The Finest TV Picture ever seen in the American Home
AND WERE THE JONES READY FOR IT!

SURE I AM—WE JUST DON'T GET AS GOOD STATION RECEPTION AS HE DOES.

BUT, HONEY, HE LIVES ONLY A BLOCK AWAY—IT MUST BE SOMETHING MORE THAN THAT.

NEXT EVENING THEIR NEIGHBORHOOD TV SERVICE MAN CHECKED THE SET...
WE CAN'T GET A REAL SHARP PICTURE
AND WE'VE HAD IT ONLY A COUPLE OF YEARS.

HM-M-M—IT ISN'T AS CLEAR AS IT COULD BE.

WHY CAN'T WE GET AS SHARP A PICTURE ON OUR SET AS TOM GETS ON HIS? ARE YOU SURE YOU'RE TUNING IT IN RIGHT?
I CAN'T FIND ANYTHING WRONG WITH YOUR SET, MR. JONES, EXCEPT FOR THE PICTURE TUBE.

YOU MEAN THE PICTURE TUBE IS SHOT? ALREADY? GOODNESS, THAT TUBE DIDN'T LAST LONG!

OH, THIS TUBE IS STILL AS GOOD AS IT EVER WAS... BUT THERE'S BEEN A NEW DEVELOPMENT IN PICTURE TUBES SINCE YOU BOUGHT THIS SET.

EXACTLY, THIS NEW PICTURE TUBE DEVELOPMENT IS CALLED ALUMINIZING. IT GIVES YOU SUCH A SHARP AND CLEAR PICTURE THAT SETS WITHOUT THIS NEW TUBE ARE OUT OF DATE, NO MATTER HOW NEW THEY ARE!

OH, PROGRESS LIKE AUTOMOBILES AND MEDICINE! THAT IT?

WHAT'S THIS ALUMINIZING?

I NEVER HEARD OF IT.

IT'S THE NEW TUNG-SOL MAGIC-MIRROR ALUMINIZED PICTURE TUBE. HERE'S THE STORY...
It's amazing how this new aluminized tube increases the brilliance of your picture. You've never seen anything like it for clarity, depth and contrast.

That's quite a claim!

It's more than a claim, Mr. Jones, it's a proved fact. You probably know that...

...in all picture tubes an electronic beam is projected against a phosphor screen which causes that screen to glow. Here, take a look at this diagram...

See how the light coming from this screen radiates backward as well as forward. Only half the light is projected into the picture. The other half is radiated back into the tube where it's just wasted.

This results in a dull, grey, half-illuminated picture...that's what your present picture tube is giving you!
The 'magic-mirror' is an aluminized reflector which backs up the phosphor screen! The electron beam passes through this reflector to activate the phosphor screen... but...

The light cannot back up through the aluminum reflector—All the light is projected forward!

All the light is projected forward.

The result is a picture with more contrast and greater depth—brighter and sharper!
SAY, THIS IS AN IMPROVEMENT! I SEE NOW WHAT THE ALUMINIZED MAGIC-MIRROR MEANS!

CAN WE GET A TUNG-SOL PICTURE TUBE PUT IN OUR SET?

YOU SURE CAN—I’LL ATTEND TO IT RIGHT AWAY.

BY NEXT EVENING A TUNG-SOL ALUMINIZED MAGIC-MIRROR PICTURE TUBE HAD BEEN INSTALLED IN THE JONES’ TV SET...

BEST INVESTMENT WE EVER MADE. NOW WE CAN REALLY ENJOY THE SHOWS ON TV.

WHAT A DIFFERENCE—NOW I CAN SEE WHAT THE ACTORS REALLY LOOK LIKE!

M-M—IT’S DEFINITELY SUPER—

P.S. . . . . AND THEY ENJOYED THEIR SET EVER AFTER!
THE SECRET OF TUNG-SOL SUPERIORITY IS QUALITY CONTROL!

Every step in the manufacture of Tung-Sol products is meticulously checked, tested and passed on by expert technicians in the most modern tube production plant.

Precision instruments automatically inspect each separate part to insure a perfect finished product.

Tung-Sol applies the mathematical law of probabilities as the basis of rigid and efficient quality control.

A production line picture tube inspection check is the final step in Tung-Sol's quality control—it guarantees you the most perfect product possible to produce!
THE FIEND WHO JUMPS UP EVERY FEW MINUTES TO "CLEAR UP THE PICTURE"... ALL HE EVER DOES IS GET STREAKS AND FLOP-OVERS!

THREE MEN ON, TWO OUT, BOTTOM OF THE NINTH... AND IT'S TIME FOR THE WIFE'S FAVORITE SOAP OPERA! WHAT'S PROPER ETIQUETTE IN A CASE LIKE THIS?

THE PICTURE-HOG WHO LIKES TO SIT "REAL CLOSE."

THIS NUISANCE IS THE GUY WHO DROPS IN JUST AS YOUR FAVORITE PLAY IS STARTING AND YAKS AND YAKS ALL THROUGH IT!

MR. FIX-IT-YOURSELF KNEW MORE THAN ANY TRAINED SERVICE MAN—UNTIL THEY TOOK HIM TO THE HOSPITAL!
She never liked wrestling, but after a while she became a real fan!

This is the character who has seen the mystery before and insists on telling you who done it!

And this is the dial-twister—jumps from one station to another until you’re completely confused!

The biggest pest is the brute who tunes his set nice and loud no matter what time it is!
YOUR TV SET IS ONE OF THE GREATEST SCIENTIFIC INVENTIONS OF ALL TIMES!

AND IT'S ALSO ONE OF THE MOST COMPLICATED!

There are three and one-half miles of wire and more than 1100 separate parts in the average TV set! That's why just one form of failure might be traced to a dozen different causes... for example...

**Horizontal Pulling:** Any one of 8 sections in the receiver may be involved... or any one of 5 tubes may be involved... or any one of 3 controls and/or adjustments... or any one of 15 resistors... or any one of 20 condensers.

**Vertical Roll:** The offending component may be in either of 2 sections of the receiver... or it may be any one of 3 tubes... 2 controls and adjustments... one transformer... 9 resistors... or in 12 condensers.

**Loss of Horizontal Sync:** The source of trouble may lie in any one of 4 sections of the receiver... or it could be caused by any one of 7 tubes... 2 transformers... 5 controls and adjustments... 25 resistors... 30 condensers.

**Reduced Picture Width:** Could be caused by any one of 3 sections in the receiver... or in any one of 4 tubes... 17 resistors... 3 controls or adjustments... 4 transformers and/or coils... 22 condensers.

Here's a picture of a section of your TV set that you've probably never seen... the underneath-the-chassis part. Complicated enough for you? A trained TV service man knows what each part does and where each is located!
WHAT PRICE TV REPAIRS?

This bill for repairing my TV!

Whoa! Before you hit the ceiling, take another peek at the opposite page!

I know there's lots of gadgets in my set and it must be quite a problem to find out what's wrong, but gosh...

Well, let's take a behind-the-scenes look at a typical neighborhood TV service man and find out what his charges are for!

This had better be good!

It'll be good! In fact, it will open your eyes to what an important person he is and how reasonable are his charges!
THE FIRST THING YOU MUST REALIZE IS THAT HE'S AN ELECTRONICS SPECIALIST... AND THAT TAKES A LOT OF STUDY.

"THAT I'LL ADMIT. I TOOK A LOOK INSIDE MY SET ONCE AND ALL THOSE WIRES AND TUBES AND THINGS MADE ME DIZZY!"

IT PROBABLY MADE HIM DIZZY AT FIRST, TOO... BUT HE STARTED RIGHT FROM THE BEGINNING AND LEARNED THE A-B-C'S IN AN ELECTRONICS SCHOOL.

"AND BELIEVE ME, HE PUT IN MANY MANY HOURS BURNING THE MIDNIGHT OIL STUDYING HIS TEXT BOOKS!"

"...AFTER TOUGH SESSIONS AT SCHOOL WRESTLING WITH HOOK-UPS, WIRING DIAGRAMS, MATHEMATICAL EQUATIONS..."

...ASSEMBLING SETS, TEARING 'EM APART, ASSEMBLING THEM AGAIN, TEARING 'EM DOWN—OVER AND OVER AGAIN... ALL MAKES, ALL MODELS... UNTIL ELECTRICAL GADGETS WERE PRACTICALLY COMING OUT OF HIS EARS!"
I know he must have studied a lot, but he probably liked his work.

Sure he liked it, or he couldn't have stood the grind but...

"...more important, he took pride in his work and still does! No one can go through what he did and not feel a sense of pride and responsibility in his work."

After he graduated from that electronics school, he still had to continue studying... still studies! New methods, improved models are constantly being produced and he's got to keep up with them... for example, Tung-Sol's new 'Magic-Mirror' Aluminized Picture Tube!

You bet he does! Just like a doctor has to or any other scientific expert!

Gosh! When does he find time for any family life?

"Oh, he gets around, too. His roots are right here in your town. You might meet him at one of your local veterans groups, or a fraternal order, or out on the golf course... his kids probably go to the same school as yours... he helps on hospital funds, community chest drives, etc."

"Oh, he gets around, too. His roots are right here in your town. You might meet him at one of your local veterans groups, or a fraternal order, or out on the golf course... his kids probably go to the same school as yours... he helps on hospital funds, community chest drives, etc."
"He's got a big investment of thousands of dollars in his shop for electronic testing equipment."

"...and he's got another big investment in tubes, parts, trucks...besides his rent and salaries for an assistant or two. Oh, he's responsible, he's got to be, and don't forget quick, economical TV repairs call for skill, knowledge and honest charges."

"Radio and TV Repairs"

"Here, look at this. See what his service charges are in relation to these other professional and business people. Never thought of it that way, did you?"

"No, I honestly never did!"

"Not many people do. Why the average repair cost on a TV set is less than $30 a year! Not much for all the free hours of entertainment it gives you, is it? And this man is ready to service your set day and night!"

"TV Technician  Auto Mechanic  Carpenter  Plumber  Doctor."

"Yessir! Your service man stake's his livelihood, his family and his future in his business! He knows that integrity is his most important product! That's why you can trust him to stand back of his work, and give you honest service at fair prices!"

"Well, I've had my say...I'll get back where I belong!"

"So long, and thanks, you sure opened my eyes! I won't forget all you told me, either!"
WHEN YOU'RE READY TO REPLACE YOUR OLD PICTURE TUBE...

BE SURE IT'S A GENUINE TUNG-SOL "MAGIC-MIRROR" ALUMINIZED PICTURE TUBE

IT'S YOUR GUARANTEE OF THE BEST PICTURE RECEPTION...EVEN IN SO-CALLED FRINGE AREAS!...YOUR ASSURANCE OF MANY, MANY TROUBLE-FREE HOURS OF UNINTERRUPTED TV PLEASURE AND ENJOYMENT!

QUALITY CONTROL IS YOUR GUARANTEE OF PERFECT PERFORMANCE IN ALL TUNG-SOL PRODUCTS!

TUNG-SOL ALSO MANUFACTURES THE FINEST RECEIVING TUBES FOR RADIO, TELEVISION AND SPECIAL PURPOSE APPLICATIONS!
Folks, working at this business day-in and day-out, I've repaired practically every make and model set there is... and I've used practically every tube that's come along. My results show that TUNG-SOL TUBES consistently out-perform and out-last them all! And if you want the finest, most realistic TV picture you've ever seen, let us install a TUNG-SOL 'MAGIC-MIRROR' aluminized picture tube. For any radio, TV or Hi-Fi service, call us and we'll have a man there promptly!