



RADIO AND TELEVISION

Service News

A PUBLICATION OF THE RCA TUBE DEPARTMENT

EXTRA!

**SUPER-POWERED
RCA SPRING PROMOTION
CAMPAIGN**

**BUILD YOUR
SERVICE BUSINESS
WITH RCA**

- **TUBES**
- **KINESCOPES**
- **PARTS**
- **BATTERIES**
- **TEST EQUIPMENT**

SPRING
1953

Dynamic

Dealer Identification Your Service...



Campaign Features New, Personalized Dealer Identification Plaque

YOU now have a golden opportunity to earn greater prestige and profit by participating in your RCA Tube Distributor's Official Dealer Registration Program! This program is designed to identify and publicize the outstanding service shops in each area . . . the reputable dealers and servicemen who regularly use dependable RCA tubes and kinescopes.

NOW—you can make the most of the magic selling power in the famous RCA trademark. Here is a complete business-building program that includes everything from window displays to local and national advertising. Don't miss this great opportunity . . . see your *RCA Tube Distributor* today for full details.

DEALER IDENTIFICATION PLAQUE

Here is the handsome, personalized Dealer Identification Plaque . . . a striking, metalloid sign in gleaming gold finish, framed in a mahogany-type border . . . one of the most impressive pieces ever offered to service dealers.

This plaque features an embossed RCA trademark and two-toned lettering. *Your own store name* appears prominently on the gold-foil center portion. Displayed prominently in your window or counter area, this plaque will command instant attention. It's a symbol of the quality tubes used in your service work.



RCA TRADEMARK DECAL

Every Registered Dealer is furnished with an eye-catching 9 by 10³/₄-inch decal, suitable for window, door or service truck. Identifies your shop with RCA Tubes.

"RADIO AND TELEVISION SERVICE NEWS"



This valuable bi-monthly publication is automatically mailed directly to Registered Dealers at no charge.



COUNTER MERCHANDISER (3F439)

You'll see plenty of sales action with this RCA radio-battery, point-of-purchase merchandiser on your counter. Three-tier, step-back shelves for battery stock and forceful sales messages remind portable-radio owners to buy batteries—now. It is sturdily constructed of steel wire and is reinforced to support more than 50 pounds of batteries.

RCA RADIO BATTERY TESTER AND TESTER COUNTER SHELF (3F441)

With this RCA Battery Tester displayed on your sales counter, you'll cultivate and close more sales of RCA batteries. You can demonstrate, on a plainly marked scale, the actual playing condition of popular types of radio batteries.



KEEP AHEAD...SELL MORE RCA BATTERIES

The fast-moving 1953 portable-radio season lies ahead of you. It offers RCA Radio Battery dealers a greatly increased sales and profit potential. You can capitalize on this big-time selling

opportunity by using the RCA sales promotional materials pictured on these pages. They will help you move your stock of RCA radio batteries into the portable-radio sets in your area.

By selling RCA batteries—the Radio Battery for the Radio Trade—you have FIVE important selling advantages. 1.) Complete top-volume line, 2.) Unsurpassed quality, 3.) Hard-hitting national adver-

tising on radio and television, 4.) Competitive prices to keep you ahead, 5.) RCA package appeal with smart design and famous RCA monogram. See your RCA battery salesman today!



WINDOW DISPLAY SHELF (3F443)

Here is a tastefully designed window display for portable radios and RCA batteries. Included with this modern unit, which measures 15 inches by 10 inches, are four easily assembled RCA battery display cartons. An attractive sign, hanging at the top of the display, features your store as portable-radio headquarters for RCA radio batteries.



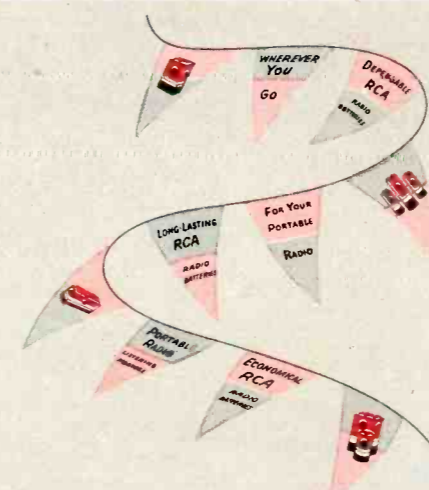
BATTERY FLOOR STAND (3F438)

Supermarket techniques will pay big dividends when this striking and durable floor stand goes to work selling RCA batteries for you. Capable of holding a complete inventory of volume-type RCA batteries, it will create new store traffic for you. This silent salesman carries this merchandise in a floor space of only 18 inches by 18 inches. Front height measures 31 1/4 inches; rear height, 44 inches with a 6-inch high, portable-radio battery sign ready to work for you.



BATTERY GUIDE (3F448)

The latest interchangeability, replacement and battery information has been compiled into the new 1953 RCA Battery Guide, which is in a form that may be slipped into your RCA Battery Fact-Finder Case or used as is. It replaces all previous filler sheets. Interchangeability information on the eight top battery brands is listed along with RCA Battery type replacements for the portable radios produced by 30 prominent manufacturers. Also included are current list prices, dimensions, and socket diagrams on the complete RCA battery line.



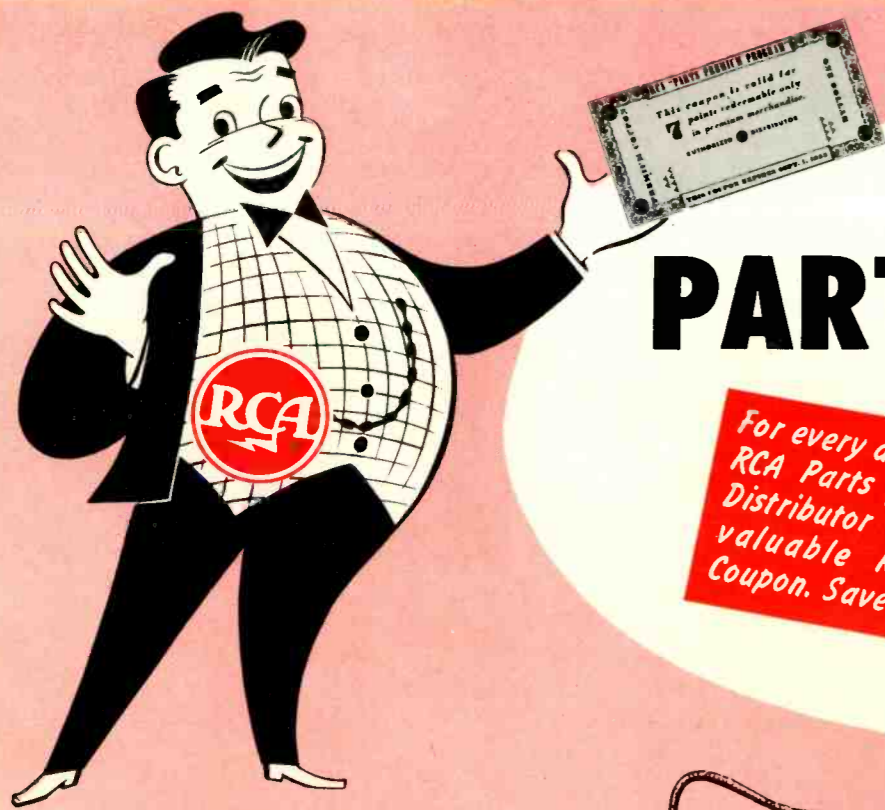
BATTERY STORE PENNANTS (3F442)

Give your store a gala sales look with these bright and versatile store banners. They excite new interest in portable radios and RCA radio batteries. Ten in all, these triangular store banners are printed on sturdy index-card paper and measure 12 inches high by 10 inches wide. They are mounted on a 13-foot cord to simplify your decorating problems! Excellent for wall, store, or window use. You may want more than one set when planning your portable-radio promotion.



REPEAT BUSINESS STAMP AND PAD (3F413)

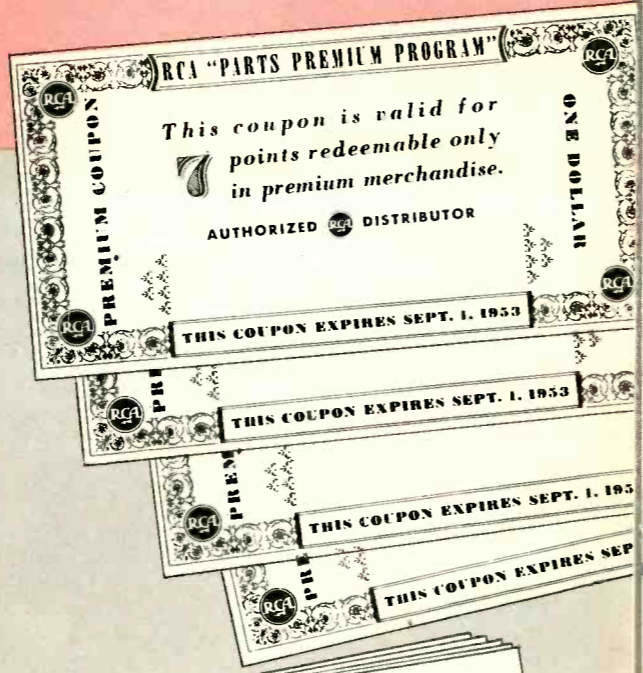
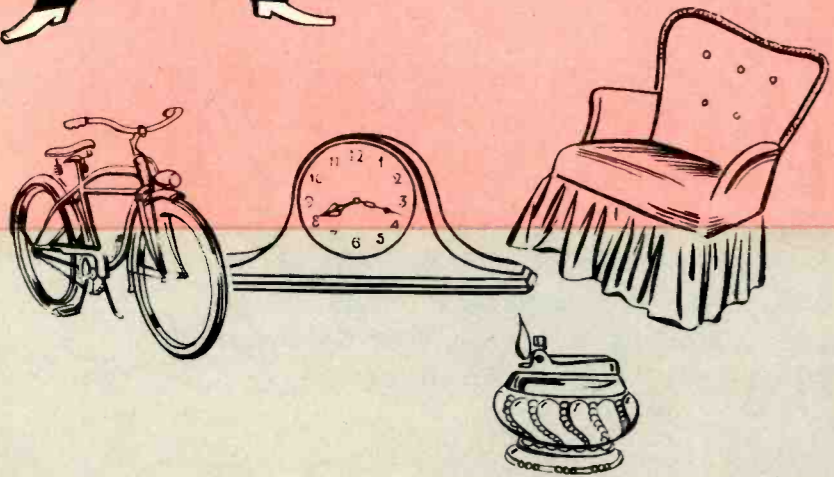
By using this handy stamp, you can capitalize on RCA's national advertising and promotion which directs portable-radio, battery-replacement business to you—the RCA Battery Dealer. Prominent space is provided on top-volume RCA portable-battery types so that you can imprint your name and address with this handy stamp which carries your three-line imprint. It is mailed to you, complete with inking pad, by RCA.



POWER- PARTS PREMIUM OFFERS

For every dollar purchase of RCA Parts your RCA Parts Distributor will give you a valuable RCA Premium Coupon. Save your coupons.

Over 300 beautiful premiums to choose from! Ask your RCA Distributor to let you see the RCA "Parts Premium Program" Catalog.



NOW
 YOU can have wonderful premiums like these for you and your entire family. Get valuable RCA Premium Coupons from your RCA Parts Distributor with every dollar's worth of RCA parts you purchase.



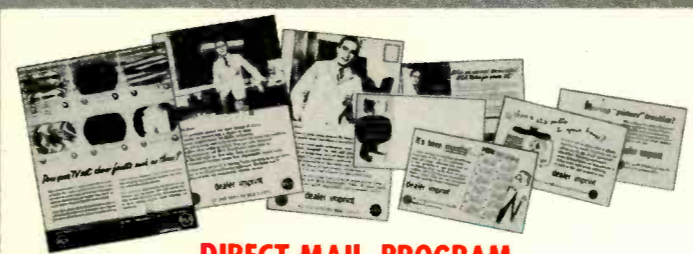
Program Spotlights Builds Prestige and Profit!

Your RCA Tube Distributor presents the greatest prestige-building, profit-packed program ever offered to service dealers! . . . an Official Dealer Registration Program, featuring a personalized Dealer Identification Plaque, and backed by a hard-hitting local and national advertising campaign.



"REGISTERED DEALER" DISPLAY SET

For your window, a three-dimensional display in full, rich colors . . . plus a set of 10 RCA dummy cartons . . . plus two companion easled display cards. This striking display focuses attention directly upon your service work . . . identifies your shop with dependable RCA tubes . . . builds your prestige while it sells your service. Ask for form 3F115.

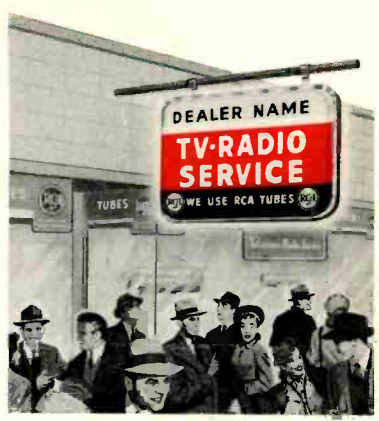


DIRECT-MAIL PROGRAM

Seven brand-new and unique mailing pieces that will stimulate your service business. To help you publicize your shop as headquarters for RCA tubes, your RCA Distributor makes available a Basic Mailing Kit at the time he registers your shop. Included in this kit are 50 each of four different mailing pieces . . . (a total of 200) all imprinted with your name, address, and telephone number. This mailing list is designed for use as an intensive four-month campaign. Be sure to ask your distributor for full details.

OUTDOOR ILLUMINATED SIGN FOR DEALERS

Personalized with your own store name at the top, this brilliantly glowing plastic-and-steel sign will command attention up and down the street. This colorful, illuminated sign tells the world you've got a long-range investment in the future, and helps to inspire customer confidence. Costs less to buy and less to maintain than any other comparable sign. This 2 by 3-foot weather-resistant sign is listed by U.L. for outdoor use; it will dress up your entire storefront. Ask for form 3F101.



ILLUMINATED "SPINNING MOTION" SIGN

Action-packed 15-inch sign that sells your service. Spinning wheel creates dancing shadows and colors. The "Spinning Motion" sign will liven up your entire window area and attract new business from the traffic that normally passes your shop. One of the most unusual, effective, eye-catching signs ever offered anywhere! Ask for form 3F89.



GET THE STORY TODAY!

Ask your RCA Tube Distributor for your copy of the colorful 16-page booklet, "A Magic Pass-Key to Customer Confidence." The complete campaign is outlined, illustrated, described in full detail. Be sure to get your copy as soon as possible. It's free!

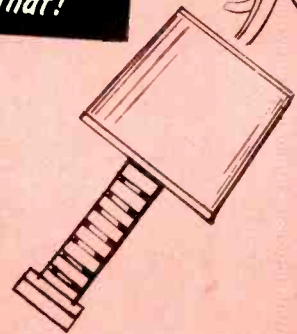
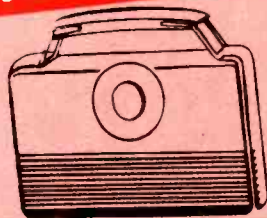
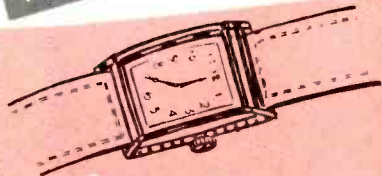
PACKED PROGRAM

BIG PRIZES

Catalog shows premiums in full color and states how many points you need for each.

When you have the necessary amount of Premium Coupons for your "dream-premium" ... take them to your RCA Distributor!

Your RCA Distributor will get you the premium of your choice ... simple as that!



Questions and Answers on the RCA "Parts Premium Program"

WHEN IS IT?

The RCA "Parts Premium Program" started on February 1, 1953 and ends July 31, 1953.

WHO IS ELIGIBLE TO PARTICIPATE?

All recognized customers of Authorized RCA Distributors are eligible to participate in this program.

HOW DO I OBTAIN RCA PREMIUM COUPONS?

Your RCA Parts Distributor will give you an RCA Premium Coupon for each dollar's worth of RCA Parts* you purchase. Each RCA Premium Coupon is worth seven points. Save your Coupons.

HOW DO I REDEEM MY COUPONS FOR MERCHANDISE?

After you have selected the premium(s) you desire from this catalog, refer to the enclosed prize point list which indicates how many points you need for the various premiums. It is not necessary to wait until the end of the program to order the items you choose! They may be ordered at any time during the contest. You may order as many as your accumulated points show you are eligible to receive. You can, if you wish, hold your Premium Coupons and order your premiums at any time up to the expiration date of the Coupons, which date is September 1, 1953.

HOW DO I ORDER MY PREMIUMS?

Take your RCA Premium Coupons to your authorized RCA Parts Distributor. He will take your coupons and order the premiums you select.

Note:

All RCA Premium Coupons are void after September 1, 1953.

In the event of certain premiums becoming unavailable during this campaign, the right is reserved to withdraw such premiums without prior notice. Where substitution must be offered, no guarantee will be made as to the same point value.

The right is reserved to increase or decrease the number of premium points offered for dollar sales. However, any such changes will not be retroactive.

The right is reserved to discontinue this program without prior notice; however, all points accrued prior to such a time will be honored within the expiration date of the Coupons.

The right is reserved to change or alter these regulations without prior notice. No such change, however, will affect rights which have already accrued during the program.

*RCA Parts are hereby defined and limited to RCA Service Parts, RCA Electronic Components (including speakers, lightning arresters, etc.) and RCA Accessories. No premium points accrue for the purchase of any other RCA Renewal Product.

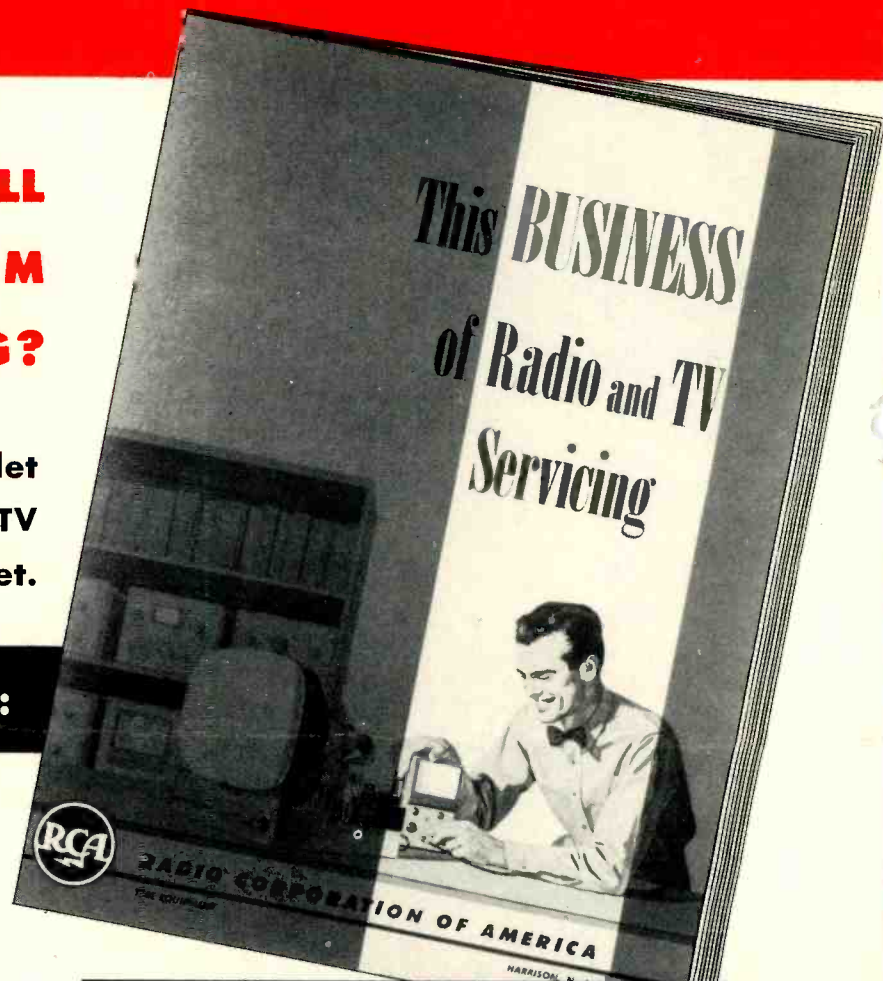
How efficient is YOUR SERVICE BUSINESS?

ARE YOU MAKING THE FULL PROFITS POSSIBLE FROM RADIO AND TV SERVICING?

If not, you'll find the new RCA booklet entitled "This Business of Radio and TV Servicing" a valuable business asset.

CHECK THESE VALUABLE SECTIONS:

- HOW TO PLAN AND USE A BUDGET
- HOW TO CONTROL WAGES
- MAKING A DAILY TIME REPORT
- PLANNING GOOD SUPERVISION
- TRAINING YOUR MEN
- GOOD CUSTOMER RELATIONS
- CONTROLLING STOCK AND MATERIALS
- REDUCING OPERATING COSTS AND EXPENSES
- WHICH BUSINESS FORMS TO USE



HERE ARE THE ANSWERS:

ALL THIS PLUS +

A complete description and specification of all RCA's accurate test equipment.

**ASK YOUR RCA DISTRIBUTOR SALESMAN
FOR A COPY OF THIS IMPORTANT BOOKLET!**