



What is an RCA 75/300 ohm antenna connector?

Found on all RCA color console televisions and some table models, the 75/300 ohm antenna connector provides the customer with a quick and easy method of connecting his television set to either of the two frequently used types of antenna leads without the **extra purchase** of an adapting device. Read inside to find out how RCA offers this customer convenience to help avoid the later expense.

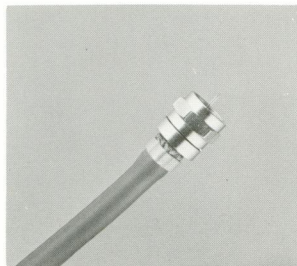


Retail Salesman's Development Program

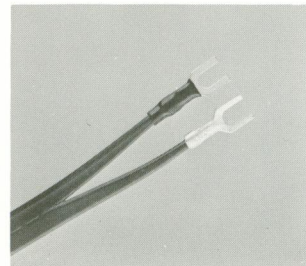
75/300 ohm antenna connector.

TYPES OF ANTENNA CABLE:

There are two common types of television antenna cables for connecting a set to an outdoor antenna. These are 75 ohm or 300 ohm cables (shown below).



75 OHM CABLE



300 OHM CABLE

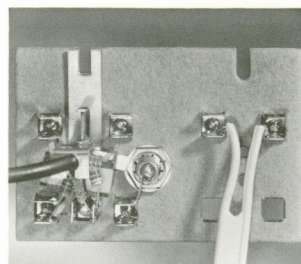
Although most people in single dwellings use the 300 ohm (twin lead) cable because of its inexpensiveness and easy installation, some installations such as in apartment houses, where additional cable shielding is required to provide a good picture, make use of "shielded" 75 ohm cable.

WHY HAVE A 75/300 OHM ANTENNA CONNECTOR?

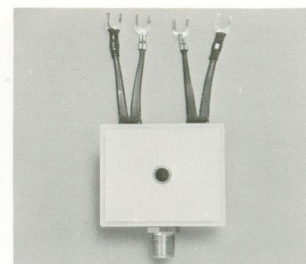
In multiple dwellings where a receptacle is provided on the wall specifically for shielded cable hookup, it's only practical that there should be a means of making this connection with a minimum of complication.

The RCA 75/300 ohm antenna connector allows the customer to connect the "shielded" tubular antenna cable (75 ohm) or the "twin lead" flat antenna cable (300 ohm) with equal ease.

There is no need to buy a special "matching" device or pay the expenses of having the device installed by a service technician. The RCA 75/300 ohm connector has its adapting device already attached to the back of the antenna block on the television set.*



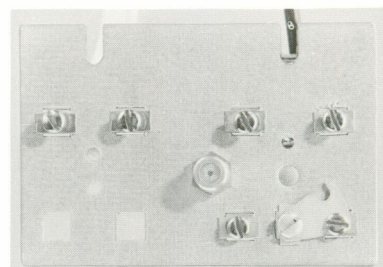
RCA 75/300 OHM
ANTENNA CONNECTOR



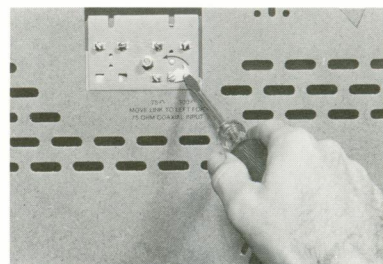
CONVENTIONAL
MATCHING DEVICE

IS IT SIMPLE TO USE?

Yes, with no more than a screw driver, the feature can be activated. The illustration to the right, is the front view of the connector as it appears on the back of the television set.



Notice that although the terminal block has the usual VHF and UHF antenna hook-up positions, it also has a connecting position for a 75 ohm shielded antenna cable. If the set owner prefers to use this latter type of hook up, he merely rotates a T-shaped metal link counter-clockwise to the position shown to the right. This matches the antenna cable to the TV set to assure proper reception.



*Device converts VHF only.

What are the **Consumer Benefits** of an RCA 75/300 ohm antenna connector?

CONVENIENCE

Either 75 or 300 ohm antenna leads can be used easily with no more than a screwdriver for hook-up.

NO EXTRA PURCHASE

Because the antenna block features a "built-in" adapting device, there is no need to purchase one later to match your set with the antenna system.

