Transistor Battery Counter Merchandiser (Form 4F358)—a compact, practical counter display piece that provides prominent show space for a varied assortment of RCA transistor batteries. This colorful, all-metal, three-shelved stand will take a minimum amount of room on your counter—but it will have a maximum effect on your customers. Its striking design and powerful selling message will compel them to take a close look-see at the RCA transistor batteries you have to offer for sale.

The new Counter Merchandiser is shipped to your distributor completely assembled, ready for your immediate display. A handy instruction sheet is packed with each merchandiser to guide you on which types of RCA transistor batteries are best featured.

(2) RCA 1958 Battery Window Display (Form 4F349)—an attention-getting sales-promoter that's ideal for use as a window centerpiece. Always in season and bursting with action, this



Can you single out the "Mystery Shopper" contest winners in RCA's Northeastern sales region? Front row: (left to right) William Shulman of Huntington Radio & Appliance, Boston; Lawrence Berk, salesman for The Eastern Company, authorized RCA tube distributor; George Cutter, Malden Radio Co., Malden, Mass.; Joseph Devin, salesman for the A. W. Mayer Co., another authorized RCA tube distributing firm; and Arthur Mayer, A. W. Mayer Co. Back row: (left to right) Lawrence DiRusso of Star Television & Radio, Allston, Mass.; Nicholas Patsos, sales manager for The Eastern Company; Robert Phelps, Phelps TV & Appliance, Sudbury, Mass.; and John Slavinsky, salesman for The Eastern Company. All right, you guessed 'em! Mr. Shulman received a new MGA Sports Roadster as top award winner in the "Mystery Shopper" contest. Messrs. Cutter and Phelps are second- and third-place winners, respectively, of a new RCA Victor 21-inch-type color television set and a new RCA Victor "hi-fi" phonograph. Mr. Berk won \$525 in U. S. Savings Bonds—a \$500 Bond for countersigning Mr. Shulman's grand award-winning entry; a \$25 bond for countersigning the entry submitted by Melvin A. Shikes of Star TV & Radio, who won a third-place award of a new RCA Victor "hi-fi" set. Mr. Devin won a \$100 U. S. Savings Bond for countersigning Mr. Cutter's entry form. And Mr. Slavinsky won a \$25 U. S. Savings Bond for countersigning the entry form submitted by Mr. Phelps.

Service, East Flat Rock, N. C.; Joseph C. McCaughan, Jr., McCaughan's Radio & TV, Richmond, Va.; and Horace H. Terry, Terry's Sales & Service, Henderson, N. C.

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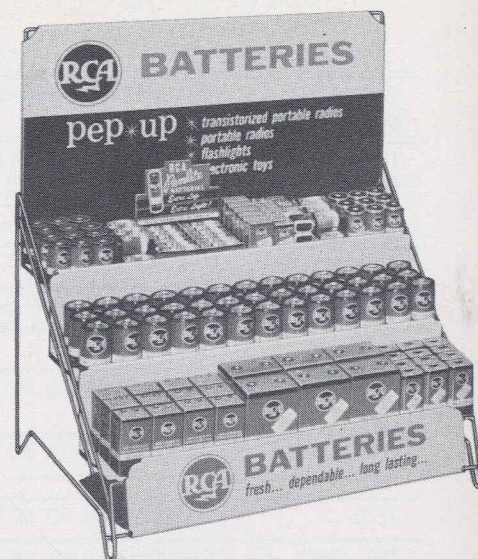
To refresh your memory, here's how the 192 winners in the nationwide RCA "Mystery Shopper" contest won their awards:

First, they completed a statement telling how they thought RCA's promotion of National Television Servicemen's Week benefits the independent TV service industry. Then, their answers were selected as the best submitted in their sales regions—with their entries ranked in the order of their regional merit. Next, each of these service-dealers were visited in turn by a "Mystery Shopper"—an impartial employee of Advertising Distributors of America, Inc., an independent con-

test judging organization. Posing as a consumer, the "Mystery Shopper" asked the service-dealer a question about the product features of RCA Silverama® Super-Aluminized Picture Tubes or RCA receiving tubes.

The first dealer or service technician in each RCA sales region who answered the question correctly won the grand award of an MGA Sports Roadster. The next three dealers or their service employees in each region who gave the correct answer to the question asked of them won one of the new RCA Victor 21-inch-type color television receivers. The next 10 contestants in each region who answered the "Mystery Shopper" question correctly won one of the RCA Victor "hi-fi" phonographs. And the next 10 contestants in each region who answered the question correctly won one of the RCA Victor transistor radios.

Transistor Battery Counter Merchandiser
(Form 4F358)



HIGHLIGHTS WIDE VARIETY OF IMPRESSIVE SALES PROMOTERS

27-inch by 29-inch display is also adaptable for in-store use.

Included with the colorful window display are four seasonal window streamers (Forms 4F351A-D). Measuring 10 inches by 30 inches, each of these streamers is unique in design and modern as tomorrow. All four are perfect adjuncts to the window display piece.

(3) A series of four direct mail cards—each one sure to pep up your RCA battery sales with a touch of humor. The cards tell vacationists and sports enthusiasts that they will enjoy livelier listening pleasure with RCA batteries in their portable radios; so send this series of cards to all portable radio owners on your mailing list. These cards—keyed as Forms 4F350A-D—respectively show a summer vacation scene, a spring baseball scene, a fall football scene, and a winter skiing scene.

(4) RCA Battery Shelf Strips (Form 4F353)—designed so that you can index your shelves with large, easy-to-read RCA battery type numbers. Offering you interchangeability at your fingertips, these colorful strips present comparative stock numbers of four popular battery manufacturers, plus corresponding NEDA numbers.

(5) RCA Battery Interchangeability Wallchart (Form 4F354A)—a handy business aid to ease your selling job. Providing you with fast, accurate battery replacement information, this 11-inch by 17-inch wallchart lists, in chronological order, the type numbers of nine popular battery brands and gives the corresponding RCA type

number. NEDA numbers and the comparable RCA battery types are also listed.

(6) RCA Vacation Checklist and Cost Memo (Form 4F355)—a clever business-booster that's tailored to promote pre-vacation battery checkups. You'll be sure to benefit sales-wise when you circulate a copy to every one of your customers.

The Vacation Checklist is divided into two columns—"going away" and "return." In these columns, your customer can list and check off pertinent items he wants to take with him on his vacation. The Checklist also reminds him to check his valuables when packing for the trip home again. Top item on this list, of course, is "Check Portable Radio Batteries"—which is printed in . . . along with a reminder that RCA batteries "pep-up" his portable. Space is provided for your imprint.

Reverse side of the Checklist is set up to facilitate consumer notations of his vacation expenses.

(7) RCA Battery Catalog (Form BAT-134C)—a "must" item that's loaded with technical data. It provides basic descriptions of more than 100 RCA battery types. In addition, this new catalog features a complete battery replacement guide for portable radios placed on the market over the past nine years. Battery specifications as well as an interchangeability guide are also presented.

(8) RCA Transistor Battery Catalog (Form TBA-107)—a vital technical publication entitled, "Batteries for Transistor Applications." With transistor portables a big seller these days,

you need the typical data that the catalog offers on 13 LeClanche-type alkaline dry-cell and mercury-type dry batteries specially designed for compact portable receivers, communications equipment, and other applications in which transistors are employed. Included in this group of 13 batteries are single-voltage types (1.4, 5.5, 8.5, 9, and 13 volts) and multiple-voltage types (3, 6, 9, and 13 volts).

(9) RCA Select-a-File (Form 4F341)—designed to give you complete battery replacement information and illustrations for current model portable radios. The popular Select-a-File features 3-inch by 5-inch cards—indexed for easy finding—that provide quick, accurate battery replacement data. New cards will be issued as new portables are placed on the market.

(10) Repeat Business Stamp and Pad (Form 3F413)—handy for imprinting battery cartons and direct mail pieces. This effective stamp and pad set is a proven sales promotion champion.

(11) Dealer Ad Mats and Radio-TV Spot Scripts . . . an impact-full series of advertisements and commercials tailored to help you publicize your battery business through local newspaper and radio-TV advertising. The Dealer Ad Mats are identified as Forms 4F344A-H, the Dealer Ad Sheet as Form 4F344, the Dealer Spot Scripts for Radio and TV as Form 4F345.

* * *

You've got the pitch, now get those promotions. They're winning merchandisers that will help you profit more when you sell more RCA batteries.

Punching Information Service Technicians Can Use to Prepare Special

Tube Type	Hole Locations	Notes
1AG5 Diode Section	1B 2B 3G 4B 5B 6A 6M 6N 2M 1N 3L 10K	Reject if below 2
1AG5 Pentode Section	1G 2E 4B 5D 6A 6M 6N 2M 1N 5L 7J 10K	Reject if below 3
1B3GT	Hole locations same as present card	Reject if below 3
1G3GT/1B3GT	Use 1B3GT card	—
1Z2	4A 5B 10G 6M 6N 5M 3N 4L 10K	Reject if below 3
2C51	Use 5670 card	—
2E24	1B 2A 3E 5D 7A 8B 10G 6M 6N 2M 4N 1L 9J 7K 8K 6L 7L	—
2E26	1C 2A 3E 5D 7B 8B 10G 10M 9N 3M 1N 1L 8J 6I 7I 7K 6L 7L	—
2E30	1D 2B 3A 4A 5G 6E 7B 6M 6N 2M 4N 1L 9J 4K	—
2E31/2E32	1G 2E 3B 4D 5A 6M 6N 2M 1N 5L 8J 10K	Reject if below 2. For gas test, see instructions
2E35/2E36	1G 2E 3B 4D 5A 6M 6N 2M 1N 5L 7J 10K	Reject if below 3
3B2	2A 7B 10G 6M 6N 4M 2N 5L 9K	Reject if below 4
3BN4	1C 2D 3A 4B 5G 6M 6N 2M 4N 1L 1J 7I 8I 4K 6L 7L	—
3CY5	1D 2C 3A 4B 5G 6E 7C 6M 6N 2M 4N 1L 1J 7I 9I 1K 6L 7L	—
4BZ6	1D 2C 3A 4B 5G 6E 7C 6M 6N 1M 4N 1L 1J 7I 10I 6K 6L 8L	—
4CS6	1D 2C 3A 4B 5G 6G 7B 6M 6N 1M 4N 1L 7J 6I 10I 8K 6L 7L	—
5X4G	3F 5G 7A 8B 10M 9N 4M 2N 5L 2K 6L 10L	Test P1 and P2; reject if below 4
6A6	1A 2F 3D 4C 5D 6G 7B 10M 9N 3M 1N 1L 4J 6I 10I 7K	Test P1 and P2
6AB7/1853	1B 2A 3B 4D 5C 6E 7B 8G 10M 9N 5M 2N 1L 3J 6I 10I 6K 6L 7L	—
6AJ8/ECH81 Heptode Section	1E 2D 3C 4A 5B 6G 7B 8B 9B 10M 9N 5M 2N 1L 4J 6I 9I 3K 4K	—
6AJ8/ECH81 Triode Section	1B 2B 3C 4A 5B 6B 7B 8G 9D 10M 9N 5M 2N 1L 1J 8I 10I 7K 8K 6L 7L	—
6AK8/EABC80	Use 6T8 cards	—
6AX4-GT	Hole locations same as present card	Reject if below 3
6BG7	1F 2D 3A 4C 5C 6B 7D 8G 10M 9N 5M 2N 1L 1J 8I 10I 5K 6K 6L 7L	Test P1 and P2
6BT8 Diode Section	1F 2G 3C 4A 5B 10M 9N 5M 2N 3L 9K	Test P1 and P2; reject if below 4
6BT8 Pentode Section	4A 5B 6G 7E 8D 9C 10M 9N 5M 2N 1L 1J 6I 7I 9K 6L 8L	—
6BW8 Diode Section	1F 2C 3G 4A 5B 10M 9N 5M 2N 3L 6I 10I 7K 6L 8L	Test P1 and P2; reject if below 3
6BW8 Pentode Section	4A 5B 6D 7C 8E 9G 10M 9N 5M 2N 1L 1J 7I 10I 6K 6L 7L	—
6C8G	2A 3F 4C 5D 6G 7B 8C 10D 10M 9N 5M 2N 1L 4J 6I 10I 7K 8K	Test P1 and P2
6CA7/EL34	1B 2A 3G 4E 5D 7B 8C 10M 9N 4M 2N 1L 8J 6I 10I 7K 6L 8L	—
6CX8 Pentode Section	1B 2B 3B 4A 5B 6C 7D 8E 9G 10M 9N 3M 1N 1L 1J 7I 10I 7K 6L 8L	—

Tube Type	Hole Locations
6CX8 Triode Section	1C 2D 3G 4A 5B 6B 7B 8B 6I 7I 6K 7K 6L 7L
6CY5	1D 2C 3A 4B 5G 6E 7C 10M 6L 7L
6CZ5	1E 3D 4A 5B 7C 10M 9N 8L 9G
6DA6/EF89	1B 2D 3C 4A 5B 6B 7G 8B 6I 10I 6K 7K 6L 7L
6DB5	1E 2C 3D 4A 5B 9G 10M 9N
6DS5	1D 2C 3A 4B 5G 6E 10M 9N 6L 7L
6K5GT	1B 2A 3G 7B 8C 10D 10M 9N
6L6-GB	Use 6L6-G card
6R7, GT Diode Section	2A 4F 5G 7B 8C 10M 9N
6R7, GT Triode Section	2A 3G 7B 8C 10D 10M 9N
6SD7-GT	1B 2A 3B 4D 5C 6E 7B 8C 6K 7K 6L 7L
6SU7-GTY	Use 6SL7-GT card
6W4-GT	Hole locations same as present card
7L7	1A 2G 3E 4B 5B 6D 7C 8B 7K 8K 6L 7L
8CS7 Triode Section 1	4A 5B 6G 7D 8C 10M 9N
8CS7 Triode Section 2	1G 3D 4A 5B 9C 10M 9N
8CX8 Pentode Section	1B 2B 3B 4A 5B 6C 7D 8B 7I 10I 7K 6L 8L
8CX8 Triode Section	1C 2D 3G 4A 5B 6B 7B 8B 7I 6K 7K 6L 7L
10DE7 Triode 1	1B 2B 4A 5B 6G 7D 8C 10I 5K
10DE7 Triode 2	1G 2D 4A 5B 6B 7B 8B 9B 10I 5K 6L 7L
12CX6	1D 2B 3A 4B 5G 6E 7C 10M
12DB5	1E 2C 3D 4A 5B 9G 10M 9N
12DV8 Diode Section	1F 2C 4A 5B 8C 9G 10M 9N
12DV8 Tetrode Section	2C 3E 4A 5B 6G 7D 8C 10M 9K 6L 8L
12DZ6	1D 2C 3A 4B 5G 6E 7C 10M
12U7	1F 2D 3C 4A 5B 6G 7D 10I 7K 8K
14F8	1D 2A 3F 4C 5C 6G 7B
25EC6	2A 3C 5D 7B 8E 10G 9A 8K 6L 8L

Cards for RCA's Portable WT-110A Automatic Electron-Tube Tester

Locations	Notes
BB 9B 10M 9N 3M 1N 1L 1J	—
OM 9N 5M 2N 1L 1J 7I 9I 1K	—
5M 2N 1L 8J 6I 9I 9K 10K 6L	—
BE 9B 10M 9N 5M 2N 1L 4J	—
N 3M 1N 1L 1J 6I 7I 8K 6L 8L	—
N 3M 1N 1L 7J 6I 10I 4K 5K	—
9N 5M 2N 1L 2J 6I 10I 5K 6K	For gas test, see instructions
5M 2N 3L 6I 10I 10K	Test P1 and P2; reject if below 2
N 5M 2N 1L 7J 6I 10I 7K 8K	—
10M 9N 5M 2N 1L 4J 6I 10I	—
Present card	Reject if below 3
3 10M 9N 5M 2N 1L 2J 6I 10I	—
N 5M 3N 1L 6J 6I 10I 6K	—
N 5M 3N 1L 7J 6I 10I 1K	—
BE 9G 10M 9N 5M 3N 1L 1J	—
3 9B 10M 9N 5M 3N 1L 1J 6I	—
9B 10M 9N 5M 5N 1L 7J 6I	—
PC 10M 9N 5M 5N 1L 10J 6I	—
M 9N 2M 3N 2L 2J 6I 10I 1K	For gas test, see instructions
N 2M 3N 1L 1J 6I 7I 8K 6L 8L	—
9N 2M 3N 3L 6I 10I 9K	Test P1 and P2; reject if below 2
OM 9N 2M 3N 2L 1J 6I 9I 8K	For gas test, see instructions
OM 9N 2M 3N 2L 3J 6I 10I 2K	For gas test, see instructions
8C 10M 9N 2M 3N 2L 1J 6I	Test P1 and P2; for gas test, see instructions
ED 10M 9N 2M 3N 1L 3J 5K	Test P1 and P2; for gas test, see instructions
A 8N 1M 5N 1L 10J 6I 9I 7K	—

Tube Type	Hole Locations	Notes
26Z5W	1F 3C 4A 5B 6G 8C 10M 8N 4M 1N 4L 6I 10I 8K 6L 10L	Test P1 and P2; reject if below 2
CK-5676	1G 2A 3D 4B 6M 6N 2M 1N 1L 7J 3K	—
CK6088/12679/-12680	1G 2E 3B 4D 5A 6M 6N 2M 1N 5L 7J 10K	—
EF86/6267	1E 2B 3C 4A 5B 6G 7B 8B 9D 10M 9N 5M 2N 1L 3J 6I 9I 5K 6K	—
EF804	1B 2B 3C 4A 5B 7G 8E 9D 10M 9N 5M 2N 1L 3J 6I 10I 4K 5K	—
EL-38	1C 2A 4E 5D 7B 8C 10G 10M 9N 4M 2N 1L 6J 6I 10I 6K 6L 8L	—
EL84/6BQ5	2D 3C 4A 5B 7G 9E 10M 9N 3M 1N 1L 6J 6I 10I 7K 6L 8L	—
KT66	1B 2A 3G 4E 5D 7B 8C 10M 9N 4M 2N 1L 9J 6I 10I 6K 6L 7L	—
53	1A 2F 3D 4C 5D 6G 7B 4M 2N 6M 6N 1L 4J 6I 10I 7K	Test P1 and P2
85 Diode Section	1A 3F 4G 5C 6B 10M 9N 5M 2N 3L 6I 10I 10K	Test P1 and P2; reject if below 2
85 Triode Section	1A 2G 5C 6B 10D 10M 9N 5M 2N 1L 9J 6I 10I 9K	—
418A	1A 2G 4C 5E 6B 8D 10M 9N 5M 2N 1L 3J 6I 10I 6K 6L 9L	For gas test, see instructions

(More card-punching information on next page)

Owners of RCA's portable WT-110A Automatic Electron-Tube Tester should take note of the following revised card data for tube types 1X2A, 1X2B, 6BJ7, 6CS7, 6T4, 7A7, 12BA6, and 14A7 and correct their card files accordingly:

Tube Type	Hole Locations	Notes
1X2A, B (Replaces 1X2A and 1X2B cards)	1B 2A 10G 6M 6N 1M 2N 5L 5K (Corrects occasional meter slamming on old cards.)	Reject if below 3
6BJ7 (Destroy old card)	1C 2H 3B 4A 5B 6F 7C 8G 9C 10M 9N 5M 2N 3L 6I 10I 7K 8K 6L 8L	Test P1, P2, and P3; reject if below 4
6CS7	Card marked "2 of 2 cards" should be Triode Unit 1; card marked "1 of 2 cards" should be Triode Unit 2. (Correction of triode numbers to agree with published data.)	—
6T4	1G 2D 3A 4B 5C 10M 9N 5M 2N 1L 1J 8I 9I 3K 6L 7L (Correction of Gm. to reduce rejections.)	—
7A7	1A 2G 3E 4C 5B 6D 7C 8B 10M 9N 5M 2N 1L 6J 6I 10I 4K 5K (Correction of Gm. to reduce rejections.)	—
12BA6	1D 2C 3A 4B 5G 6E 7C 10M 9N 2M 3N 1L 2J 6I 10I 5K 6K 6L 7L (Small correction of Gm punching to reduce meter slamming on high tubes.)	—
14A7	1A 2G 3E 4C 5B 6D 7C 8B 10M 9N 2M 3N 1L 6J 6I 10I 4K 5K (Correction of Gm. to reduce rejections.)	—

And while you're preparing any of the new cards you need, you should delete the statement, "Test P1 and P2" from the pre-punched card supplied with the WT-110A for tube type 35Z5-GT. In addition, note on the pre-punched card for type 117N7-GT that this tube will make the short indicator glow in the G2 short position of the selector switch only when the cathode of the 117N7-GT is hot. Also, to the cards for types 4DT6 and 6DT6, add the statement, "Reject if below 3; for gas test, see instructions," and to the card for type 3DT6 add, "For gas test, see instructions."

Tube Type	Hole Locations	Notes
837	1A 2B 3E 4D 5B 6C 7B 10G 10M 9N 2M 3N 1L 8J 6I 10I 7K 6L 7L	—
954	1A 2E 3C 4B 5C 8D 10G 10M 9N 5M 2N 1L 6J 6I 10I 6K 7K Use octal base adapter, bottom cap to pin 8, all others 1 to 1, 2 to 2, etc.	—
955	1A 2G 3D 4B 5C 10M 9N 5M 2N 1L 6J 6I 10I 5K 6K	—
956	1A 2E 3C 4B 5C 8D 10G 10M 9N 5M 2N 1L 6J 6I 10I 6K Use octal base adapter, bottom cap to pin 8, all others 1 to 1, 2 to 2, etc.	—
1614	Use 6L6-G card	—
1635	2A 3F 4D 5D 6G 7B 8C 10M 9N 5M 2N 1L 1J 6I 10I 8K 9K	Test P1 and P2
5639	1D 2C 3A 5G 6B 7E 10M 9N 5M 2N 1L 1J 7I 9I 7K 6L 8L	—
5642	1A 2B 10G 6M 6N 2M 1N 4L 8K 9K	Reject if below 3
5670	1A 2C 3D 4F 5B 6G 7D 8C 9B 10M 9N 5M 2N 1L 1J 5K 6K 6L 7L	Test P1 and P2
5672	1G 2E 3A 4D 5B 6M 6N 2M 1N 5L 10J 9K 10K	—
5678	1G 2E 3B 4D 5A 6M 6N 2M 1N 5L 6J 9K	Reject if below 3
5686	1C 2D 3C 4A 5B 6E 7G 10M 9N 5M 2N 1L 8J 6I 10I 3K 4K	—
5687	1F 2D 3C 4A 5A 6C 7D 8B 9G 10M 9N 3M 1N 1L 4J 6I 10I 6K 6L 8L	Test P1 and P2
5718	1D 2C 3A 4C 5C 6B 7C 8G 10M 9N 5M 2N 1L 1J 6I 7I 4K 6L 7L	—
5847/E182F/- 404A	1D 3B 4C 6G 8E 9A 10M 9N 5M 2N 1L 1J 8I 10I 7K 6L 8L	—
5829	1F 2C 3A 4B 5B 6G 7C 10M 9N 5M 2N 3L 6I 10I 8K 6L 8L	Test P1 and P2; reject if below 3
5842/417A	1G 3A 4D 6C 9B 10M 9N 5M 2N 1L 1J 7I 9I 4K 6L 8L	For gas test, see instructions
5896	1F 2C 3A 4B 5G 6B 7C 10M 9N 5M 2N 3L 6I 10I 7K 8K 6L 8L	Test P1 and P2; reject if below 4
5897	Use 5718 card	—
5899	1D 2C 3A 5G 6B 7E 10M 9N 5M 2N 1L 1J 9I 10I 7K 8K 6L 7L	—
5902	1D 2C 3A 5G 6B 7E 10M 9N 5M 2N 1L 1J 6K 6L 7L	—
5932	Use 6L6G card	—
6146	1C 2A 3E 5D 7B 10G 10M 9N 3M 1N 1L 1J 9I 10I 3K 4K 6L 7L	—
6159	1C 2A 3E 5D 7B 10G 10M 8N 3M 1N 1L 1J 9I 10I 3K 4K 6L 7L	—
6386	1A 2C 3D 4F 5B 6G 7D 8C 9B 10M 9N 5M 2N 1L 1J 6I 7I 6K 6L 7L	Test P1 and P2
6463	1F 2C 3D 4A 5B 6G 7C 8D 10M 9N 2M 3N 1L 1J 3K 6L 7L	Test P1 and P2
6550	1C 2A 3G 4E 5D 7B 8C 10M 9N 4M 2N 1L 9J 6I 10I 8K 6L 8L	—
6973	1E 3D 4A 5B 7C 9G 10M 9N 5M 2N 1L 8J 6I 10I 6K 7K 6L 7L	—
9001	1D 3A 4B 5G 6E 7C 10M 9N 5M 2N 1L 6J 7K 8K	—
9002	1G 2C 3A 4B 6D 10M 9N 5M 2N 1L 6J 6I 10I 5K	For gas test, see instructions
9003	1D 2C 3A 4B 5G 6E 10M 9N 5M 2N 1L 6J 6I 10I 5K 6K	—

Test Equipment Repair Stations

You'll agree that RCA test instruments are manufactured to last. They're sturdy, precision-built. But, as with any "mechanism"—from the automobile to the television set to the human body—occasional repair is necessary to keep it in tip-top condition.

Assuming that you're like most people—once you've decided to have your piece of test equipment revitalized, then you want it done with the least amount of delay. Hence, RCA's recent decision to set up local test equipment repair stations across the nation, as well as a national repair station, to speed up the company's overall repair service to television and radio technicians.

The Sunshine Scientific Instrument Company, 1810 Grant Ave., Philadelphia 15, Pa., has been appointed as RCA's national test equipment repair station. Send your RCA test equipment in need of repair—whether in or out of warranty—either to this national repair station or, preferably, to one of the test equipment repair branches or shops listed below.

RCA Service Company, P. O. Box 9735 (3045 Babcock Blvd.), Pittsburgh 29, Pa.

RCA Service Company, 3540 Reading Road, Cincinnati 29, Ohio

RCA Service Company, 12381 Schaefer Highway, Detroit 27, Mich.

RCA Service Company, 7031 South Bell Ave., Chicago 36, Ill.

RCA Service Company, 3511 Independence Ave., Kansas City 24, Mo.

RCA Service Company, 8100 Watson Road, Webster Groves 19, Miss.

RCA Service Company, 1401 Turtle Creek Blvd., Dallas, Texas

RCA Service Company, P. O. Box 13086 (1207 S. Broad St.), New Orleans 15, La.

RCA Service Company, 911 N. Orange Drive, Hollywood 38, Calif.

RCA Service Company, 2640 Bayshore Blvd., San Francisco 24, Calif.

RCA Service Company, 1106 N. 80th St., Seattle 4, Wash.

Electro-Tech Equipment Company of Atlanta, Inc., 690 Murphy Avenue, S.W., Atlanta, Ga.

Speed Instrument Company, 2718 E. Rothgeb Drive, Raleigh, N. C.

RCA WT-110A Electron-Tube Testers to be returned for service are the only exception to the above. If it's in need of repair, send your WT-110A to: RCA WT-110A Repair Service, Main and Cotton Sts., Philadelphia, Pa.



To Know More Is to Earn More

Here's a vital reference guide to help you in your everyday servicing work: the completely revised and up-to-date edition of the booklet on "RCA Receiving Tubes and Picture Tubes for AM, FM, and Television Broadcast."

Expanded to 36 pages, the current edition includes listings for more than 700 receiving tubes and picture tubes.

Twenty-four pages of this fact-filled booklet are devoted to data on receiving tube types and six pages to data on picture tube types. Complete socket information for each tube type is included on the same page as the actual data. In addition, the receiving-tube and picture-tube classification chart at the beginning of the booklet has been expanded to include additional application information.

A dictionary-type index is used for quick reference, and all types are clearly marked to indicate miniature, subminiature, glass, and metal types.

Ask your local RCA tube distributor for your copy of "RCA Receiving Tubes for AM, FM, and Television Broadcast" (Form 1275-H). And while you're at it, check him on the current RCA Receiving Tube Manual (RC-18). RCA has reprinted this well-known book, expanding it to include a 21-page supplement that contains technical data on 36 receiving tubes added to the RCA line since the last printing.

The reprinted RC-18—384 pages in all—also includes the latest, most up-to-date information in the receiving-tube classification charts and color and black-and-white picture-tube characteristics charts.

The RC-18 covers basic tube theory and application information on the use of RCA tubes in TV tuner circuits, video amplifiers, sync circuits, agc circuits, and deflection systems. Other sections include information on generic tube types and electron-tube installation. The section on circuits covers such typical applications as super-heterodyne, super-regenerative, and short-wave receivers; AM and FM tuners; various types of amplifiers; a code-practice oscillator; six-station intercom; and high-fidelity audio amplifier circuits including a low-distortion input amplifier stage, a two-stage input amplifier using cathode-follower (low-impedance) output, a bass and treble tone-control amplifier stage, and a complete 10-watt "hi-fi" amplifier.

For the record, "RCA Receiving Tubes for AM, FM, and Television Broadcast" carries a List price of only 25¢ per copy. List price of the RCA Receiving Tube Manual is 75¢.

Look Your Best to Sell Your Best

You know your TV servicing business—so why not show the world?

Looking as well as acting professional invites customer confidence in your technical ability and the fine products you employ in your repair of radio and TV sets. How do you look professional? Simply be sure to don an RCA Wash-and-Wear Business Uniform to brighten-up your sales appearance for your dealings with set owners either in their homes or in your shop.

Smartly-styled and expertly-tailored, RCA's brand new line of durable 100% cotton twill uniforms (shirts, trousers, caps, and jackets) are now being offered by your local RCA tube distributor at appealing prices. Sanforized, vat-dyed, and lustrously finished in smoke gray, these uniforms—crease- and soil-resistant—stay fresh and clean day after day. They wash easily, dry quickly, need little or no ironing, and do not require starching.

The RCA business shirts are designed and tailored like fine business shirts. Available in both short- and long-sleeve styles, they come in neck sizes 14 to 18; sleeve sizes 32 to 35. The short-sleeve shirt (Form 4F127G) is yours for only \$3.35; the long-sleeve shirt (Form 4F127C) only \$4.40.

The RCA business trousers (Form 4F127B), tailored in the highest-grade

dress tradition, are skillfully finished with two quarter-side pockets, two back pockets, and a watch pocket. With cuffed bottoms, the trousers come in waist sizes 28 to 50; inseam sizes 28 to 35. Price: \$6.20.

Two smart-looking caps—in all popular sizes—are available to add an extra snap to your RCA business uniform. The visor cap (Form 4F127D) is priced at \$3.25; the peaked cap (Form 4F127H) at 90¢.

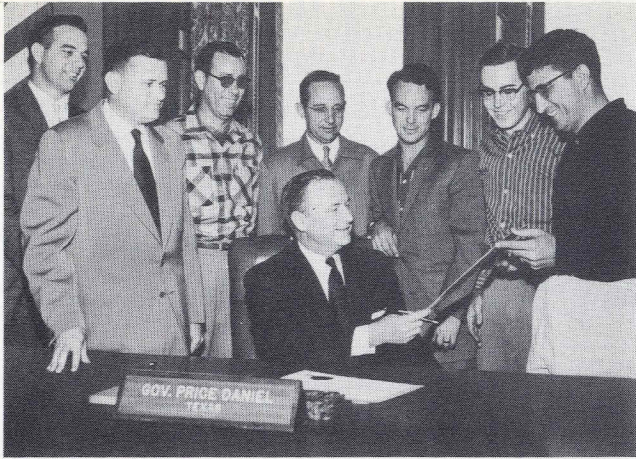
The handsome RCA business jacket (Form 4F127A) has every desirable feature. Priced at only \$7.50, it comes in sizes 34 to 50. And if you wish this jacket for cold weather wear, ask for the model (Form 4F127E) that has a serviceable plaid lining. This flannel-lined jacket is yours for only \$9.55.

Each shirt and jacket is furnished with the official RCA emblem on the right front. The visor cap is supplied with two tops with the official RCA emblem on each top. The visor cap is also supplied with the emblem. Embroidery for shirts and jackets is available as follows:

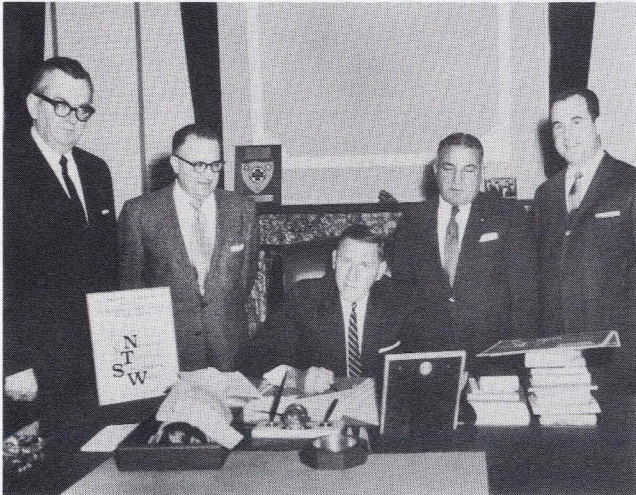
- Special chain stitch lettering on backs: 98¢ for 18 letters or less, plus 7¢ for each additional letter.

- Script name over left pocket: 10¢ for eight letters or less, plus 2¢ for each additional letter.

Governors and Mayors Sign



Texas service technicians can thank the RCA distributing firm of Hargis-Austin, Inc., for its instrumental efforts in having Governor Price Daniel designate the week of March 24-29, 1958, as National Television Servicemen's Week in the Lone Star State. Here, the Governor, pen in hand, is shown immediately after he signed his proclamation. With him are: George Smith, TV Service Co.; Marvin Lynch, Bett Radio and TV Service; Jim Beard, AAA TV; Art Kinser, G. M. Bettis, Inc.; Bliss Spiller, Spiller TV; Sanford Musgrove, Dac's Radio; and Jimmie Attra, Hargis-Austin, Inc.



Above: Nicholas A. Averinos, president, Electronic Technician's Guild of Massachusetts, and Joseph DeMambro, president of DeMambro Radio Supply Company, authorized RCA tube distributor in Boston, respectively look over Massachusetts Governor Foster Furcolo's right and left shoulders as he signs proclamation designating March 24-29, 1958, as Television Servicemen's Week in Massachusetts. At extreme left is J. F. O'Brien, manager, Northeastern Region, RCA. At extreme right: John J. Hemberger, manager, RCA Electron Tube Division's Northeastern Distributor Sales District. Below (standing left to right), Messrs. DeMambro, Hemberger, O'Brien, and Averinos are shown at another happy March, 1958, occasion: the signing of NTSW declaration by Boston Mayor John B. Hynes.



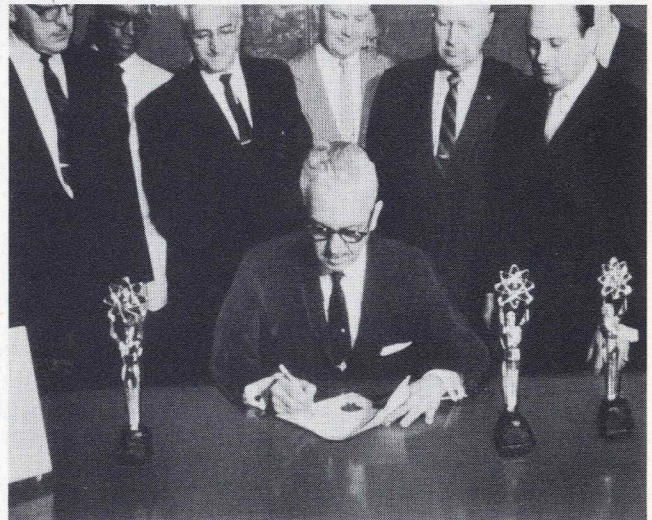
If you were to single out one all-important factor instrumental in the growth of your TV servicing business, chances are you'd select customer confidence—that certain intangible something synonymous with trust in your integrity, reliability, and technical ability, as well as in the quality products you sell and employ in your servicing operations.

It was to build customer confidence by enhancing the service technician's reputation that National Television Servicemen's Week was initially launched. Conceived and sponsored by RCA, four such highly successful celebrations have now been held—with the 1958 version regarded as the most outstanding.

Prestige-building highlight of this year's NTSW salute to the TV service industry were the proclamations signed



Governor Frank G. Clement of Tennessee is shown signing proclamation that designated the week beginning March 24, 1958, as Television Servicemen's Week in Tennessee. Happily watching Mr. Clement: T. R. Nabors, president of NATSEA, Nashville; Burt Bell, RCA Electron Tube Division distributor salesman; Lyle O. Shanafelt, manager, RCA Electron Tube Division's Southeastern Distributor Sales District; and M. J. Cain, president of Mid-Tenn. Electronics, Nashville.



Looking on as Frank A. Sedita, Mayor of the City of Buffalo, signs 1958 National Television Servicemen's Week proclamation are: Bill Maier, Jim Battle, Ralph D'Agostino, Don Evans, Irv Toner, and Jerome "Butch" Abelson of Radio Equipment Corp., RCA tube distributor in Buffalo.

National TV Servicemen's Week Proclamations

by Governors Price Daniel of Texas, Foster Furcolo of Massachusetts, Frank G. Clement of Tennessee, and James E. Folsom of Alabama, as well as by Mayors John B. Hynes of Boston and Frank A. Sedita of Buffalo. If these recognitions of the importance of NTSW can be considered indicative of a trend, then next year—with the newly-named National Television Technicians' Week (NTTW)—you can look forward to even more support from elected government officials.

* * *

Governor Daniel's proclamation: "National Television Servicemen's Week is being observed March 24-29 throughout the country, in honor of the independent TV service technician who has become such an important part of the American scene.

"These servicemen literally 'keep the show going' in homes across the land, for properly functioning television sets are an integral part of home life in our communities.

"Television servicing is one of Texas' newest and fastest-growing businesses, and its growth reflects the progress and prosperity which our people have enjoyed.

"Therefore, I, as Governor of Texas, do hereby designate the week of March 24-29, 1958, as National Television Servicemen's Week in Texas."

The proclamations signed by Governors Furcolo, Clement, and Folsom read identically except for the last paragraph of each. They said: "Whereas, the national observance of Television Servicemen's Week from March twenty-fourth to twenty-ninth calls attention to the accomplishments of a group of technicians which has been responsible in great part for the impressive growth of television as the nation's principal source of entertainment and education; and

"Whereas, like the television industry itself which, since the start of its advance in 1946 has produced more than forty-five million television receivers, television servicing has become one of the nation's fastest growing businesses, requiring a high degree of technical knowledge and skill; and

"Whereas, because the television field could not have expanded so rapidly and on such a firm basis without the aid of technicians, it is fitting that their skill and knowledge should be recognized . . ."

Governor Furcolo concluded his proclamation with this paragraph: "Now, therefore, I, Foster Furcolo, Governor of the Commonwealth of

Massachusetts, do hereby designate and proclaim the week beginning March twenty-fourth, 1958, as Television Servicemen's Week in Massachusetts, as a well-deserved tribute to an important segment of our industry."

Governor Clement's proclamation ended with: "Now, therefore, I, Frank G. Clement, Governor, do hereby designate and proclaim the week beginning March 24, 1958, as Television Servicemen's Week in Tennessee, as a well-deserved tribute to an important segment of our industry."

Governor Folsom's concluding paragraph: "Now, therefore, I, James E. Folsom, Governor, do hereby designate and proclaim the week beginning March twenty-fourth, 1958, as Television Servicemen's Week in Alabama, as a well-deserved tribute to an important segment of our industry."

Mayor Hynes' declaration: "Whereas, the television servicemen have contributed greatly toward the growth of the television industry since its beginning in 1946; and

"Whereas, the week of March twenty-fourth to twenty-ninth has been planned this year to serve as a country-wide tribute to the 115,000 technicians who install and service America's 37,000,000 television sets; and

"Whereas, it is fitting that we who make Boston our home take this opportunity to participate in this National observance;

"Now, therefore, I, John B. Hynes, Mayor of the City of Boston, do hereby declare the week of March twenty-fourth to March twenty-ninth, 1958, as Television Servicemen's Week and urge its observance in common with citizens of other communities throughout the United States."

Mayor Sedita's proclamation: "Whereas, National Television Servicemen's Week is listed with the Chamber of Commerce of the United States as a tribute to the nation's TV service dealers and technicians for their contributions in bringing to the American public its greatest form of home entertainment; and

"Whereas, thanks to the knowledge, skill, and service to our community by the hundreds of skilled TV service technicians in the City of Buffalo and the Niagara Frontier, the wonders of television are ever at our fingertips,

"Now, therefore, I, Frank A. Sedita, Mayor of the City of Buffalo, do hereby proclaim the week of March 24th, 1958, as National Television Servicemen's Week in honor of the neighborhood Television Servicemen."

New Transistor Radio Batteries

Three new RCA transistor radio battery types are now available from your local battery distributor.

One, the VS321, is a 4½-volt type which utilizes a new construction that increases battery life up to 67%. This battery is intended for use in RCA Victor's new all-transistor cordless table radio, the "Starliner." The VS321 will operate in this receiver for two hours per day for approximately two years and will cost less than 2/10 of a cent for each hour of use.

Another, the VS322, is a 9-volt miniature battery for use in small transistor radios. It is interchangeable with the Eveready #266 and the Burgess #M6.

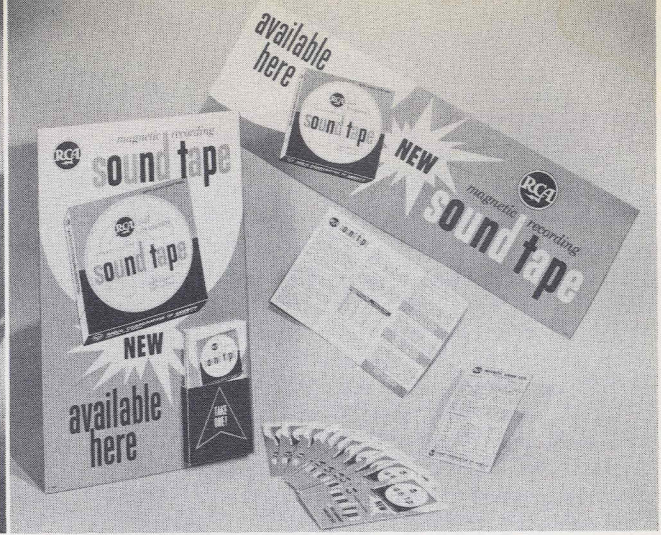
The third, the VS336, is a special version of the standard 1½-volt "D" cell battery specifically designed for transistor applications. It is interchangeable with the Eveready #A-100, the Mallory #M13R, and the Burgess #230.

List prices (optional) are: VS321, \$2.75; VS322, \$1.50; VS336, 25¢.





First and foremost of RCA's sound tape promoters is the new RCA Sound Tape Counter Merchandiser (Form 4F642), shown at left. Highly attractive while extremely functional, it's just what you need to attract bonus business through impulse purchases. Holding 24 reels of RCA sound tape and featuring an attention-getting message, this colorful metal stand is a



tailor-made adjunct to the RCA Dealer Promotion Kit (Form 4F637). This Dealer Promotion Kit includes the following: two RCA sound tape window streamers, 50 RCA sound tape line folders, one RCA sound tape counter display card—with a pocket for holding the tape flyers, and 25 pocket-size RCA sound tape list price cards.

Distributors Offer WV-74A AC VTVM and WV-84B

Two vital new test instruments for use in "electronics" repair and maintenance work were recently added to RCA's famous line. They are the WV-74A High-Sensitivity AC Vacuum-Tube Voltmeter and the WV-84B Ultra-Sensitive DC Microammeter.

Simultaneous with the announcements of these new instruments, the editors' attention was also brought to a drastic price reduction for RCA's high-precision WR-86A Wide-Range UHF Sweep Generator. This established "favorite" for field servicing of UHF television receivers—both color and black-and-white, complete with WG-

227 rf output cable and WG-296 50-to-300 padded balun, is now being offered by RCA test equipment distributors at an optional user price of \$137.50. That's one-half its previous optional user price of \$275.00.

* * *

RCA's new WV-74A is an outstanding buy for the electronics technician who is cognizant of the money to be made in servicing industrial electronic instruments, radio and television broadcasting equipment, and "hi-fi" and recorder apparatus—in addition to the bread-and-butter jobs of fixing radio and television sets.

The WV-74A has a User price (optional) of only \$99.50—which is more than \$50 less than competitive ac vtvm's, priced at \$150 and up. Supplied with the WV-74A—at no additional cost—is the RCA WG-300B probe and cable which can provide an input resistance of 10 megohms shunted by only 13 μ f.

Specifically, the WV-74A is designed for service and laboratory use in measuring ac voltages from 0.01 volt full scale to 100 volts full scale and for decibel measurements from -40 to +40 db. The instrument is also useful as a wide-range audio preamplifier. Frequency response tests on all measurement and amplifier functions is from 20 cps to 500 Kc.

Because of its high sensitivity, wide measurement range, and high-impedance characteristics, the WV-74A can be used for numerous servicing applications. Included in these uses are frequency-response tests of preamplifiers, power amplifiers, and tone-control cir-

cuits; feedback-circuit design, signal tracing, audio- and power-level measurements, gain measurements, amplifier-balancing applications, and general audio-voltage measurements.

Measurements are read directly from a 6½-inch meter on the front panel. The meter has three easy-to-read scales, two for voltage measurements, the third for decibel measurements. Accuracy of voltage and decibel measurements—made in nine overlapping ranges—is plus-or-minus 4% of full-scale reading.

When used as a preamplifier, the new instrument has a maximum gain of 38 db on the 10-millivolt range. Distortion characteristics of the preamplifier are less than 0.5% throughout the range from 40 to 12,000 cps. The RCA WG-300B probe and cable, supplied with the WV-74A, is used for amplifier input; output is taken from a separate terminal on the front panel.

The power supply is operable over a power-line frequency range from 50 to 400 cps. Power consumption is approximately 35 watts. The voltmeter features an on-off pilot light.

Housed in a die-cast aluminum case, finished in durable blue-gray enamel, the WV-74A ac vtvm is 7 inches wide, 6½ inches high, 3¾ inches deep, and weighs 6 pounds.

* * *

RCA's WV-84B Ultra-Sensitive DC Microammeter is another versatile test instrument for use in the repair and maintenance of industrial and broadcast equipment. Offered by RCA distributors at a User price (optional) of \$110.00, complete with 50-megohm



SHADES OF THE CIGAR STORE INDIAN! This unique sidewalk display has turned out to be quite a traffic-stopper in the Rego Park section of Queens, N. Y. It's the familiar red-and-black RCA receiving tube carton—hand-lettered but large-scale version—as constructed by Gerard W. Seifert (shown at left) and prominently set up in front of his Alcor TV & Radio Service Shop. Sharing Mr. Seifert's pride and joy in his creation, as well as in the fast-moving product group it represents, is Morris Scheffler of Green Tele-Radio Distributors, Inc.

Perfect Combination for Attracting Bonus Business: RCA Magnetic Recording Sound Tape Promoted by Topflight Merchandising Aids

Announcement earlier this year of the RCA Electron Tube Division's comprehensive line of magnetic recording sound tape and tape accessories hit the "hi-fi" market with explosive impact. It started a chain reaction of demand by professional and amateur recording enthusiasts.

But this current consumer clamor for the sound tape and tape accessories that bear the brand of the world leader in the business of sound will not put extra dollars in your cash register until your customers are strongly alerted to the fact that they can obtain these top-quality products from you. It is for this

reason that your RCA sound tape distributor is now prepared to offer you the variety of dynamic RCA sales aids illustrated at left. They're for your immediate use in signaling local audiophiles that your service shop is the place to stop for the RCA Electron Tube Division's newest product line—that now includes four more new magnetic recording sound tape types (260C1, 261C1, 262C1, and 263C1), as well as a new tape accessory (505C1).

Reel size, length, and base material of the four new tape types are as follows: 260C1—5-inch reel, 1200-foot

tensitized "Mylar" base; 261C1—7-inch reel, 2400-foot tensitized "Mylar" base; 262C1—3-inch reel, 150-foot Professional Grade, acetate base; and 263C1—3-inch reel, 225-foot Long Play, "Mylar" base. ("Mylar" is a registered DuPont trademark for polyester film.)

Types 260C1 and 261C1 are characterized by extremely high tensile strength and provide twice the playing time of 1.5-mil types. Types 262C1 and 263C1 are packaged in handy self-mailers.

Accessory type 505C1 is 150 feet of marked leader tape for checking tape recorder speed.

DC Microammeter; Halve Price of Popular WR-86A

and 950-megohm multiplier resistors, this battery-operated vacuum-tube microammeter features extreme sensitivity, excellent stability, simplicity, and ease of operation.

The WV-84B is particularly useful for the measurement of minute dc currents, such as vacuum-tube grid currents and anode currents of phototubes. Applications include weak-current measurements in the iconoscope, the image orthicon, multiplier phototubes, transistors, ionization gauges, and associated devices employed in television, facsimile, electro-chemical, and similar electronic equipment.

Measurement of extremely high resistance values, such as the leakage resistance of insulators, wiring, capacitors, and transformers, can also be accomplished with the WV-84B. In addition, it can be used to measure the resistivity of materials such as plastics.

By connecting the external multiplier resistors (supplied with the instrument) in series with the input, the WV-84B can be used as a high-resistance voltmeter. On the two lower ranges, the instrument provides an input resistance of 100 megohms on 1-volt scale and, therefore, provides an excellent method of measuring voltages at unusually low current drain.

The WV-84B has six scales for reading from 0.0002 to 1000 microamperes. This range represents a current ratio of 5,000,000-to-1.

Voltage drop for full-scale deflection is $\frac{1}{2}$ volt. By suitable circuit design, the grid current of the input tube has been reduced to the point where it is small compared with the lowest reading of

the instrument's range. Therefore, the current required to give full-scale deflection is dependent only on the resistance of the internal shunts. On the lowest current range, this shunt resistance is 50 megohms. On succeeding ranges, the shunt resistance is reduced in 10-to-1 steps until it is 500 ohms on the highest range.

The amplifier circuit is designed so that the maximum meter current is limited to a safe value. This feature protects the WV-84B against meter burn-out. The meter has a large face with wide scale divisions for easy accurate readings. The meter movement is damped to bring the pointer quickly to its reading position with negligible overshoot and without oscillation. The selector switch opens the battery circuits when in the "OFF" position and, in addition, functions as a polarity reversing switch to eliminate the need for reversing test leads when the current polarity changes.

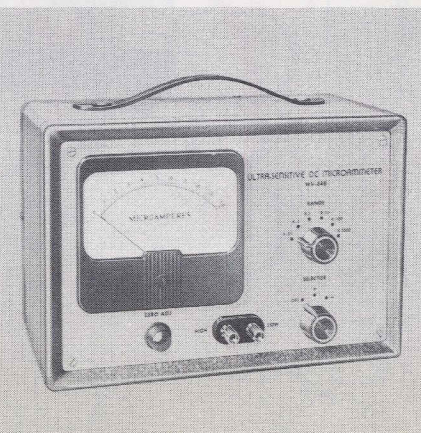
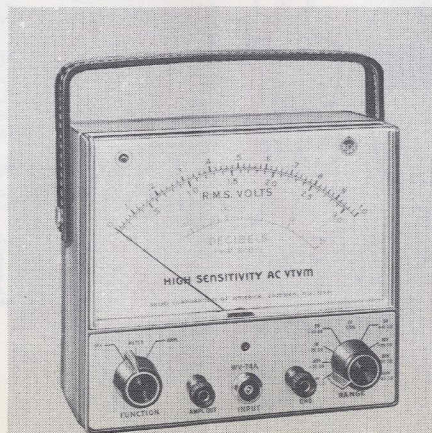
Weighing only 10 pounds when equipped with batteries, the WV-84B has an aluminum panel and is housed in a steel case.

To refresh your memory on the compact, lightweight, and portable UHF Sweep Generator, here's what it provides:

- Wide frequency range, continuous from 300 to 950 Mc.
- Wide sweep range, continuously adjustable up to 10% of indicated dial frequency for any frequency up to 750 Mc; from 750 to 950 Mc, up to 75 Mc.
- Flat output, with a maximum voltage amplitude variation of 0.1 db per megacycle over the sweep range.
- High output voltage, at least 0.6 volt across 50 to 300 ohms.
- Wide-range attenuation, continuously adjustable over a range of 60 db.

Design features of the WR-86A include: 50- and 300-ohm outputs; phased blanking circuit which provides essential reference base line; phased horizontal deflection voltage for cathode-ray oscilloscope; and special shielding and termination to minimize rf leakage and radiation.

The WR-86A is $9\frac{1}{4}$ inches high, $7\frac{1}{2}$ inches deep, and $13\frac{1}{2}$ inches long, and weighs only 14 pounds.





RCA
Electron Tube Division
Harrison, N. J.

Compliments of Your
Local RCA Distributor

Headquarters for:

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Batteries
Electronic Components
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