



# ANTENNA SYSTEMS



THE original noise-reducing RCA World-Wide Antenna System was one of the sensational radio developments of 1934. Introduced to a skeptical trade early in the year, it was accepted only after severe tests under difficult conditions had proven it to be a distinct advance in antenna practice and a real aid to satisfied short-wave customers.

Newspaper radio columnists and trade paper editors tested it and became enthusiastic about the results. It received columns of publicity all over the country. Amateurs adopted it for their short-wave stations and soon one amateur was telling another, over the air, of the improved results obtainable with this new achievement of the RCA Victor research laboratory.

New improvements now make the RCA World-Wide Antenna Systems more outstanding than ever. Basic principles are unchanged, however. The famous "double-doublet" antennae give double efficiency on *all* the short-wave bands. The switch on the receiver-coupling transformer, for shifting from

short-wave to standard-broadcast reception, has been eliminated. RCA World-Wide Antenna Systems now give maximum efficiency on either short-wave or standard broadcast without the need of throwing a switch. Elimination of the switch on the transformer has permitted shortening of the inconspicuous twisted-pair transmission line to 80 feet. As before, additional lengths may be used where necessary to remove the antenna beyond the range of local interference.

The improved RCA World-Wide Antenna System may now be had in four different Kits, a model for every requirement. The De Luxe Kit has all the famous advantages of the improved Kit, plus noise reduction on standard broadcast as well as on short-waves.

RCA World-Wide Antenna Systems are adaptable to any location. Where space is limited, loading coils reduce the length of the antenna. Complete instructions with each kit explain the various styles of installation which may be used to suit conditions.

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**SELL AN RCA WORLD-WIDE ANTENNA SYSTEM WITH EVERY SET  
MAKE SATISFIED CUSTOMERS AND INCREASE YOUR UNIT OF SALE**

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# The Improved RCA World-Wide Antenna System



This is an improved model of the famous Kit that brought new reliability and freedom from noise to short-wave reception. Has all the advantages of the old Kit plus an improved receiver-coupling transformer that automatically changes the system for greatest pickup efficiency on either standard broadcast or short-wave reception. No switch on the transformer.

**LESS NOISE**—A twisted-pair transmission line and a receiver-coupling transformer eliminate all noise pickup by lead-in.

**MORE STATIONS**—Scientific "double-doublet" gives high efficiency on all the short-wave bands.

**STANDARD BROADCAST** reception improved. Electrical filter circuit in coupling transformer automatically converts antenna to "T" type for high efficiency on regular broadcasts. No switch to turn.

**EASY TO INSTALL**—No bulky transposition blocks. Wire cut to proper length and soldering points marked.

**ADAPTABLE** to all locations. Many types of installations. Overall length may be reduced to 34 feet by loading coils.

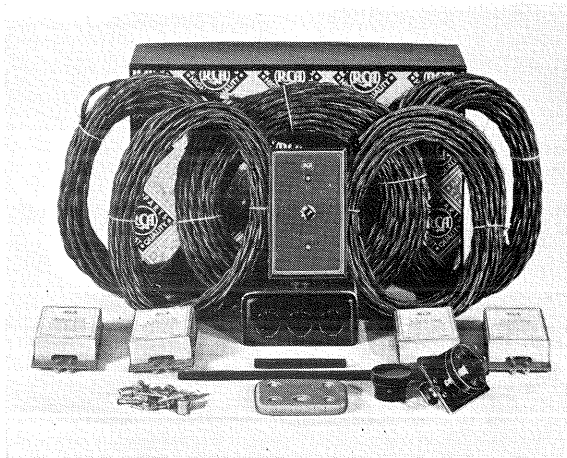
**FOR ALL SETS**—Improves performance of all short-wave receivers, including older types using adaptors.

## CONTENTS OF KIT

- |                                                             |                                              |
|-------------------------------------------------------------|----------------------------------------------|
| 2 Rolls stranded antenna wire<br>(Each 46½ feet long)       | 4 Strain insulators                          |
| 1 Roll specially impregnated transmission line<br>(80 feet) | 2 Nail-on knobs                              |
| 1 Improved receiver-coupling transformer                    | 1 Entrance-tube insulator                    |
| 1 Crossover insulator                                       | 1 Ground clamp                               |
|                                                             | 2 Links (for attaching coupling transformer) |
|                                                             | 1 Instruction sheet                          |

Stock No. 9500-A—List Price, \$6.00

## RCA World-Wide Dealer Demonstration Antenna System



Think what it will mean to be able to make convincing demonstrations of short-wave or standard broadcast reception from radio sets on the floor of your store, when your prospect's interest is high. With the noise-reducing RCA World-Wide Dealer Demonstration Antenna System you no longer need to apologize for the poor reception conditions in your location.

Higher unit sales will result, because you can connect four sets to the RCA World-Wide Dealer Demonstration Antenna System and switch from one set to another instantly.

The RCA Dealer Demonstration Antenna System is the same as the standard RCA World-Wide Antenna System except that it handles four sets which may be placed at convenient points in the store.

## CONTENTS OF KIT

- |                                         |                                                                 |
|-----------------------------------------|-----------------------------------------------------------------|
| 1 Transmission line (53 in.)            | 1 Four-position switch complete with switch box and flush plate |
| 4 Secondary transmission lines (27 in.) | 8 Links for attaching transformer                               |
| 4 Receiver-coupling transformers        | 1 Instruction sheet                                             |
| 1 Crossover insulator                   |                                                                 |

Stock No. 9504-A—Net Price to Dealers, \$9.85

## RCA World-Wide Antenna System Kit of Essential Parts



For dealers, service engineers, or experimenters, who may prefer to buy standard parts locally, the Kit of Essential Parts of the RCA World-Wide Antenna System is provided. All the advantages of the standard Kit (Stock No. 9500-A) may be obtained by the use of this Kit plus antenna wire, insulators, etc., purchased locally. A special instruction sheet discusses results obtained with different lengths of antenna wire and different types of installations.

Amateurs who desire to experiment with the RCA "double-doublet," and dealers and service engineers who buy wire, insulators, etc., in bulk, can get the required special parts for the RCA World-Wide Antenna System in this Kit.

The receiver-coupling transformer included is the improved type having no switch. It *automatically* gives the advantages of the "double-doublet" on short-waves and of a "T" type antenna on standard broadcast.

## CONTENTS OF KIT

- |                                    |                                 |
|------------------------------------|---------------------------------|
| 1 Roll transmission line (80 feet) | 1 Receiver-coupling transformer |
|                                    | 1 Crossover insulator           |

Stock No. 9550—Net to Dealers, \$2.85

# The De Luxe RCA World-Wide Antenna System

The ideal antenna system for any home receiver of the all-wave type. Noise reduction on standard broadcast as well as on short-wave reception. A combination of all the desirable features of RCA Shielded Antenna Systems for standard broadcast and the improved RCA World-Wide Antenna System for short-wave reception.

**EFFICIENT**—Utilizes the famous RCA "double-doublet" which is automatically converted to "T" type antenna for standard broadcast reception. Provides the most efficient type of antenna for all types of reception. No switch on receiver-coupling transformer.

**LESS NOISE**—Man-made "static" can be eliminated on all types of reception, insuring enjoyable domestic reception as well as foreign. This kit has both a receiver-coupling transformer and an antenna transformer, both specially designed for this kit.

**ATTRACTIVE** appearance. No bulky transposition blocks. Inconspicuous transmission line (80 feet) and antenna transformer.

**ALL ADVANTAGES** of the regular RCA World-Wide Antenna System plus noise reduction on standard broadcast. No switch to change from standard broadcast to short-wave.

## CONTENTS OF KIT

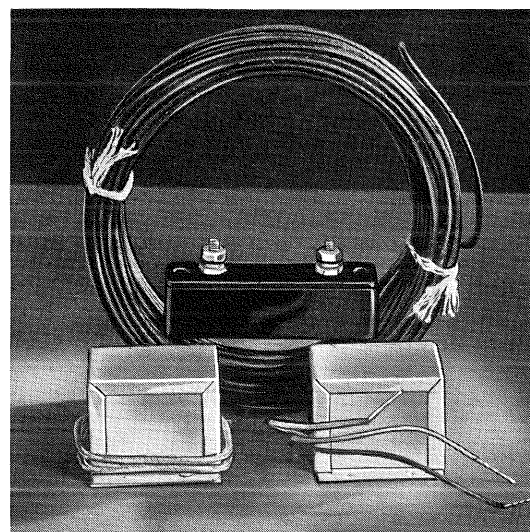
2 Rolls stranded antenna wire (Each 46½ feet)	4 Strain insulators
1 Roll specially impregnated transmission line	2 Nail-on knobs
1 Antenna transformer	1 Entrance-tube insulator
1 Improved receiver-coupling transformer	1 Ground clamp
1 Crossover insulator	2 Links (for attaching coupling transformer)
	1 Instruction sheet

Stock No. 9555—List Price, \$7.75



## RCA Shielded Antenna Systems

For Standard Broadcast Reception Only



RCA Standard Shielded Antenna Systems bring startlingly improved performance to the radio listener accustomed to an ordinary make-shift antenna. An antenna transformer matches the antenna impedance to the shielded transmission-line impedance. A receiver-coupling transformer matches the receiver input impedance to the shielded transmission line. This permits having a shielded transmission line of a low impedance value. Having a low impedance value insures little or no electrical noise pickup in the lead-in.

## CONTENTS OF KIT

1 Antenna transformer	1 Lightning arrester
1 Receiver-coupling transformer	1 Instruction sheet
	1 Roll of shielded transmission line (100 feet)

For use with all standard broadcast receivers. Not recommended for all-wave or short-wave receivers.

Stock No. 7718 (illustrated)—List Price, \$5.00

RCA Victor Model 280, and other receivers having a similar antenna input transformer, do not require the receiver-coupling transformer of the above kit. For such receivers use Stock No. 7717 Kit (same as Stock No. 7718, less the receiver-coupling transformer).

Stock No. 7717 (not illustrated)—List Price, \$3.50

## RCA AUTO ROOF ANTENNAE

For use in cars which have no built-in antenna or when the factory-installed antenna does not give satisfaction. Makes a neat job at small expense. Easily installed, being simply pinned to the inside fabric of the car roof with six safety-pin type fasteners that come with the antenna. Size 11 inches by 32 inches. Composed of No. 23 gauge cotton-covered soft copper wire wound on heavy flat cardboard, then covered with attractive book-cover paper.

Stock No. 7622 (Gray cover)—List Price, \$1.50

Stock No. 7621 (Tan cover)—List Price, \$1.50

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## LOADING COILS

Loading coils may be used with any RCA World-Wide Antenna System where space does not permit the use of the standard lengths of the "double-doublet" antenna. They provide the tuning effect lost by cutting the longer doublet. The all-over loss when using loading coils is not appreciable. Not furnished with the kits.

Each loading coil consists of the proper number of turns of enameled wire wound on a high-grade porcelain tube; entire assembly dipped in weather-proof compound. Tinned soldering lugs are provided for easy connection. Size of each coil 2½ inches long and ⅞ inches in diameter.

Stock No. 6958—List Price, per pair, 60 Cents

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## EXTRA TRANSMISSION LINE

for RCA World-Wide Antenna Kits

Each kit contains 80 feet of transmission line. When less than 80 feet is required, the excess line provided in kit should be coiled behind the receiver. When more than 80 feet, and less than 160 feet, of transmission line is required, a second 80-foot length should be purchased and spliced and taped to the first length and excess coiled behind receiver. Above 160 feet, transmission line may be cut to exact length required. Only this special transmission line should be used in order to secure proper impedance matching between the "double-doublet" antenna and the receiver-coupling transformer.

Stock No. 4738 1 Roll transmission line (80 feet) List Price, \$3.48

# Read

## what they say about the RCA WORLD-WIDE ANTENNA SYSTEM

### WE'LL SELL 400 or 500 THIS WINTER

"I want to find out all about these RCA World-Wide Antenna Systems," said A. O. Rabassa, Capitol Radio Service Company of Baltimore, on his recent visit to the plant. "We'll sell 400 or 500 of them this winter and I want to know my stuff."

### UNQUESTIONABLY SUPERIOR

Martin Gosh, Radio Editor of the New York Post, says: "We hand the palm to RCA Engineers for having developed an Antenna System which unquestionably is superior to anything we've tried so far."

### AN INTERNATIONAL HOOK-UP

"Previous to the installation of the new RCA World-Wide Antenna System we had no results with short-wave reception, whereas now we really have an international hook-up."

—Stern & Company,  
706-714 Market St., Philadelphia, Pa.

### AMAZED BY THE IMPROVEMENT

"I erected an RCA World-Wide Antenna System for one of my customers and sure was amazed by the improvement in reception on both short wave and regular broadcasts. I called on another customer, explained the antenna, and the sale was made immediately. I have about seventy-five old customers who may be interested in this antenna."

—Samuel Borick,  
12612 Maple Avenue, Cleveland, Ohio

### HAD CONSIDERABLE BUILDING NOISE

"Prior to installing the RCA World-Wide Antenna System, we had considerable building noise to contend with in our demonstrations. This now is practically eliminated."

—D. R. O'Connor, Mgr., Radio Dept.,  
J. O. Hudson Co., Detroit, Mich.

### FAVORABLE COMMENTS FROM CUSTOMERS

"We find from tests that the RCA World-Wide Antenna System is most efficient and we are receiving very favorable comments on this antenna from our customers who have installed it."

—Ayre & Sons, Ltd.,  
St. Johns, Newfoundland

### DIAL FILLED WITH STATIONS

"After installing the RCA World-Wide Antenna System, the dial was filled with stations where I never had received anything at all. There was no noise from the high lines and, in fact, noise consisted only of the rushing sounds known as tube noise."

—H. C. Allsch,  
112 West Overland St., El Paso, Texas

### WHAT A RELIEF!

"What a relief it was to install the RCA World-Wide Antenna System and watch the Neon signs across the street, the barbers' clippers, the shoemaker's machines, and the beauty parlor hair driers stop interfering with our radio reception."

—Ridge Radio-Electric Shop,  
6155½ Ridge Ave., Philadelphia, Pa.

**Sell RCA World-Wide Antenna  
Systems . . . Win an RCA Service  
Engineer's Pencil.**



# RCA SERVICE ENGINEER'S PENCIL

As useful as it is beautiful . . . It automatically tells you the code value of resistors . . .

## HOW TO USE IT

Why worry trying to figure the value of a "shot" resistor when you do not have a color code chart handy? The RCA Service Engineer's Pencil does all the figuring for you. The three colored bands that turn on the barrel of the pencil do the trick.

All you have to do is to align the colors on the bands to correspond with the colors on the resistor. Then the value of the resistor in ohms, down to the last decimal place, is plainly shown by the embossed figures. There is no chance for mistakes.

You would be proud to own the RCA Service Engineer's Pencil even without the wonderful resistor color code feature. The barrel is of richly polished composition material. The tip, clip, and bands are gold plated.

Win  
one of these  
Pencils

## HOW TO WIN IT

The RCA Service Engineer's Pencil (Patent Pending) is controlled by RCA exclusively. It is not for sale. But any service engineer or dealer can win one without cost. Just sell ten RCA World-Wide Antenna Systems and save the labels on the boxes. There are two labels on each box.

Send the 20 labels from 10 RCA World-Wide Antenna Kit boxes to RCA Parts Division, Camden, New Jersey. Print your name and address plainly on the back of one label. Your pencil is ready for you and will be sent you promptly. (If you buy an RCA Dealer Demonstration Antenna Kit for your own use, the label counts as much as four labels from the regular RCA World-Wide Antenna Kit.)



WORLD  WIDE

# ANTENNA SYSTEM

is selling like hot cakes

Start earning your pencil *Today!*

(This offer subject to withdrawal without notice)