

# Why Haven't TV Owners Been Told These Facts?

**Was your set purchased after the spring of 1947?**  
**Then here is the full, uncensored story of how you can avoid those \$15-\$20 repair bills—avoid those \$30-\$60 a year service fees— and still get the perfect movie-clear picture you've dreamed about!**

How many times this week have you had to get up to fix a jumpy TV picture — a flickering picture—a washed-out, muddy picture? How many times have you had to put up with ghosts, snow, static, "weak" channels?

And how many times have you had to lose a full night's TV entertainment—because you had to call a repairman who couldn't come "till to-morrow"?

**90% OF THESE BREAKDOWNS ARE UNNECESSARY**

All of these breakdowns may have seemed tragic to you at the moment they happened — but HERE is the real tragedy! Do you know that the same exact set that you now have in your front room— no matter what its brand name or model—has been playing in manufacturer's test rooms for months — and playing perfectly!

These sets have been subjected to "Breakdown Tests" that would seem incredible to the average owner. They have been turned on for 24 hours a day —7 days a week —4 weeks a month. Some of these sets have been running without a moment's pause for as much as 17 months.

These sets have been tested against every conceivable type of viewing hazard. They have been tested up to 125 miles away from the station. They have been tested against the interference of an entire warehouse of electrical appliances. They have been tested in special, steel-ribbed buildings, which ordinarily would produce several distinct ghosts.

And, in almost every one of these cases, these sets have produced perfect, movie - clear pictures—without major breakdowns—for as much as one year! Here are some of the reasons why:

**WHAT TV EXPERTS HAVE LEARNED ABOUT YOUR SET**

(1) If your set is properly cared for—as these sets were cared for in these tests—it need break clown only once during the entire year! In other words, you may actually have to call in a repairman only once during the entire year. You can save the \$30-\$60 service fees you are now paying—and you can save most of the \$10-\$15 repair bills.

(2) If your set is properly cared for, it can actually give you perfect, movie-clear reception the other 364 days a year. It can give you this perfect reception without special electronic equipment—without the help of a repairman—up to 100 miles away from your station.

(3) And most important, these experts have discovered that you do not have to be a handyman or a mechanic in order to coax this performance from your set. You need no technical knowledge whatsoever. You do not even have to touch a single nut, bolt, or wire. Here's why:

**5 MINUTES A WEEK FOR PERFECT RECEPTION!**

These television experts have discovered that your TV set is a great deal like your body in this respect—that it gives you warning signals before it has a major breakdown. For instance, after your set was installed, it probably played perfectly for the first week. But then it began to suffer from the vibration, the jarring, the interference of other electrical appliances in your home. The picture might suddenly begin to flop over or flicker—lines may appear in your screen.

Now—and this is important—if you had the knowledge to quickly make a few minor adjustments, on the outside controls of your set, then you could correct those symptoms, you could keep the set playing perfectly and you could prevent major breakdowns in exactly the same way they were prevented in these manufacturer's tests.

If you do not have this knowledge . . . if you do not make these adjustments, then your set will weaken . . . you will get a constantly bad picture and you will have to call a repairman.

It's as simple as that. You pay a repairman—not for his work—but for his knowledge. If you had that knowledge yourself — then you would not have to pay him at all.

## Prove It Yourself!

**NOW! See how easy it is to get perfect TV reception. Cure these TV troubles yourself— In less than 2 minutes!**



ZAGS



SNOW



BURNT-OUT TUBE  
(Sound OK, No Picture)

**CURE ZAGS.** Here's all you do: Turn set around. Locate HOR. SYN. control on back. Turn control slowly to right . . . ZAGS will appear. Turn control slowly to left, ZAGS will disappear and you will have a perfect picture on your screen. THAT'S ALL THERE IS! You have made a \$5 repair in less than 30 seconds.

**CURE SNOW.** (This will work in 1 out of 3 cases. If it does not, see TV OWNER'S GUIDE, page 72.) Turn set around . . . Locate point where antenna is screwed to set. TURN OFF SET AND THERE IS NO DANGER. Unscrew antenna. Scrape ends of antenna with scissors, knife or edge of screwdriver. Screw clean antenna ends back on set. THAT'S ALL THERE IS TO IT! You may have just made a \$10 repair in less than one minute!

**CURE BURNT-OUT TUBE.** Let set run for 5 minutes. TURN OFF SET AND PULL OUT THE PLUG. YOU HAVE REMOVED THE DANGER. Touch each small tube in the set with the tip of your finger. There is no current—therefore, there is no danger. The good tubes will be hot. The bad tube will be cold. Remove the cold tube by pulling it up. Take it to your neighborhood repair shop and replace. You will instantly get a perfect picture. THAT'S ALL THERE IS TO IT! You have just made a \$15 repair in less than 2 working . . .

**AND THAT'S JUST A SAMPLE!! Here are just a few of the other minor repairs you can make yourself—without tools—without mechanical knowledge—with the TV OWNER'S GUIDE!**

 <p>Horizontal Distortion</p>	 <p>Vertical Distortion</p>	 <p>Triple Picture</p>	 <p>Jumpy Picture</p>
 <p>Horizontal Distortion</p>	 <p>Vertical Distortion</p>	 <p>Triple Picture</p>	 <p>Jumpy Picture</p>

**SAVE \$30-60 A YEAR SERVICE FEES!**  
**Avoid 90% of TV repair calls!**  
**Do it yourself with the TV OWNER'S GUIDE!**

**A TV EXPERT AT YOUR ELBOW 24 HOURS A DAY!**

Now suppose you had a television expert at your elbow 24 hours a day. Suppose that every time your set began to flicker, or jump, or became distorted, or dissolved into lines or zags, that this expert would show you exactly what knob on the outside of your set you could turn, to correct the trouble in less than 30 seconds, without the slightest danger to yourself or your set.

Suppose that every time you were annoyed by ghosts, snow, or weak channels, this expert would show you a non-mechanical trick— without complicated charts or diagrams—that would eliminate most of those faults within 15 minutes, and restore the perfect, movie-clear reception your set should give you.

Yes, and suppose that even when your set went black, this expert could show you a way to immediately locate and change the burnt-out tube, in less than 5 minutes, without the slightest danger or mechanical skill, and save the \$10 to \$15 you'd pay a repairman to do it for you.

**ALL THE INFORMATION YOU NEED ABOUT YOUR TV SET**

This is exactly what a new book, the TELEVISION OWNER'S GUIDE, does for you. This book was written by three of the country's top television experts. It is guaranteed to save you \$65 to \$100 on your service repairs this year alone . . . to save you as much as \$75 on special antennas, filters, color converters—to save you as much as \$150 when you buy a new set!

**AVOID 90% OF ALL TV REPAIR CALLS!**

This book will show you how to fix 90% of all your TV troubles yourself—in your own front room— without mechanical knowledge or tools—in less than 2 minutes apiece. There is no danger—because you do not touch any part carrying electric current.

There is no skill needed, because hundreds of how-to, picture instructions track the trouble to its source, show you exactly what to do, actually lead you step-by-easy-step through the entire adjustment.

**INCREASE YOUR SET'S PULLING POWER 9 TIMES!**

This book gives you a complete section on special, power-packed antennas—antennas that cost you less than \$10, and yet increase your set's pulling power 4, 6, and 9 times. These antennas will give you movie-clear reception, without expensive boosters, up to 90 miles away from your station. They will automatically eliminate most neighborhood ghosts . . . snow . . . static. And best of all, there's no work involved. You simply buy them (at 1/3 the cost of a booster) and attach them to your set.

**A ONE-VOLUME TELEVISION ENCYCLOPEDIA . . .**

Here are complete sections on buying your set—installing your set . . . even converting your set to color. Here are your legal rights with your landlord, your present service company, your repairman. Here's information you can trust on buying a new set . . . getting a 40% discount . . . avoid gypsers . . . what you must know about manufacturer's warranties, auction sales, installment payments. Here is a full section on repair rackets . . . the only sure way to get a reliable repairman . . . how much he should cost you . . . and how to make him return your set fast.

This amazing book is so complete that it even has whole sections on avoiding TV eye-strain . . . your children and TV . . . how to take thrilling pictures from your TV screen . . . even an entire chapter on easy radio repairs.

**SEND NO MONEY! TRY IT ONE YEAR AT OUR RISK . . .**

Send for your copy of the TV OWNERS GUIDE TODAY. Send no money. When this amazing volume arrives, pay only \$1.98 plus postage. This is less than one-half the cost of a single service call. Try this book at our risk for an entire year. If it does not save you between \$30 and \$60 in that year alone . . . if you are not completely satisfied, return it for your money back. You have nothing to lose, so act TODAY! ACT NOW! Special offer gives you Magic Trouble Spotter Absolutely FREE!

Send TODAY to Bedford Co., Dept. EGL, 699 Madison Ave., N.Y. 21, and get Magic Trouble Spotter FREE with your TV OWNER'S GUIDE. Big 11-inch by 44- inch chart actually pictures 90% of TV troubles! Shows you how to fix them at a glance! But this offer is limited. Fill in and mail coupon NOW!



**WHY WE PUBLISH this information. A frank statement to TV owners . . . TV buyers—** During the next year—no matter what the brand or model or condition of your TV set—you will probably waste \$30- \$100 on it!

You will waste this money for one reason—because you do not know the TRUTH about your television set. Because you do not realize that \$400,000,000 worth of research have gone into simplifying that set —into making it so simple that **you yourself can keep it in perfect playing condition — without a repairman.**

Here then, are the startling facts behind this claim—facts that you can prove in your own home. Read this ad—make these tests—decide for yourself whether it's worth a 3¢ stamp to learn the full, money-saving story.

## Thousands of TV Owners Being Swindled

Legitimate dealers . . . service-men warn against fly-by-night gypsers.

IN NEW YORK CITY —10,000 set owners lose \$65 to \$100 apiece when a fly-by-night service company mysteriously folds.

IN DETROIT — Hundreds of owners report sets actually damaged by "student" repairmen sent out on full-price service contracts.

IN CHICAGO — Complaints flooding in that sets going to fly-by-night repair shops are coming back minus essential parts! Makeshift contraptions substituted that burn out in 3 to 5 weeks!

These are only a few of the television headlines screaming across the nation. Most television dealers and servicemen are completely honest. They are just as shocked . . . Just as worried by these developments as you are!

But the fact remains that if you do not know a few simple facts, you stand one chance in three of losing money when you buy or when you repair your set!

## Protect Yourself Learn These Facts

Do you know the only sure way to get an honest repairman? Do you know how to tell whether a repairman is overcharging you? Substituting inferior parts? Keeping your set too long ?

Do you know the three tests you must make before you trade in your set? Do you know how to avoid hidden installment payments? Trumped-up prices? Excessive "Television Rent Raises"?

These are just a few of the money saving facts, secrets, and tips contained in the TV OWNER'S GUIDE. Everyone reading this paper will have to send his set to a repairman sooner or later, but the TV OWNER'S GUIDE shows you exactly how to get that repairman to you almost immediately . . . how to check his honesty every step of the way . . . how to make sure he gives you the right price . . . does an honest job . . . gets the set back to you as soon as possible.

## TV Buyers! Save \$50 to \$150 on New, Giant-Screen Set

Here is a complete shopper's guide to the new, 1952 television sets—the inside information that will probably save you one-quarter to one-third of the total retail price of your set

(1) THE RIGHT SET FOR YOU. The right set for your viewing area . . . your neighborhood . . . your apartment. Do you need special interference eliminators? Can you get along with an indoor aerial, and save \$35 on installation? What about metropolitan sets? The right set to buy if you're just setting up a home, if you have a sick-room, if you want to watch TV outdoors during the summer

(2) MONEY SAVING TIPS. If you have a small room. How to get the most trade-in value for your old set. How to avoid the \$35 installation bill. How to get good service for the first month—without service contract.

(3) BEWARE. The truth about auction sales . . . discount houses. What you must know about manufacturers' warranties . . . service contracts . . . dealer contracts . . . serial numbers. The six-point test you must make in the dealer's showroom, to guarantee the best possible set for your money.

THESE AND MANY OTHERS—the most complete, authentic, up-to-date average guide ever published for the buying buyer of a TV set —yours as just one part of this amazing TV OWNER'S GUIDE.

**SEND NO MONEY! Mail Free Gift Coupon NOW!**

BEDFORD CO., DEPT. EGL, 699 MADISON AVE., N.Y. 21

Gentlemen: Without obligation, please rush me the new TV OWNERS GUIDE FOR NO RISK EXAMINATION AND TRIAL. I AGREE TO PAY POSTMAN ON ARRIVAL \$1.98 PLUS POSTAGE. If I am not satisfied I may return at any time within a year for full money back.

Also send me ABSOLUTELY FREE, the Magic Trouble Spotter chart, mine to keep as a FREE GIFT whether or not I keep the TV OWNERS GUIDE.

Name .....

Address .....

City ..... Zone ..... State .....

☐ **SAVE MORE!!** If you send \$1.98 with coupon, we pay all postage charges. Same money-back guarantee.