



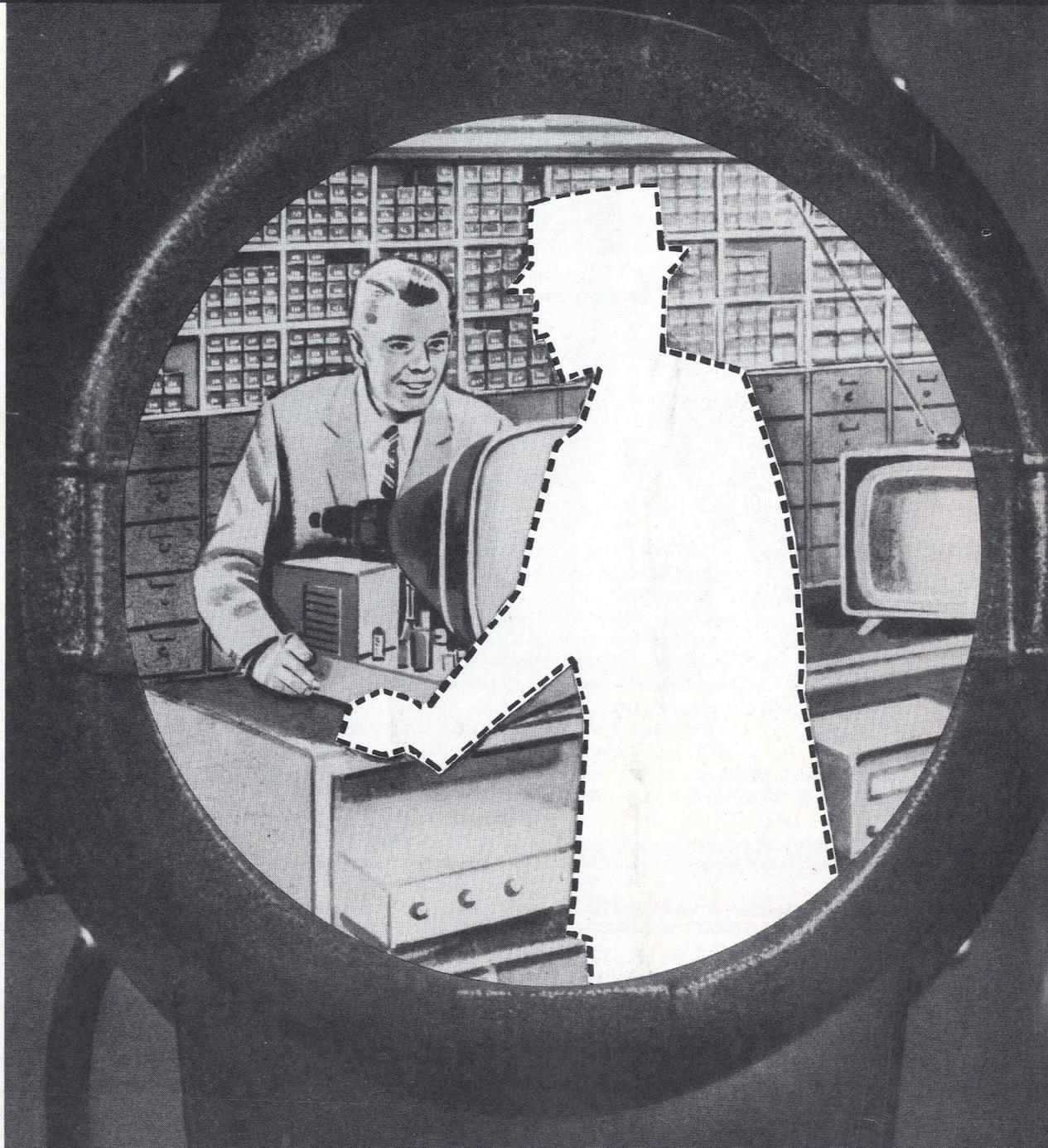
RADIO AND TELEVISION

Service News

A PUBLICATION OF THE RCA ELECTRON TUBE DIVISION

MARCH

1958



Vol. 23, No. 1

Spotlighted in the fourth annual National Television Servicemen's Week campaign, RCA's exciting "Mystery Shopper" contest offers service-dealers and technicians the opportunity to win one of 192 big awards, consisting of eight MGA Sports Roadsters, 24 color-TV sets, 80 "hi-fi" phonographs, and 80 transistor radios. Between April 1st and April 30th, ranking contestants will be visited in person or phoned—in succession—by a "Mystery Shopper." In the guise of a consumer, he will ask the service-dealer about the product features of RCA Silverama® picture tubes or RCA receiving tubes. (See story on page 4.)

RCA LAUNCHES 4TH

This is the month of National Television Servicemen's Week. As in the past, this fourth annual salute to American television dealers and service technicians is certain to excite considerable consumer interest on local levels across the nation.

Conceived and sponsored by the RCA Electron Tube Division and officially registered with the United States Chamber of Commerce for March 24th through 29th, the week-long 1958 event is backed by an all-out RCA campaign that is unparalleled in scope and opportunity. This year's outstanding NTSW program superlatively carries forth the ever increasing endeavors of RCA and RCA tube distributors to stimulate your television servicing business by building your prestige through dynamic advertising and promotions.

(Biggest innovation in this 1958 Servicemen's Week campaign is the action-packed RCA "Mystery Shopper" contest. See story on page 4 for full details on how easily you may win an exceptional award.)

Slated to prove even more beneficial to you than the three previous NTSW drives, the current campaign is designed to build your reputation by stating the facts—that not only do you have the servicing experience, technical training, ability, and knowledge required of a competent service technician but that you own the proper electronic tools with which to do a good TV repair job. These facts are accentuated in RCA's stirring full-page NTSW advertisements in LIFE and TV GUIDE magazines and dramatic NTSW commercials on coast-to-coast radio and television shows, as well as in the dynamic new NTSW merchandising material now being made available



RCA's Swivel-Scope and Deluxe Porta-Rack will save you valuable work space and help you do your servicing faster, more efficiently, and more profitably. See the story below for details on how these two perfectly teamed service shop aids are tailor-made for your in-store use.

Free with RCA Test Equipment Purchases:

Swivel-Scope and Deluxe Porta-Rack

The time is now to see your local RCA distributor on how you may obtain RCA's original and exclusive WG-237-A Deluxe Porta-Rack and WG-238-A Swivel-Scope—free as an added bonus with your purchases of RCA test equipment.

Just announced and already causing quite a stir of excitement throughout the entire service industry, these two vital service shop aids are perfectly teamed. Put them to work for you and you will increase your efficiency while saving valuable work space—with stepped-up profits as your reward.

Here are some specific reasons why the two new RCA aids to faster servicing belong in your shop:

The RCA Swivel-Scope—less than

one inch high—provides a rotating base for an oscilloscope, enabling you to swing the 'scope easily to any desired angle in a horizontal plane for convenient viewing from any working position. This free, smooth rotation is assured, since the rotating top with turned-up edges rides on precision ball bearings.

Constructed to accommodate all current models of RCA oscilloscopes, the Swivel-Scope has a heavy baseplate with bolt holes for mounting on either a workbench or Deluxe Porta-Rack.

The RCA Deluxe Porta-Rack is truly a portable work center—having a heavy gauge steel frame and sturdy, ball-bearing casters. With the new Porta-Rack, you can safely, swiftly, and with a minimum of effort wheel a full complement of test equipment from one job to another in your shop. Inclined shelves support test instruments at proper angle for easy operation and viewing.

Providing space for conventional alignment equipment on one side and color equipment on the other—or any desired grouping to meet your particular needs—the handy Deluxe Porta-Rack holds eight units of RCA test equipment plus an oscilloscope mounted on the Swivel-Scope which is included with the Porta-Rack. In addition, you can attach hooks and brackets to the Porta-Rack's peg-board back so that you can hang up your small units of test equipment, accessories, probes, and cables.

RADIO AND TELEVISION

RCA *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.

MARCH 1958

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Harvey Slovik
Editor

Vol. 23, No. 1



TV Technician Litho Display (Form 4F105)

ANNUAL TV SERVICEMEN'S WEEK CAMPAIGN

to you by your local RCA tube distributor. All are especially tailored to promote your shop before and during the forthcoming National Television Servicemen's Week celebration.

More than 35 million TV viewers in set-owning families will read the special NTSW ad in the March 22nd issue of TV GUIDE and the March 24th issue of LIFE. Millions more will see and hear a special Servicemen's Week tribute over the March 22nd Perry Como Show and the March 25th George Gobel Show on the NBC network. The NBC Monitor program will carry the NTSW message on radio. Vaughn Monroe will direct this vast radio and TV audience of prospective service customers to the local shops displaying the attractive NTSW promotion aids

you can be given "star billing" in these important ads.

NTSW Merchandisers

Heading the list of new NTSW public relations aids for the service-dealer is RCA's colorful TV Technician Litho Display (Form 4F105). Ideal as a focal point for your NTSW front window display, this handsome 30-inch by 40-inch litho display lauds the TV service technician for "bringing to the American public its greatest form of home entertainment." An easel-mounted unit, the display features an important caption-and-picture story.

Your RCA distributor is also offering you the convenient NTSW Promotion Kit (Form 4F106) in which you will find an excellent assortment of "props"

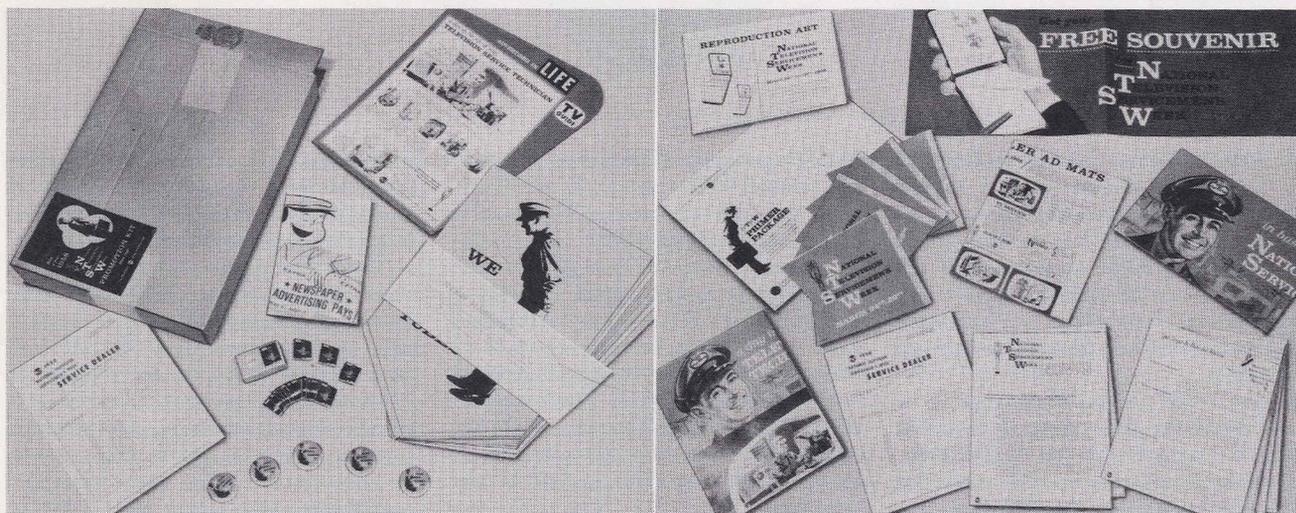
vision viewer who enters your shop.

- NTSW Stickers—for use on your letters, invoices, envelopes, and sales promotion literature. The stickers tie in NTSW with the March 24th issue of LIFE.

- NTSW Buttons—specially made plastic coated buttons you should wear to carry the NTSW message wherever you go. A welcome conversation starter, the NTSW Buttons also will come in handy as souvenirs.

- "Newspaper Advertising Pays" Booklet—written with you in mind. It offers practical, helpful information for planning and running effective newspaper advertising.

In addition to the TV Technician Litho Display and the Servicemen's Week Promotion Kit, your local RCA



RCA's NTSW Promotion Kit (Form 4F106), shown at left, and NTSW Primer Package (Form 4F113) contain a wide assortment of merchandisers.

available exclusively through authorized RCA tube distributors.

Because television is such an important part of the American way of life, National Television Servicemen's Week inherently offers the American press a source of fascinating and newsworthy material. Therefore, special "press kits" are being provided by RCA to the editors of trade and consumer publications and newspapers and to radio and TV stations across the country. You personally can provide your local newspaper editor with your own story material for editorial coverage, tying in your name with this headline event.

In addition, attention-getting advertisements have been prepared by RCA for use by your local RCA tube distributor. With them, he can proclaim NTSW in local newspapers that reach your prime service prospects. Ask your regular RCA distributor salesman how

to dress up your service shop in gala fashion for the big NTSW show. Take a look at each item and you will readily see how and where you can put it to profitable use.

The NTSW Promotion Kit contains:

- NTSW Hangers—24 brightly colored paper hangers which you can string over wire or cord from wall to wall across the inside of your store or inside your display window. The NTSW message is clearly printed on both sides. You can also cut along the fold of each hanger and mount it flat against your shop wall or window with cellophane tape.

- NTSW Counter Card—a handy easel-back card you can set up on your counter, by your cash register, or at a similar place of prominence. Bringing the LIFE and TV GUIDE Servicemen's Week salute to the point of sale, the counter card will attract every tele-

tube distributor is also making available to you RCA's NTSW Primer Package (Form 4F113). This easy-to-use package contains material with which you can immediately activate your own publicity and advertising.

In the Primer Package, you find:

- Timely television stories you can release to editors of newspapers covering your market area.

- Suggested NTSW scripts for spot radio and TV announcements on local stations, advertising your service shop.

- A proof sheet showing the 15 NTSW Dealer Ad Mats you can obtain from your RCA tube distributor.

- Five NTSW self-stick cards for placement on the outside of your shop window, on your store shelves, or wherever space is limited. Easy to use to draw attention to the NTSW celebration, these cards have a self-adhering

(Continued on next page)

Servicemen's Week

(Continued from preceding page)

edge which bends along a scored line.

- Three colorful NTSW streamers designed to help you spread the good news about NTSW at select spots on your store windows or inside walls.

- A sheet of reproduction art you can use to prepare your own advertising literature or ads.

Besides the NTSW promotion, advertising, and publicity material offered to you by your RCA tube distributor, you will also want to receive quantities of the new RCA "Pocket Memo" (Form 4F117). Attractively fashioned and expertly made of the finest vinyl, here is a special souvenir giveaway perfectly suited for you to hand out to your customers in conjunction with your NTSW goodwill-building activities. A useful gift that will advertise

your service shop repeatedly, the "Pocket Memo" contains a handy calendar along with your all-important imprint.

'Count the RCA Tubes' Contest

As an added means of drawing customer prospects both to your NTSW window and into your store, your RCA tube distributor stands ready to help you run a "Count the RCA Tubes" contest. The idea is simple in concept, tested and proved in effect.

To conduct such a contest—that will reward you with increased store traffic plus new names for your mailing list—first thing to do is ask your RCA distributor for the special "Count the RCA Tubes" contest kit (Form 4F116). It contains a small-space newspaper ad mat, a pad of contest entry blanks, a cardboard entry box, and a window poster explaining the details about the special NTSW contest.

The poster and ad mat state that everyone who visits your service shop between the date you start the contest and March 29th (the final day of Servicemen's Week) is invited to guess how many tubes you have on display. Each of your customers should be allowed to fill out one entry blank and deposit it in the entry box at no obligation. You should notify the prize winner at an appropriate time on March 29th.

Next, decide what you want to offer as top prize. This could be a wrist watch, a set of silverware, a set of glasses, or any worthwhile item of your own choice. Whatever you select should have strong appeal to the woman shopper, preferably something of benefit to the entire family. Display the prize in your main window throughout the time of the contest.

Third, place a relatively large number of RCA tubes and/or tube display

EXCITING RCA 'MYSTERY SHOPPER' CONTEST FEATURE

Radio-television dealers and service technicians in the continental United States, Alaska, and Hawaii are now vying for the 192 big awards to be presented by RCA to winners of the current RCA "Mystery Shopper" contest—feature attraction of the fourth National Television Servicemen's Week campaign.

If you act without hesitation, you, too, may have the golden opportunity to win one of the exciting contest prizes: a world-famous MGA Sports Roadster, an RCA Victor 21-inch-type color television set, an RCA Victor high-fidelity phonograph, or an RCA Victor transistor radio. Without any obligation on your part, all you need do to become eligible is enter the RCA

"Mystery Shopper" contest—a simple effort—and then continue to talk favorably to your customers about RCA tubes. Sounds easy? It is!

To enter RCA's "Mystery Shopper" contest, you merely have to write a statement of 50 words or less telling how you believe RCA's promotion of National Television Servicemen's Week—March 24th through 29th—benefits the independent TV service industry. Your entry must be made on an official entry blank, available from RCA distributors.

For your convenience, an official entry form is also printed on the back cover of this issue. Fill it out today and mail it to the RCA Electron Tube Division, P.O. Box 551, New York 46,

N.Y. Please note that *to qualify your entry must be postmarked on or before midnight, March 15, 1958*. Only one entry per person is permitted.

The rules of the contest state that your entry must be submitted in your own name, describing your own opinions in connection with NTSW. You may prepare your own entry blank, or you may ask your RCA tube distributor salesman or counterman to help you prepare it. If your distributor salesman or counterman helps you, have him countersign your entry blank, for he is also eligible for a prize if you win.

Contest entries will be judged by Advertising Distributors of America, Inc., an impartial, independent contest judging organization, on the basis of

Here are the clues which may help you win one of the 192 big awards in RCA's "Mystery Shopper" contest. Be sure you are ready for the "Mystery Shopper" with the correct answer about top-quality RCA Silverama Super-Aluminized Picture Tubes and RCA receiving tubes.

* * *

Facts About RCA Receiving Tubes:

- Advise your customers to look for the RCA trademark.

Exceptional quality and superior performance of RCA tubes are the results of electron tube "know-how," accumulated through RCA's years of experience in research, engineering design, manufacturing, and quality control. Be sure to urge your customer that it will benefit him to look for the trademark of the world's leader in electronics when tubes are replaced in his receiver.

- RCA microscopic inspection assures customer satisfaction.

RCA quality-control procedures include microscopic inspection of popular radio and TV receiving tubes. Specially

trained RCA inspectors microscopically examine these tube types at various critical points along the production line. Through this program, RCA consistently produces electron tubes which have exceptional uniformity of electrical characteristics and give long, dependable performance.

- RCA tube tests assure superior-quality tubes.

RCA's rigid program of production-line testing and warehouse sampling makes it possible for the service technician to take the tube out of the carton and put it right into the set with confidence it will give top performance. Production-line tests eliminate any tube not up to RCA's high-quality standards. And before RCA tubes are put into the famous red-and-black RCA carton, sample lots from each production run are tested again at the warehouse. These are additional reasons why RCA tubes are preferred by service technicians everywhere.

Facts About RCA Silverama Picture Tubes:

- RCA's super-aluminizing gives television viewer a better picture.

cartons in your store window. These should be featured alongside the specially prepared "Count the RCA Tubes" contest poster. (You can obtain display-type RCA tube cartons from your RCA tube distributor if you need them for your contest. Ask for Form 2F103—a package of 14 assorted sizes.)

To give the potential contestant an added incentive, you can hand him (or her) the new "Pocket Memo." "Pocket Memos" might also be used as prizes for runner-ups.

* * *

Now that you have familiarized yourself with the numerous details on how you may promote and benefit from your participation in the 1958 National Television Servicemen's Week campaign, you surely must admit that this outstanding new RCA program is everything you have expected it to be—and then some.

ES 192 BIG AWARDS

originality, sincerity, and aptness of thought. All entries become the property of RCA and none will be returned. Entry in the contest constitutes permission to RCA to use your name and entry in any way it sees fit.

RCA has eight sales regions. Contestants will compete only with other service-dealers located in the same sales region. They will be ranked in the order of the merit of their entries, as determined by the "Mystery Shopper" contest judges.

Then, between April 1st and April 30th, the ranking contestants will be visited in person or phoned—in succession—by a "Mystery Shopper." In the guise of a consumer, he or she will ask the service-dealer about the prod-

All Silverama picture tubes are super-aluminized by RCA's remarkable "advanced technique." The carefully applied aluminum coating in the RCA Silverama picture tube reflects the light from the back of the fluorescent screen toward the viewer—yielding improved light output and picture clarity.

● *RCA-developed super-phosphor assures TV viewer of top-quality TV pictures.*

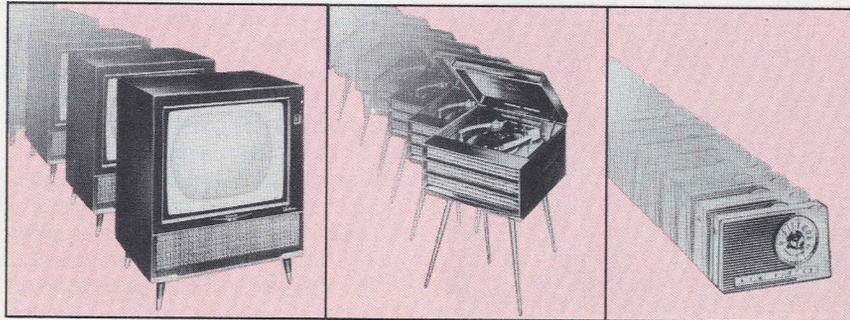
The picture screen of a television picture tube consists of billions of small phosphor particles. When struck by the invisible electron beam from the electron gun in the neck of the picture tube, these phosphor particles glow and light up the screen. RCA Silverama picture tubes produce greater light output and have greater screen uniformity because they use an RCA-developed super-phosphor—manufactured by RCA under stringent laboratory controls.

● *RCA's precision electron gun produces outstanding picture sharpness.*

The precision electron gun—located in the neck of the



An MGA Sports Roadster is the grand "Mystery Shopper" contest award to be presented to the service-dealer contestant who ranks first in each of RCA's eight sales regions. Runner-up awards: RCA Victor 21-inch-type color TV sets, RCA Victor "hi-fi" phonographs, RCA Victor transistor radios.



uct features of RCA Silverama picture tubes or RCA receiving tubes. The "Mystery Shopper" (an impartial employee of Advertising Distributors of America, Inc.), however, will not divulge his or her identity unless the contestant supplies the correct answer to the question asked.

The "Mystery Shopper" question will be based on the information below.

The first dealer or service technician in each RCA sales region who answers the question correctly will receive the grand award, an MGA Sports Roadster. The next three dealers or their service employees in each region who give the correct answer to the question asked of them will be presented with one of the beautiful, new RCA Victor

21-inch-type color television sets. An additional 10 contestants in each region who answer the "Mystery Shopper" question correctly will receive one of the exquisite RCA Victor "hi-fi" phonographs. And 10 additional contestants in each region who answer the question correctly will win an RCA Victor transistor radio.

Time for entering the RCA "Mystery Shopper" contest is extremely limited. Therefore, you had best fill out an official entry form right away. This minimum effort most assuredly will prove worth your while—for every TV service-dealer and technician who enters the RCA "Mystery Shopper" contest will receive a special token of recognition just for entering.

RCA Silverama picture tube—is manufactured, assembled, and microscopically tested to RCA's rigid specifications. The electron beam which this precision gun produces energizes the entire phosphor screen in pinpoint detail, and produces pictures of outstanding sharpness and clarity.

● *RCA quality control is the TV set owner's assurance of the best picture tubes his money can buy.*

At RCA, modern scientific instruments are used to test all raw materials and component parts to make certain that only top-quality grades go into RCA Silverama picture tubes. Exhaustive quality control checks are made throughout the entire manufacturing process. Then the completed tube must pass a series of critical performance tests before it is deemed worthy of the famous RCA trademark.

● *RCA warranty gives consumer valuable protection.*

Each RCA Silverama picture tube is warranted for one full year from the date of installation. The RCA warranty card is shipped in each Silverama picture tube carton for immediate protection—at no extra cost!

Added Sales Opportunities with RCA Sound Tape

The rapid rise in the popularity of magnetic recording sound tape among both professional and amateur recording enthusiasts has created a tremendous market in which service-dealers may reap added sales and profits.

Recognizing this growing business potential, the RCA Electron Tube Division and your local RCA distributor are most eager for you to capitalize on it. Hence, the recent announcement that your RCA distributor is ready to

offer you a comprehensive line of RCA magnetic recording sound tape and tape accessories.

Stimulated by hard-hitting RCA promotional and advertising support, the high-quality RCA tape types present you with increased sales opportunities now and in the future. Therefore, it is to your immediate advantage to advise your local RCA distributor that you would like to make your store a dealer outlet for the RCA Electron Tube Division's newest product line.

When you merchandise RCA magnetic recording sound tape, you have the sales advantage in that the tape bears the brand of the world leader in the business of sound. RCA tape is produced under rigid standards to provide high-fidelity recordings that will last for years. It is manufactured under a program which combines strict quality control with the latest engineering and manufacturing advances to minimize distortion and background noise.

Uniformity in RCA tape is a result of careful processing and strict control of thickness and oxide dispersion. (Small oxide particles reduce tape hiss and permit high-level recording with low distortion.)

The oxide coating in RCA tape is

impregnated with a dry lubricant—dimethyl silicone—to provide lubrication which lasts the life of the tape. This lubricant reduces wear on the recording head, minimizes squeal, and improves recording quality by reducing wow and flutter caused by excessive friction between the tape and the recording head.

RCA's magnetic recording sound tape line consists of 10 high-fidelity, high-output types which provide clear, faithful reproduction of the original sound. As a base material for the oxide coating, RCA tapes use either acetate or "Mylar" (a registered DuPont trademark for its polyester film).

Attractively packaged, RCA tapes are available on either 5-inch or 7-inch Load-Easy Reels and in thicknesses of ½ mil, 1 mil, and 1½ mils, depending on recording requirements. On the 5-inch reels, there is a choice of 600-, 900-, and 1200-foot lengths; on the 7-inch reels, there is a choice of 1200-, 1800-, and 2400-foot lengths.

The Load-Easy Reel is an RCA exclusive. Designed to make loading quick and easy, RCA Load-Easy Reels have slotted sides to eliminate awkward loading operations. To load, all the user need do is place the tape in



STEERING CUSTOMER TRAFFIC to Oklahoma City service-dealer location, this special road sign was set up by Archer Radio and TV Service with the help of Dulaney's, its local RCA electron tube distributor.

Punching Information Service Technicians Can Use to Prepare Special

Tube Type	Hole Locations	Notes
6021	1F 2D 3A 4C 5C 6B 7D 8G 10M 9N 5M 2N 1L 1J 6I 8I 4K 6L 7L	Test P1 & P2
25BK5	1G 3D 4A 5B 6C 8E 10M 8N 5M 1N 1L 5J 6I 10I 2K 3K 6L 7L	---
5879	1D 3C 4A 5B 7E 8G 9C 10M 9N 5M 2N 1L 6J 6I 10I 8K	---
5963	1F 2D 3C 4A 5B 6G 7D 8C 10M 9N 2M 3N 1L 1J 6I 10I 6K 7K 6L 7L	Test P1 & P2
5763	1G 3C 4A 5B 6E 7C 8D 10M 9N 5M 2N 1L 6J 6I 10I 4K 6L 7L	---
1622	Use 6L6-G card	---
807	1A 2E 3D 4C 5B 10G 10M 9N 3M 1N 1L 9J 6I 10I 6K 6L 7L	---
2X2A	1A 4B 10G 6M 6N 2M 4N 5L 6K 7K 6L 7L	Reject if below 4
6197	1C 2D 3E 4A 5B 6G 7C 10M 9N 3M 1N 1L 5J 6I 10I 6K 6L 8L	---
5964	1F 2G 3A 4B 5D 6D 7C 10M 9N 5M 2N 1L 1J 7I 9I 4K 6L 7L	Test P1 & P2

Owners of RCA's portable WT-110A Automatic Electron-Tube Tester please take note! As promised in the last issue of RADIO AND TELEVISION NEWS, this column features the first in a series of card punching information for use in preparing special cards for the testing of tube types not included in the original card complement nor in the WG-310A to WG-322A Accessory Card groups.

To prepare a punched card for a particular tube type, you need: Master Card, RCA Replacement Parts Stock No. 215426; unpunched plastic cards, RCA WG-325A Accessory Unpunched Cards (24); and a steel hand punch, RCA WG-326A Accessory Card Punch. The Master Card is furnished with the WT-110A Automatic Electron-Tube Tester. The WG-325A Accessory Unpunched Cards and the WG-326A Accessory Card Punch may be purchased through your local RCA distributor.

A new card is prepared as follows:

(1) Place the Master Card on top of a blank card with the hole on the right-hand side of the card.

(2) Carefully line up the index slots

the slot and turn the reel. The tape drops into a 45-degree slot on the reel hub. One full turn and the user is ready to record.

RCA sound tape is available in Professional Grade, Long-Play, or Extra-Long-Play types.

- Professional Grade RCA magnetic recording sound tape is tough and durable. Designed to provide high-quality recording under difficult conditions, it is available in 1½-mil thickness only on either acetate or "Mylar" base. Reel size, tape length, and base material are identified by the following type numbers: 251C1—5-inch reel, 600-foot acetate base; 254C1—5-inch reel, 600-foot "Mylar" base; 256C1—7-inch reel, 1200-foot acetate base; and 259C1—7-inch reel, 1200-foot "Mylar" base.

- Long-Play RCA sound tape, 1-mil thick, is designed to provide longer recording time on either "Mylar" or acetate base than Professional Grade but has the same high-quality recording characteristics. Reel size, tape length, and base material are identified by the following type numbers: 250C1—5-inch reel, 900-foot acetate base; 253C1—5-inch reel, 900-foot "Mylar" base; 255C1—7-inch reel, 1800-foot acetate base; and 258C1—7-inch reel, 1800-foot "Mylar" base.

- Extra-Long Play RCA tape is designed to provide extra-long running

time with the same high-quality characteristics as both the Professional Grade and the Long-Play types. On 7-inch reels, running time is up to four hours on dual-track recordings. Extra-Long-Play tape is ½-mil thick and is available only on "Mylar" base. Because of the thin base material, care must be used in handling and playing this grade of tape. Reel size, tape length, and base material are identified by the following type numbers: 252C1

—5-inch reel, 1200-foot "Mylar" base; 257C1—7-inch reel, 2400-foot "Mylar" base.

* * *

The tape accessories in the new RCA line are: type 501C1—a five-reel tape chest for 5-inch reels; type 502C1—a five-reel tape chest for 7-inch reels; type 503C1—a 5-inch Load-Easy reel with box; type 504C1—a 7-inch Load-Easy reel with box; and type STSD-4—a deluxe tape splicer.

Tube Inventory Guide for 1958 Published by RCA

Your local RCA tube distributor can now provide you with your copy of the recently published RCA Tube Movement and Inventory Guide for 1958 (Form 3F37C). Based on a thorough study of national movement by tube type in the renewal market, with consideration given to new trends and developments, the new Guide will help you eliminate your tube-inventory problems.

Complete with easy-to-follow instructions on how to keep records accurate and up-to-date, the current RCA Tube Movement and Inventory Guide—properly used—will key you on your opening inventory each month, your unfilled orders, your completed orders, and your sales by type. With this knowledge on tap:

- You will always have a balanced stock inventory.

- You will turn over your stock more often.

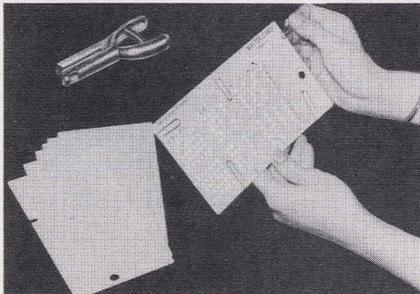
- You will have all the current information about each tube at a glance.

- You will have more time to promote your service business.

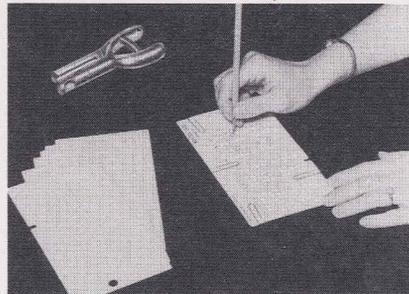
- You will have an accurate tool to gauge your business volume.

In addition to the RCA Tube Movement and Inventory Guide for 1958, your RCA distributor can present you with the new RCA Electron Tube Order Blank (Form 3F231F). Both items now include all entertainment receiving tubes and picture tubes which have moderate activity. This revision increases the effectiveness of the two forms.

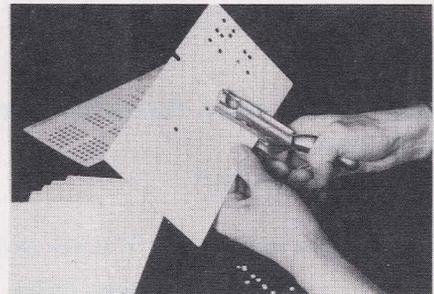
Cards for RCA's Portable WT-110A Automatic Electron-Tube Tester



First, line up index slots and bottoms of Master Card and blank card. Clip the two cards together. Next, as shown center,



pencil to inscribe hole outlines on blank card. Then, center each penciled hole outline exactly in die on top of punch before punching hole.



and the bottom edges of the cards. Clip the two cards together with paper clips around the edges.

(3) Use a sharp-pointed pencil to outline only those holes called for in the hole-punching instructions. Trace circles through the appropriate holes in the Master Card and onto the blank card.

(4) When marking of the blank card is completed, recheck the locations of the inscribed circles against the hole-punching instructions for the particular tube type.

(5) Detach the paper clips and Master Card. Take care to center the penciled circles exactly in the die by sighting through the hole in the top of the punch. Then, punch out all the penciled circles on the blank card with the WG-326A Accessory Card Punch.

(6) When punching is completed, use a pencil to inscribe the tube-type number and testing instructions onto the card. The lettering can be protected by spraying or brushing with a light coating of clear plastic cement.

Cards are added to or removed from

the WT-110A card file by unscrewing the file rod at the front of the case and pushing the rod out through the rear eyelet. Insert or remove the card from the file and reinstall the rod.

In addition to your preparation of the 10 new cards, you should add the statement, "Reject if below 3," on the pre-punched cards supplied with the WT-110A for tube types 1B3-GT, 6W4-GT, and 6AX4-GT.



BULK RATE
U. S. POSTAGE
PAID
New York, N. Y.
Permit No. 3150

RCA
Electron Tube Division
Harrison, N. J.

Compliments of Your
Local RCA Distributor

Headquarters for:

RCA Tubes
Batteries
Electronic Components
Test Equipment
Technical Publications

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TO

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DURANT TV & RADIO SERV
1264 EAST MAIN ST
BRIDGEPORT CONN

Form 3547 Requested

OFFICIAL ENTRY FORM
RCA "MYSTERY SHOPPER" CONTEST
1958 "NATIONAL TELEVISION SERVICEMEN'S WEEK"

Mail to:

RCA ELECTRON TUBE DIVISION
P. O. Box 551
New York 46, N. Y.

ALL ENTRIES MUST
BE POSTMARKED ON
OR BEFORE MIDNIGHT
MARCH 15, 1958

Complete this statement in 50 words or less:

As a service dealer, this is how I think RCA's promotion of "National Television Servicemen's Week" benefits the independent TV service industry:

SIGNED _____
(Signature of Dealer or Technician)

_____ FIRM NAME

_____ ADDRESS

_____ CITY _____ ZONE

_____ STATE

Optional: This portion of the entry blank may be countersigned by your RCA Distributor salesman if you wish.

_____ SIGNATURE OF DISTRIBUTOR SALESMAN

_____ RCA DISTRIBUTOR

_____ ADDRESS

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