



**RADIO AND TELEVISION**

# *Service News*

**A PUBLICATION OF THE RCA TUBE DEPARTMENT**

**NOV.-DEC.**

**1953**



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**Vol. 18, No. 3**

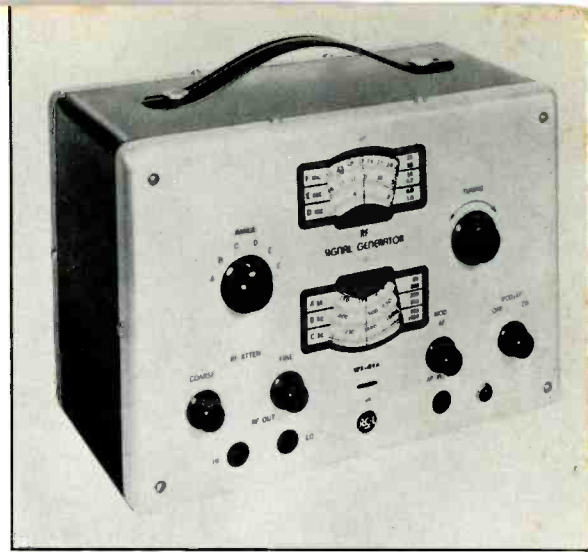
# New WR-49A RF Signal Generator Has Design Features Not Usually Found in Lower-Priced Instruments

Active radio and TV servicemen already know that a service bench equipped with RCA test equipment is really set up to "turn out the work." RCA test equipment is respected throughout the industry for its accuracy and dependability . . . day in and day out. In addition, there's a further important reason why these much-wanted instruments are considered tops by the service technician: They're designed specifically for him and they're reasonably priced.

Take the new RCA WR-49A for example. It not only meets the serviceman's requirements insofar as electrical specifications and quality are concerned, but also contains those "extras" which make this instrument the best buy in its price class . . . and by a wide margin!

## Functional-Design Dial

The WR-49A was designed for efficient servicing. RCA's engineers did everything they could to make this instrument a time saver. Note the functional-design dial. It is



divided into two parts each of which contains three frequency ranges. Note further that the letters "A," "B," etc., appearing alongside each dial range, correspond to the markings on the frequency-range selector switch which is located immediately to the left of the dial. On the other side of the dial, the end-limits of each scale are clearly marked so there is never any doubt about the coverage of each range. A window-type dial has an additional advantage in that the dial is mounted entirely inside the metal case . . . a feature which helps to minimize radiation.

Another feature of the dial arrangement in the WR-49A is the movable hairline index. This arrangement facilitates extreme accuracy of calibration when the dial scale is compared with the frequency of a broadcast station or a crystal standard.

(Continued on Page 7, Column 2)

## SPECIFICATIONS

RF Frequency Range	85 Kc to 30 Mc (in six ranges)
Maximum RF Output Voltages* (all ranges)	
At RF OUT HI connector	at least 0.05 volt (rms)
At RF OUT LO connector	at least 0.01 volt (rms)
Accuracy of Dial Calibration	± 1%
Attenuator Range	65 db
Internal Modulating Frequency	approx. 400 cps
Internal Percentage of Modulation**	adjustable up to 70%
Audio-Frequency Output	at least 8 volts (rms) (across 15,000-ohm load)
External Modulation	
Modulating Frequency	15 Kc max.
Voltage required for 30% modulation using 400 cps**	10 volts (rms)
Impedance at AF IN/OUT connector (400 cps)	approx. 16,000 ohms
Tube Complement	12AU7, 6C4
Power Requirements	
Voltage	105-125 volts
Frequency	50-60 cps
Consumption	15 watts
Dimensions	
Height	7½ in.
Width	10½ in.
Depth	6 in.
Weight	8 lb

\*Open-circuit value.

\*\* With WR-49A tuned to 1 Mc.

# RCA WA-44A . . . AN AUDIO SIGNAL GENERATOR OF ADVANCED DESIGN

Even the busiest service technician must have given a few moments of thought to the Hi-Fi market which has mushroomed in the last two years. Those not interested in high fidelity at the moment are apt to overlook the potential profits yet to come to the serviceman from this new source.

Suppose one of your satisfied customers passes your name along to a friend, the owner of an ailing high-fidelity setup . . . could you help him out? What kind of test equipment do you have for troubleshooting audio-frequency equipment?

If you'd like to pride yourself

in being able to tackle any servicing job (home radios, TV, auto radios, P. A. systems, Hi-Fi, etc.), then you should add an RCA WA-44A to the test equipment on your service bench.

## Extended Frequency Range

The frequency range of the WA-

(Continued on Page 6, Column 1)



## You Will Need the WA-44A for Measuring:

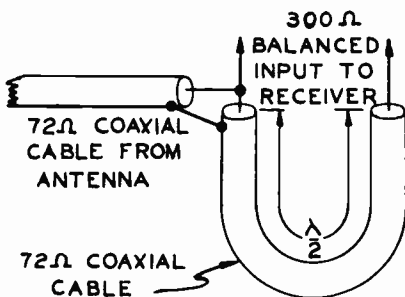
- Intermodulation distortion in amplifiers
- Amplifier frequency response
- Frequency response of tone controls
- Frequency response of phonograph equalizers
- Input and output impedances of amplifiers
- Resonance frequency of speakers
- Speed of recorder/reproducer mechanisms

## And for:

- Tuning bass-reflex enclosures
- Determining unknown audio frequencies
- Determining inductance and capacitance
- Tracing audio signals
- Determining the resonance frequency of LC circuits
- Locating cabinet resonance and rattles

## CO-AX TO BALANCED LINE MATCHING NETWORK

In some locations it may be necessary to use 72-ohm co-ax transmission line between the antenna and the receiver because of interference pick-up. Early receivers employing KRK-2 series rf units are provided with 300-ohm balanced input only. To connect 72-ohm co-ax to these early receivers, construct a network as shown below. The matching section should be one electrical half-wavelength long for the picture carrier of the weakest signal received.



### MODELS 9TC247 & 9TC249 Cracking of Wood Masks

Under certain conditions of temperature and humidity, the wood kinescope mask (Stock No. 74754) in these sets may warp or crack. A new mask has been made available for replacement. The new mask (Masonite) is available as Stock No. 74808.

# RADIO PHONO TV \* TIPS

## S1000 AND 9TW390 TV CHASSIS Brightness-Control Range

To increase the range of operation of the brightness control in these receivers, R222 was changed from 47K to 39K. If 9TW390 or early S1000 receivers exhibit insufficient brightness range, this change can be made in the field.

## CORRECTION OF ERROR IN STOCK NUMBER

The correct stock number for capacitor C138 (100  $\mu\mu\text{f}$ , 1000 v) in the instruments listed below is 75060.

8T241	9TC240	9TC272
8T243	9T246	9TC275
8T244	9T256	9TW390
8TV321	8T270	9TC245
8TV323	8TC270	9TC247
8TR29	8TC271	9TC249
8TK29	8TK320	T121
9TW333	9T270	T120
9T240		9TW309

\*Courtesy RCA Service Co.

## TV ANTENNA INSTALLATION TIPS

### PART 8—Antenna Orientation

If the TV stations in the service area where the set is installed are not all located in one place (such as the Empire State Building in New York), the orientation of a fixed TV receiving antenna must be a compromise.

The correct orientation can be determined by the temporary use of an antenna rotator and by a comparison of the reception for several directions of the antenna.\* Proceed as follows:

Loosen the bolts and slide the bottom end of the mast clear of the chimney bracket so that the rotator can be positioned on the mast. Place the bottom end of the rotator assembly in the bracket.

Connect the rotator control box at the set and operate it to rotate the mast for the best reception of the low-frequency channels.



Return to the roof and mark the top mast clamp of the chimney bracket to indicate the proper direction of the low-frequency antenna. Identify this mark with an "L."

Go back to the set and rotate the mast for the best reception of the high-frequency channels. Then return to the roof and mark the mast position for proper orientation of the high-frequency antenna.

Remove the rotator and tighten the mast in the bracket in accordance with this last marking.

Loosen the low-frequency antenna mast clamp and rotate that antenna to the proper position as indicated by the mark "L." Replace the transmission line in the standoff insulator.

END OF SERIES

\*In Part 6 (Jan.-March, '53 issue), it was suggested that the line be installed so that its removal from one standoff insulator would provide sufficient slack to permit the insertion of the rotator.

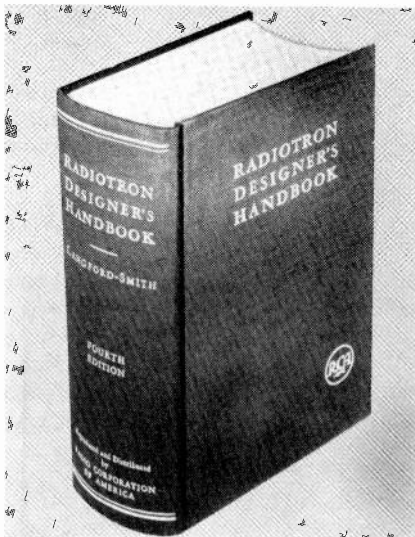
## GREATLY-ENLARGED 4TH EDITION OF RADIOTRON DESIGNER'S HANDBOOK NOW AVAILABLE

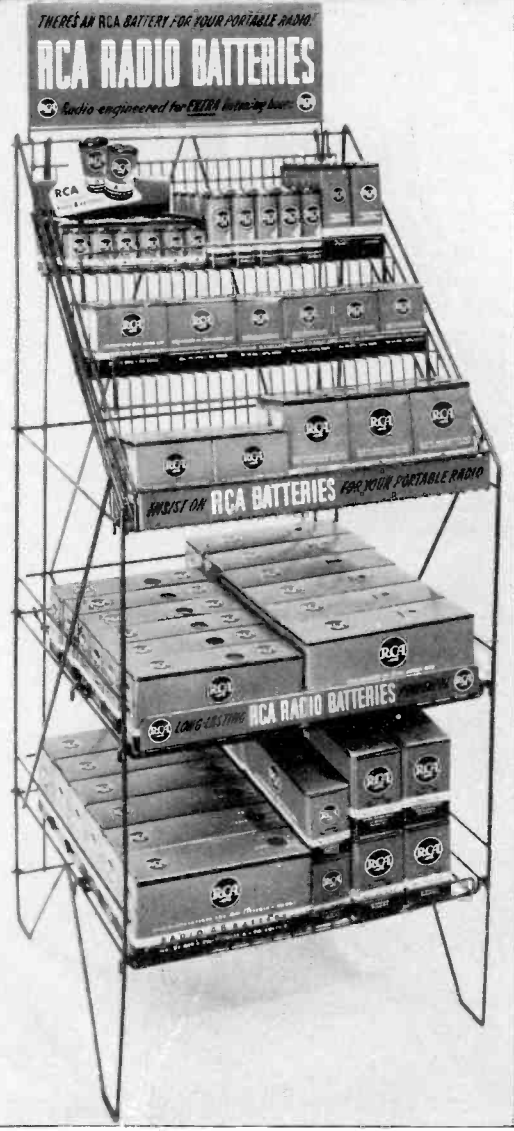
The RCA Tube Department recently announced the fourth edition of the RADIOTRON DESIGNER'S HANDBOOK. This book was written

for design engineers, students, experimentors, and service technicians interested in the design and practical application of radio and audio circuits and equipment.

Undoubtedly the most comprehensive work of its kind ever published, this latest edition is more than four times larger than the previous edition. The Radiotron Designer's Handbook represents over 12 years of effort by editor F. Langford-Smith and a staff of 33 author-engineers. It contains 1,500 pages, 1,000 illustrations, and a 7,000-item, cross-reference index.

The next time you visit your RCA Distributor, thumb through a copy of the new Radiotron Designer's Handbook—you'll surely want a copy. The price of the new handbook is \$7.00. Copies of this handbook can also be ordered from RCA, Commercial Engineering, Harrison, N. J.





Supermarket techniques will pay big dividends when this rugged floor stand goes to work selling RCA batteries for you. This silent salesman requires a floor space of only 18 by 18 inches. The front height measures 31¼ inches; the rear height is 44 inches.

You'll see plenty of sales action after you place this RCA point-of-purchase counter merchandiser on your counter. It is sturdily constructed of steel wire and is reinforced to support more than 50 pounds of batteries. (Note the forceful sales messages on the shelf edges.)



# Self-Service Selling with RCA Battery Merchandisers Increases Dealers' Profits

Substantial increases in the sale of RCA Batteries have been reported by service dealers who are using the RCA Battery Counter Merchandiser (3F439) and the RCA Battery Floor Stand (3F438) for self-service selling. These merchandising aids were brought to the attention of the readers of RADIO AND TELEVISION SERVICE NEWS in the Spring 1953 Supplement which was sent with the Jan.-March issue.

A study of the dollar sales and number of units sold per square foot of selling space (based on the counter and floor areas required for these battery merchandisers) revealed that RCA Batteries represented one of their top-profit lines. Such supermarket selling can pay big dividends when either the attractive counter merchandiser or the large battery floor stand goes to work for you.

Whether you will want to employ a counter merchandiser or a floor stand should be decided upon after you select the best spot in your store for merchandising batteries. Also, the anticipated annual demand should serve as a guide to the inventory of batteries required . . . the floor stand can display a complete inventory of volume-type RCA Batteries.

Although the "AB" battery packs are shown only on the two lower shelves of the floor stand, there is sufficient room in the counter merchandiser to hold several "AB" packs. Because the demand for RCA types varies throughout the country, it is difficult to accurately prescribe which combination of batteries should be recommended as a model inventory for stocking your RCA Battery Counter Merchandiser or RCA Battery Floor Stand.

Before you prepare your battery order, read the following comments about RCA's fast moving types. They are offered to help you select the right combination of batteries. Then, contact your RCA Battery Distributor salesman and order your hard-hitting merchandiser and stock of batteries.

**VS036** (1½ v, size D). The

VS036 should be included in every self-service display. Although this popular cell carries a small price tag, its large unit turnover helps create a solid profit opportunity.

**VS236** (1½ v, size G). A long-life cell, the VS236 has rapidly become a unit sales leader. The reason for this popularity is evident: Two of these batteries are used together with each long-playing VS216 alkaline "B" battery now featured in the latest personal-type portable radios made by more than a dozen different manufacturers. This popularity of the personal-type portable should keep these two battery types near the top, sales-wise, for some years to come.

**VS216** (67½ v). The VS216 is an important item in your unit sales picture. It is priced at \$3.25 (list); because it has a profit-building mark-up for you (from a dealer price of \$2.30), it should contribute greatly to your dollar volume.

**VS090** (90 v). The VS090 is a reliable sales builder in nearly every section of the country.

**VS016** (67½ v). Long a leader in both dollar and unit battery-sales totals, this "B" battery is a must for every dealer's stock. A good quantity of this exceedingly popular type should be on open display in your store. This battery is used in countless portables and in many additional radio and non-radio applications.

**VS067** (4½ v). A low-priced "A" Battery, the VS067 is a fast-seller; it should be kept on display in adequate quantities.

**VS013** (45 v). The VS013 is one of the more important 45-volt "B" batteries. Sustained demand for this moderately-priced type makes it an essential part of your stock. The dollar volume it creates will yield a good return. (Note that the bottom shelf of the Floor Stand's top tier has been designed specifically for the VS013.)

**VS057W** (7½ v, 9 v, 90 v). Another high-volume type which should be displayed prominently.

(Continued on Page 7, Column 1)

# KEEPING AHEAD

. . . the year 'round

A few days ago, we were glancing through an issue of an old RCA dealer publication\* printed back in September, 1931. As you can well imagine, most of the articles reflected the vast difference between the old radio business of twenty-two years ago and the highly competitive servicing industry of today.

One paragraph, however, caught our eye and made us stop short. It read, "Who of us can tell anything about a radio tube by looking at it, anyhow? It might be beautiful, but a dud. Neither can you judge of its quality by feeling, or tasting, or smelling—unlike most of the things that enter our daily way of living. We have to learn to substitute a name for the ordinary standards by which we judge the product. Therefore, the product whose name both quickly and convincingly sug-

\*Good News, predecessor of RCA Radio Service News and RCA Radio and Television Service News.

gests quality wins the favor of our purchase."

The thought behind the above paragraph is perhaps even more true today than it was twenty years ago. In this age of supermarkets and vending machines, the public has become brand-conscious to a considerable degree. The better the reputation a brand name has earned, the more firmly entrenched it becomes in the mind of the consumer. He is then more inclined to place his faith and trust in that name and to spend his money for products or services associated with it.

Now, how does this apply to you and your radio and TV servicing business? In the long run, the better the service you offer, the better will be your reputation. But your job of gaining the customer's confidence can be made so much easier . . . so much faster . . . by

Second article in this new feature column written to help you exploit the vast service market in your area, and to help you stimulate your business on a year-'round basis.

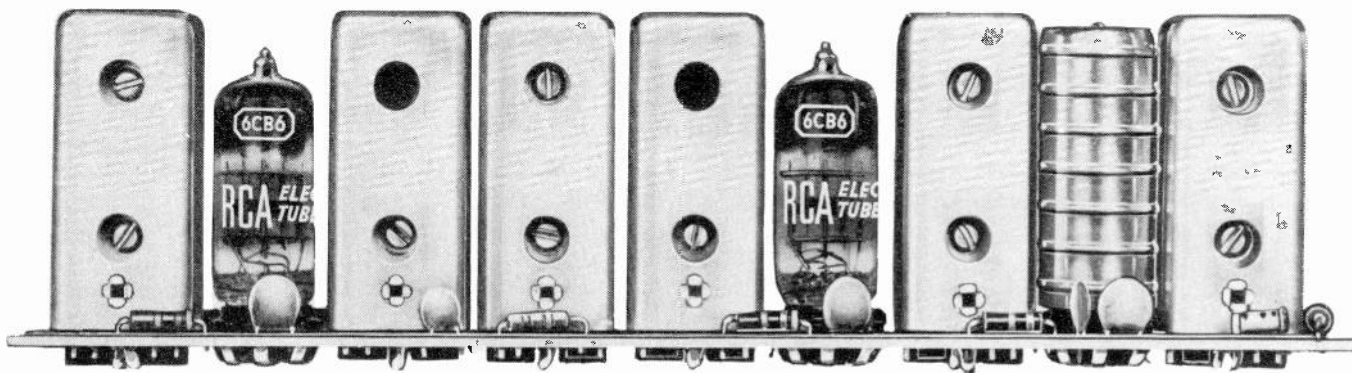
associating your service with a brand-name product which already enjoys the respect and confidence of your customers—RCA for example. This is extremely important in making that initial contact before you get the opportunity to demonstrate your own personal ability. It is even more important during the course of the actual service call. Take this case, for example:

You ring the door bell and a housewife answers. You identify yourself, and she ushers you to the faulty TV set. You proceed to make various tests and adjustments and repair the set. To you, fixing a television set is a routine job . . . but to your customer, it's an important event, and she expects to get her money's worth.

So she watches you with the sharp eye of a thrifty housewife at

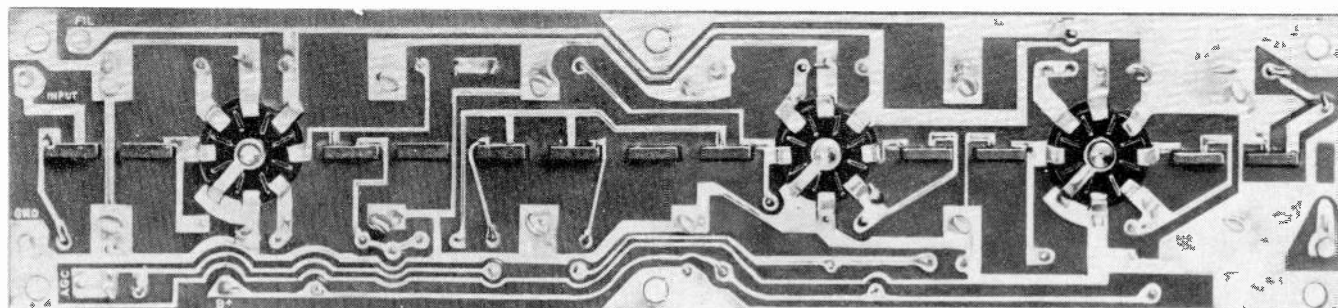
(Continued on Page 6, Column 3)

## NEW PRINTED-CIRCUIT, 40-MC IF AMPLIFIER FOR INTERCARRIER-SOUND TV SETS



The RCA 207E1 if amplifier shown in these photographs is now being offered by RCA to manufacturers of television receivers. This prealigned unit was designed for use in intercarrier-sound TV receivers having picture-if and sound-if carriers of 45.75 Mc and 41.25 Mc, respectively.

The 207E1 amplifier employs printed-circuit if transformers, coils, and traps arranged in tandem with three 6CB6 tubes and a 1N64 crystal diode. Resistors and capacitors in the 207E1 are uniquely mounted on top of the amplifier chassis with their leads inserted through the chassis and dip-soldered to the printed wiring.



## TWO NEW BATTERIES . . . 75-Volt "B" and Small Steel-Encased, 45-Volt "B" Added to RCA's Line

The VS217 is a 75-volt "B" battery designed for use in portable radios and portable clock radios. The RCA battery complement for such sets is currently an RCA VS217 and a pair of RCA VS236's.\*

This new battery has the same conventional cell construction as the VS016, RCA's popular 67½-volt "B" battery. The maximum over-all dimensions of the VS217 are 1⅞ by 1½ by 6½ inches.

Another addition to RCA's line of radio batteries for the radio trade is the VS086, a 45-volt "B" battery. This steel-encased battery is designed for use with the RCA VS035, a sealed-in-steel, 1½-volt "A" battery (size C cell) in small portable radios.

Although the cell size of the VS086 is smaller than that used in the long-playing RCA VS216, 67½-volt "B" battery, it has the same outstanding alkaline-type construction. The maximum over-

\*The VS216, RCA's alkaline-type, 67½-volt "B" battery can also be used in portables designed for a 75-volt "B" battery the size and shape of the VS217. In such use it will produce more playing hours than the VS217.

all dimensions of the VS086 are 1⅞ by 1⅞ by 3⅞ inches.



Remember this new-battery announcement which you received from your RCA Battery Distributor recently? It was printed on card stock using over-sized type so that you could use it as a wall announcement in your store. If you haven't already done so, tack up your copy on the wall (or fasten it inside your front window with cellophane tape) to inform your customers that you can supply them with batteries for their new portables.

### RCA Test Equipment Repair Service

If you find it necessary to return a piece of RCA test equipment for reconditioning or repair, do not return the instrument unless it is accompanied by a **TEST EQUIPMENT SERVICE REPORT** (Form 2F772). Copies of this form are obtainable from your RCA Distributor.

If the instructions in this report are carefully followed, our service shop will be in a very favorable position to provide quick service.

### WA-44A AUDIO SIGNAL GENERATOR (Continued from Page 2)

44A (11 cps to 100 Kc) permits checking the response of high-fidelity amplifiers over a range of five times the normal audible frequency range—an absolute requirement for checking the response of amplifiers with inverse feedback.

This range provides generous overlap (20 Kc) with the WA-44A's companion, the RCA WR-49A RF Signal Generator.

#### Highly Stable Output

Another feature of the WA-44A is its highly stable output over ex-

tremely wide ranges of ambient temperatures and ac line voltage. The frequency is stable within ± 3 per cent because of a unique delayed-AGC circuit which maintains steady oscillations.

#### SPECIFICATIONS

Frequency Range	11 cps to 100 Kc
Frequency Response	± 1 db from 11 cps to 100 Kc with a reference frequency of 1100 cps
Frequency Stability	± 3% or less, under normal operating conditions
Output Voltage (continuously variable)	"HI" — 15 volts rms (max) "LO" — 2.5 volts rms (max)
Total Harmonic Distortion	2% or less from 30 cps to 15 Kc
Hum Level	0.1% or less of rated output
Calibration Accuracy	± 2%
Power Requirements	
Voltage	105-125 volts
Frequency	50-60 cps
Consumption	.35 watts
Tube Complement	6BH6, 6AK6, 6AQ5, OA2, 6X4
Dimensions	
Height	7 in.
Width	10½ in.
Depth	6 in.
Weight	10 lb
Finish	blue Hommeroid

#### Cathode-Follower Output Stage

An "extra" usually found only in much more expensive units, the cathode follower circuit isolates the sine-wave oscillator from effects of reflected load reactance and resistance thereby assuring excellent output waveform, a high degree of frequency stability, and excellent voltage regulation.

For additional information on the WA-44A, ask your RCA Distributor for a copy of the WA-44A flyer. The suggested user price of the WA-44A Audio Signal Generator is only \$87.50.

### KEEPING AHEAD (Continued from Page 5)

a bargain counter, but in reality it's all a mystery to her . . . a mystery, that is, until it's time for you to take the tube cartons out of your kit. *This is the critical moment.* If the tube carton bears a well-known everyday trademark, she is quick to recognize it as a "good" buy.

Now she is in her element. Now she has something tangible in which to place her confidence. She's a brand-judger from way back . . . an expert shopper who has learned to buy by brand name. Once she's seen the familiar RCA trademark on those tube cartons, you have her complete confidence. She's sure now that her set is in good hands, and that's how reputations are built.

Doesn't it make sense, then, to associate your name as closely as possible with an outstanding trade name like RCA . . . a name which enjoys wide recognition and immediate acceptance by your customers? This is sound business insurance. You profit twice . . . in dollars and cents . . . and in increased "customer confidence."

On every service call, the familiar RCA trademark is your silent partner . . . helping you to build repeat business.

How can you cash in on the magic of the RCA trademark? In a hundred different ways, both inside

(Continued on Following Page)

**KEEPING AHEAD**  
(Continued from Page 6)

your shop and in your customer's home. It takes such a little bit of extra effort, and it can pay off so handsomely! Your RCA Distributor salesman will be glad to tell you all about the many RCA sales and business aids available to you at little or no cost . . . all designed to help you associate your name with the most famous trademark in electronics.

People often buy service work with their fingers crossed. And in the intangible world of TV servicing, a familiar name serves as a welcome guidepost. That's why the technician who associates his name with RCA, the leading brand name in radio and television, is securing for himself a good head-start in **KEEPING AHEAD . . . THE YEAR 'ROUND.**

**RCA BATTERY MERCHANDISERS**  
(Continued from Page 4)

Inasmuch as its unit list price is \$5.75 (a profit-building mark-up from the dealer price of \$4.03), it will contribute heavily to your dollar sales totals.

**VS058** (9 v, 90 v). This pack has a relatively strong unit volume.

**VS019** (7½ v, 9 v, and 90 v). This popular pack stands high in its classification in both dollar and unit sales performance at the retail level.

**VS050** (6 v, 7½ v, and 75 v). This type is used in many RCA Victor sets.

**VS047** (9 v and 90 v). Big selling pack and a quality favorite in many areas. If the demand for large-size portables is evident in your area, this type will contribute substantially to your dollar volume in batteries.

**RCA**

**RADIO AND TELEVISION**

***Service News***

A PUBLICATION OF THE RCA TUBE DEPARTMENT

RCA Radio & Television Service News is published in the interest of servicemen and service dealers. It is written to assist the serviceman in providing better service, and to foster the growth of his business by supplying him with information on the latest trouble-shooting and sales promotion techniques, sales and service aids, together with invaluable data on RCA tubes, batteries, electronic components, and test equipment.

Radio & Television Service News is a bi-monthly publication of the RCA Tube Dept., Harrison, N. J.

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Radio Corporation of America

Joseph Pastor, Jr.  
Editor

**New RCA 234A1 and 235A1  
Low-Loss UHF Lightning  
Arresters Now Available**

The RCA 234A1 and 235A1 Lightning Arresters are RCA's newest—they're designed for UHF antenna installations. The 235A1 (strap type) and 234A1 (screw type) are the UHF counterparts of the widely-used RCA 214X1 and 215X1 VHF lightning arresters.

Both of the UHF arresters accommodate most of the tubular round and oval transmission lines without the need of splicing or baring conductors. The new RCA UHF arresters can also be used with the latest narrow-spaced, foam-insulated UHF lines.

With either of these new arresters, the losses are negligible; the 234A1 and 235A1 contain resistance elements made from a remarkable new conductive rubber that is noncorrosive and impervious to moisture.

These new arresters are listed by Underwriters Laboratories.

**NEW SHELF STRIPS**



Dress up your tube shelves with these colorful pressure-sensitive shelf strips. Imprinted with the type numbers of RCA receiving tubes, these shelf strips will enable you to organize your tube stock for efficient operation. The blank space to the right of each tube type number is intended for the minimum inventory balance.

These self-sticking shelf strips are easily applied by simply peeling the strips off a thin backing sheet and applying them directly to the shelf.

A 34-page booklet containing 408 individual receiving-tube shelf stickers can be obtained through your RCA Tube Distributor—see him for further details.

**WELL DONE, FELLAS**

The results of a second Roper Survey show that an even higher public regard for television technicians than was revealed in a similar survey taken by Roper last year. (An article on the first Roper Poll appeared in the Aug.-Sept., 1952 issue of RADIO AND TELEVISION SERVICE NEWS.) These surveys are part of a continuous study sponsored by the RCA Victor Division of the Radio Corporation of America and the RCA Service Company.

Seventy per cent of the 5,000 television families (representing an accurate cross-section of adults in TV areas throughout the country) questioned on the quality of work done termed it "really good." Nineteen per cent said the work was "fairly good." Only six per cent expressed dissatisfaction, and five per cent did not reply.

Questioned on the cost of service, more than two out of three set owners described the serviceman's charges as entirely reasonable. Only one out of ten considered his service bills excessive.

The survey also revealed that the public is pleased with the promptness of service. Of those contacted, 75 per cent reported service completed either the same day, or within at least two days of their initial request!

**WR-49A RF SIGNAL GENERATOR** (Continued from Page 2)

**Built-in Blocking Capacitors**

The use of a dc blocking capacitor dangling from the probe tip is a thing of the past when you use the new RCA WR-49A. This instrument has blocking capacitors built into the output circuit.

**Shielded Cable**

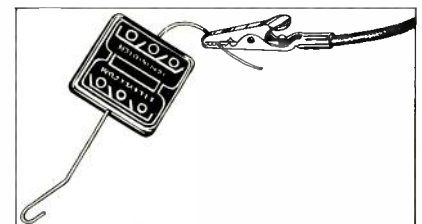
Full-length shielding of the rf output cable, designed to minimize radiation, cuts down annoying radiation and hum pickup. With the WR-49A, you can troubleshoot in sensitive rf circuits without fear of radiation and annoying hum pickup.

**Cathode-Follower Output Stage**

This stage isolates the oscillator from the effects of reactive and resistive loads; it aids in preserving

good output waveshape, and frequency stability.

For additional information on the WR-49A, ask your RCA Distributor for a copy of the new WR-49A flyer. The suggested user price of the WR-49A RF Signal Generator is only \$59.50.



You no longer have to use a haywire-connected blocking capacitor when you use the WR-49A—the blocking capacitors are built into this instrument.



POSTAGE

Compliments of Your Local RCA Distributor  
Headquarters for:

**RCA** Tubes  
Batteries  
Electronic Components  
Test Equipment  
Technical Publications



Form 3547 Requested

Devices and arrangements shown or described herein may use patents of RCA or others. Information contained herein is furnished without responsibility by RCA for its use and without prejudice to RCA's patent rights.

# Look at the Selling Power of the RCA Radio Battery Package

Smart RCA package design means faster sales, greater inventory turnover for radio dealers and servicemen selling RCA Radio Batteries. This outstanding package styling is another example of the powerful sales appeal of the *Radio Battery for the Radio Trade*.

Call your RCA Battery  
Distributor for fast, reliable  
service. Stock, sell and  
promote RCA Batteries—  
the *Radio Battery*  
for the *Radio Trade*.

◀ **STEEL-ENCASED**  
(certain types only)  
Special steel casings on RCA Battery types VS216, VS236, VS036, VS035, VS084, VS085, and VS086 protect their contents—control bothersome swelling, resist leakage, and damage from shock. This important feature will help you sell more of these RCA Battery types

◀ **FAMOUS  
RCA  
MONOGRAM**

Consumers everywhere recognize RCA as the "greatest name in radio." The RCA trademark stands for experience in the marketing of quality products for radio. It is your assurance of immediate customer acceptance

◀ **REPLACEMENT AID**

You see, at a glance on the side of the RCA Battery carton, which portable battery types of other manufacturers it will replace. This is another way RCA Batteries help you turn every customer inquiry into a battery sale

◀ **REPEAT  
BUSINESS PROMOTION**

Space is provided right on the RCA Battery carton for you to stamp your name and address. In this way you can advertise your own store . . . remind the battery user to come back to you for fresh replacements

◀ **SMART DESIGN**

RCA Radio Batteries are colorfully styled to catch the customer's eye when displayed in store windows, on counters, in merchandisers, and on shelves. You can use this valuable design in reminding customers to buy RCA Radio Batteries



**RADIO CORPORATION OF AMERICA**  
RADIO BATTERIES  
HARRISON, N. J.

