



Television Sales and Service Hints

WITHIN five minutes after this South Carolina television salesman arrives at his customer's home with his specially equipped TV test truck shown in photos A and B, he is giving a convincing television demonstration. The retractable TV antenna mounted on the truck is a "Yogi" type and it can be rotated to beam on the stations selected for the test. Using a portable TV set attached to a length of 300-ohm twin-line, tests can be made at any location in the home. In this way the customer gets a very good idea of what he can expect when his new set is installed. This enterprising salesman also has several late-model TV receivers in his truck as shown in photo B. Servicemen can make good use of the same idea. Frequently a second TV set can be sold in this manner, as well as new TV antenna installations.

