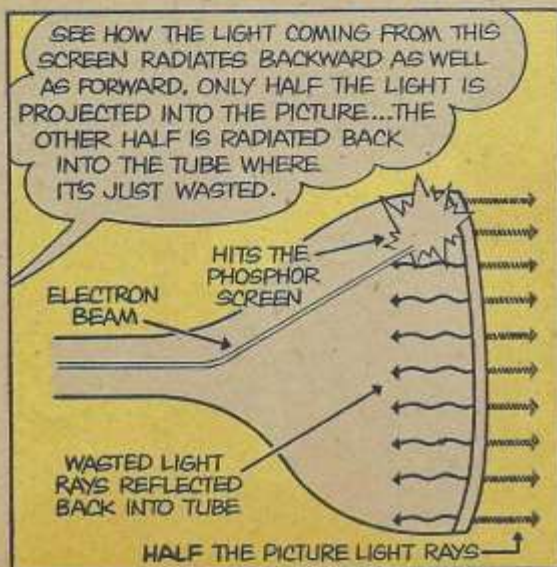


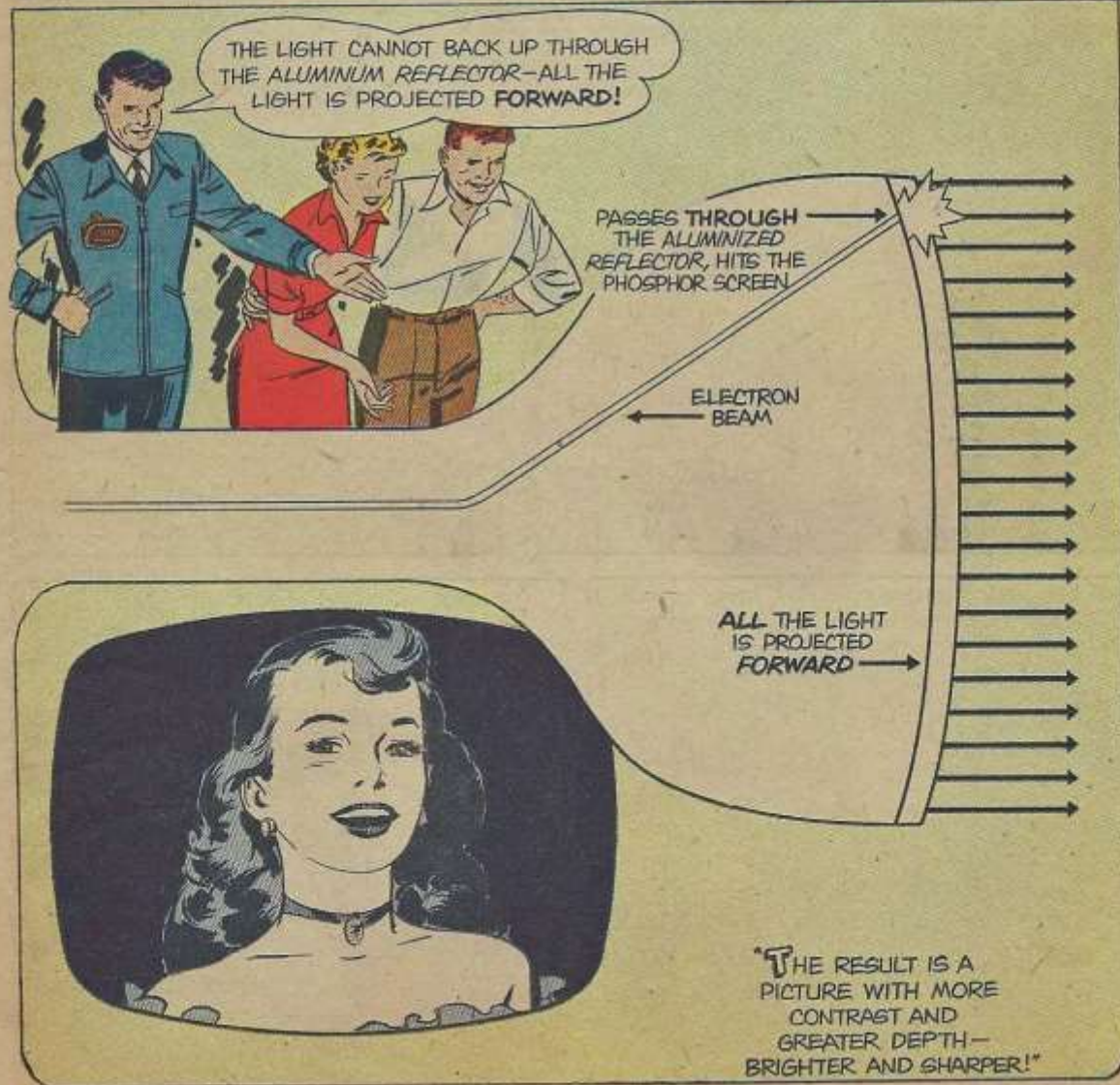
The
Finest TV Picture
ever seen
in the American Home













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—



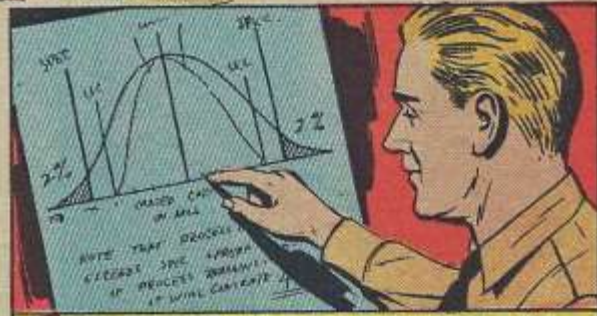
THE SECRET OF TUNG-SOL SUPERIORITY IS QUALITY CONTROL!



EVERY STEP IN THE MANUFACTURE OF TUNG-SOL PRODUCTS IS METICULOUSLY CHECKED, TESTED AND PASSED ON BY EXPERT TECHNICIANS IN THIS MOST MODERN TUBE PRODUCTION PLANT.



PRECISION INSTRUMENTS AUTOMATICALLY INSPECT EACH SEPARATE PART TO INSURE A PERFECT FINISHED PRODUCT.

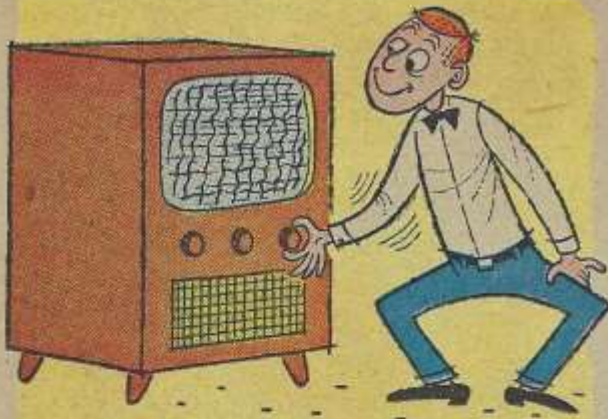


TUNG-SOL APPLIES THE MATHEMATICAL LAW OF PROBABILITIES AS THE BASIS OF RIGID AND EFFICIENT QUALITY CONTROL.

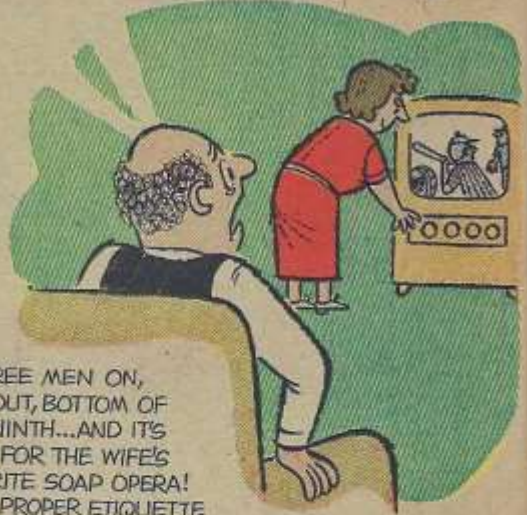


A PRODUCTION LINE PICTURE TUBE INSPECTION CHECK IS THE FINAL STEP IN TUNG-SOL'S QUALITY CONTROL—IT GUARANTEES YOU THE MOST PERFECT PRODUCT POSSIBLE TO PRODUCE!

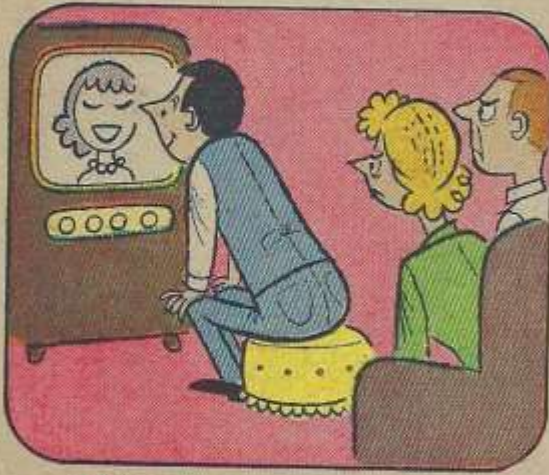
T.V.



THE FIEND WHO JUMPS UP EVERY FEW MINUTES TO "CLEAR UP THE PICTURE"...ALL HE EVER DOES IS GET STREAKS AND FLOP-OVERS!



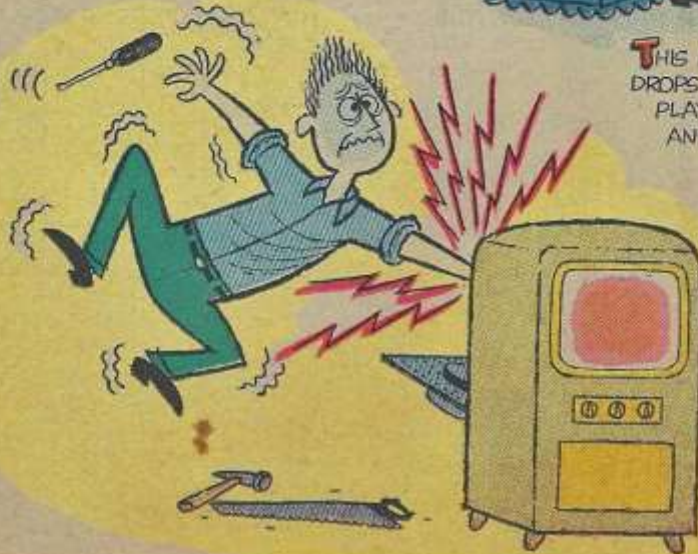
THREE MEN ON, TWO OUT, BOTTOM OF THE NINTH...AND IT'S TIME FOR THE WIFE'S FAVORITE SOAP OPERA! WHAT'S PROPER ETIQUETTE IN A CASE LIKE THIS?



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!

TERRORS

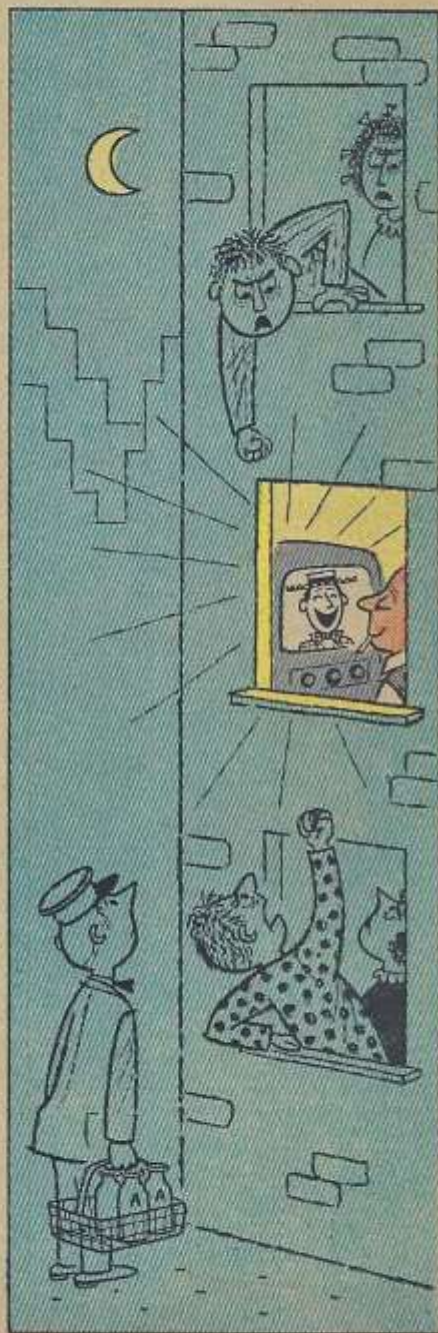


SHE NEVER LIKED WRESTLING, BUT AFTER A WHILE SHE BECAME A REAL FAN!



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 3 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.



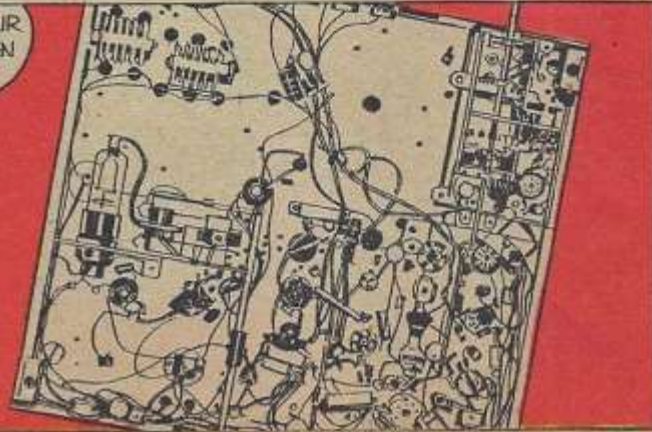

LOSS OF HORIZONTAL SYNC: THE SOURCE OF TROUBLE MAY LIE IN ANY ONE OF 4 SECTIONS OF THE RECEIVER, OR IT COULD BE CAUSED BY ANY ONE OF... 7 TUBES - 2 TRANSFORMERS - 5 CONTROLS AND ADJUSTMENTS - 25 RESISTORS - 30 CONDENSERS.

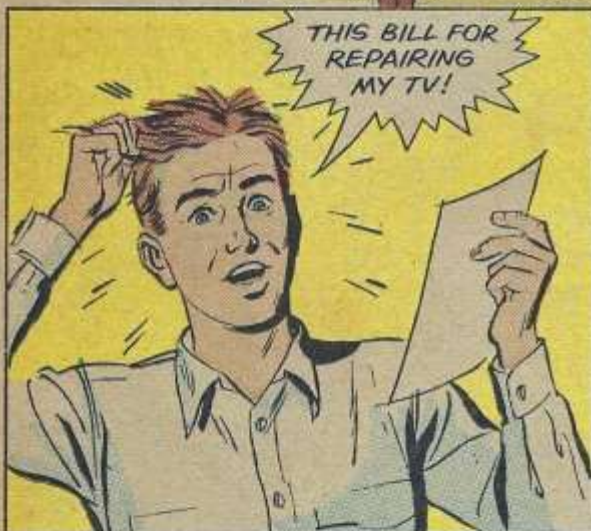
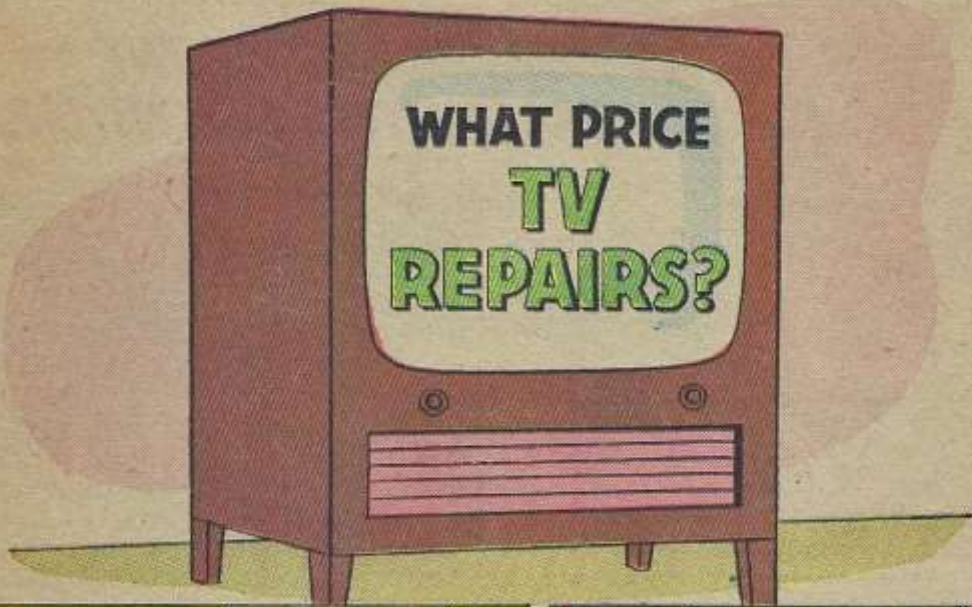



REDUCED PICTURE WIDTH: COULD BE CAUSED BY ANY ONE OF 3 SECTIONS IN THE RECEIVER, OR IN ANY ONE OF 4 TUBES - 17 RESISTORS - 3 CONTROLS OR ADJUSTMENTS - 4 TRANSFORMERS AND/OR COILS - 22 CONDENSERS.

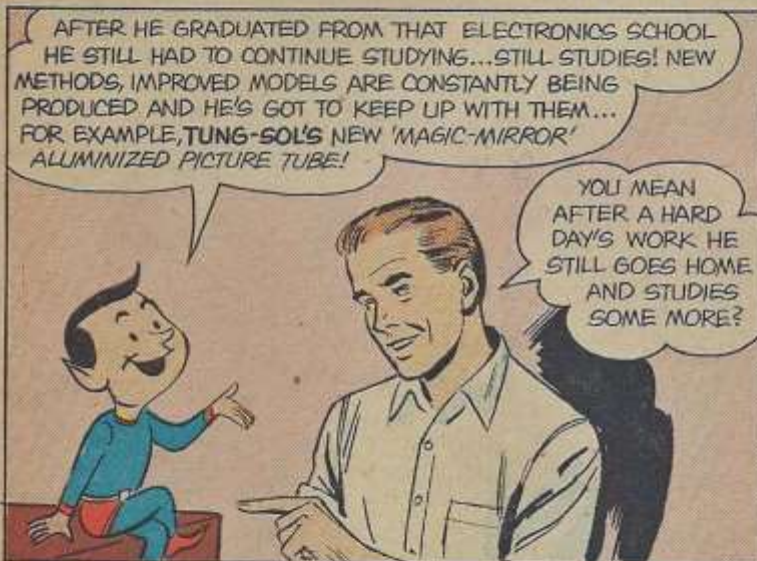


HERE'S A PICTURE OF A SECTION OF YOUR TV SET THAT YOU'VE PROBABLY NEVER SEEN...THE UNDERNEATH-THE-CHASSIS PART. COMPLICATED ENOUGH FOR YOU? A TRAINED TV SERVICE MAN KNOWS WHAT EACH PART DOES AND WHERE EACH IS LOCATED!







"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.!"



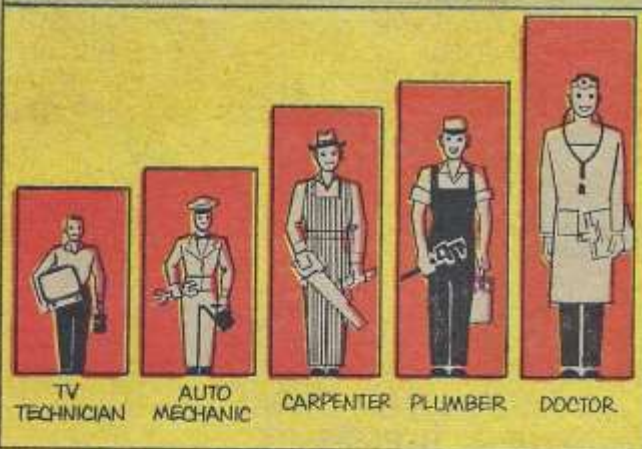
"HE'S GOT A BIG INVESTMENT OF THOUSANDS OF DOLLARS IN HIS SHOP FOR ELECTRONIC TESTING EQUIPMENT."



"...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."



"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?"

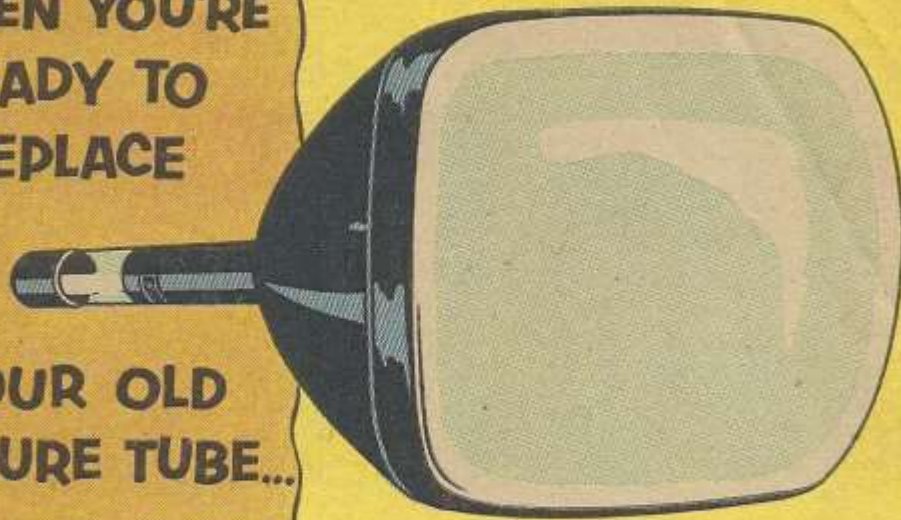


"YESSIR! YOUR SERVICE MAN STAKES HIS LIVELIHOOD, HIS FAMILY AND HIS FUTURE IN HIS BUSINESS! HE KNOWS THAT INTEGRITY IS HIS MOST IMPORTANT PRODUCT! THAT'S WHY YOU CAN TRUST HIM TO STAND BACK OF HIS WORK AND GIVE YOU HONEST SERVICE AT FAIR PRICES!"



**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!



**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!



FORM NO. T-82 PRINTED IN U.S.A.