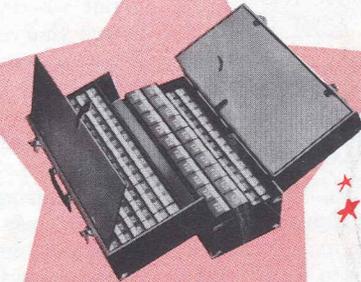




RADIO AND TELEVISION

Service News

A PUBLICATION OF THE RCA ELECTRON TUBE DIVISION



1A1001



1A1002



1A1043



1A1094



RCA's four most popular service aids are back by customer demand! Credit the fabulous RCA "Wizard." He's that mythical genie responsible for creating and re-introducing the "Treasure Chest" Tube Caddy (1A1001), "Quick-Call" Tube Caddy (1A1002), TV-Toter Table (1A1043), and TV-Toter Handtruck (1A1094). Described on page 3, these are the outstanding units thousands of service-dealers and technicians have been asking for. Now, they again can be obtained from your local RCA receiving tube distributor—while the supply lasts. So see him without delay.

MAY
1961

Vol. 26, No. 1



BATTERY PROMOTION:

As a community-recognized service-dealer, you merit consumer confidence in your conscientious repair and maintenance of "plug-in" and battery-operated electronic equipment.

It follows in turn, therefore, that your store should be regarded as your neighborhood's primary source of supply for replacement batteries. This certainly is a logical conclusion. Your electronics knowledge, experience, and servicing ability are what distinguish you from that "other" battery outlet down the street.

But when it comes to buying batteries, your customers and prospects do not necessarily shop logically. They know *when* they need batteries; but *where* they purchase them becomes a matter of impulse and force-of-habit, good or bad.

Recognizing this truism, it is vital that you play the competitive "game." Certainly, you are much better acquainted with the technical aspects of portable radios and other battery-operated equipment than your non-"service"-trained competition. But your electronics "know-how" will give you the business "edge" you warrant only if you actually *direct* your prime battery prospects to your store. In other words, you must promote to sell. You must call attention to your service reputation and the famous RCA name on the batteries you offer for sale. Do so and you will turn consumer impulses into habitual battery buying—from you. Otherwise, even the best of merchandise will remain dormant on your shelves.

In the "battle for the battery buck," you've taken a major step in the right direction by carrying the popular RCA

RCA Introduces New Alkaline Batteries; Enthusiastic Response Is Anticipated

Seven is the lucky number of recent additions to the comprehensive RCA battery line that's promotion-backed the year 'round to help you merchandise top product for top profits.

Heading the list are the first four members of RCA's newly introduced family of versatile alkaline batteries. Bridging the gap, in both price and performance, between the conventional zinc-carbon and mercury-cell battery types, the VS1073, VS1149, VS1334, and VS1335 will increase your sales potential through sure-fire appeal to your economy-minded customers.

Look at these major advantages of RCA's new alkaline batteries: Unlike conventional dry cells, they do not require rest periods; in fact, they operate with the same efficiency in continuous or intermittent service. RCA's alkaline batteries offer a longer useful life, a longer storage life, and a broadened number of applications than zinc-

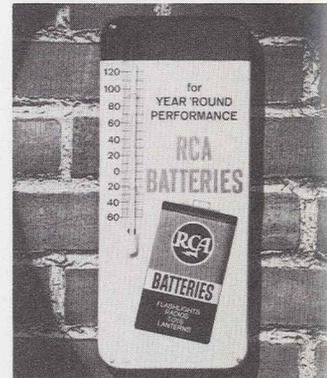
carbon types, and yet they are priced lower than comparable mercury types.

Designed for operation over a wide range of current-drain requirements, the line of new RCA alkaline batteries includes the VS1073, VS1334, and VS1335—three 1.5-volt multi-purpose types. They're recommended for superior performance in radios, flashlights, photoflash service, portable shavers, toys, and electronic equipment.

In portable radios, for example, these multi-purpose types will provide at least twice the life of conventional zinc-carbon batteries, with better operating life performance at high-volume playing levels. In photoflash service, they will last at least twice as long as conventional zinc-carbon batteries, providing over 1,000 flashes at 6 amperes in a 0.01-ohm circuit. And in flashlights, they offer from five to 10 times the life of comparable zinc-carbon batteries, depending on current drains.

An "N"-type cell, the VS1073 is interchangeable with the Eveready 904 and the Mallory Mn9100 or M910F. The VS1334, an "AA"-type penlight cell, is interchangeable with the

(Continued on page 4)



Outdoor Thermometer (1P1052)

RADIO AND TELEVISION

RCA

Service News

A PUBLICATION OF THE RCA ELECTRON TUBE DIVISION

RCA RADIO & TELEVISION SERVICE NEWS is published in the interest of dealers and service technicians. It is written to assist them in providing better service, and to foster the growth of their business by supplying them with information on the latest troubleshooting and sales promotion techniques, sales and service aids, together with invaluable data on RCA tubes, transistors, batteries, sound tape, and test equipment.

MAY 1961

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Harvey Slovik
Editor

Vol. 26, No. 1

Window
Streamer
(1P1048)

FOR

RCA RADIO BATTERIES

RADIOS · FLASHLIGHTS · TOYS · LANTERNS

The Most Trusted Name in Electronics

A SALES STIMULANT

battery line. Such a highly respected product goes hand-in-glove with your professional services. It's up to you, however, to personally capitalize on this asset. Make the most of every opportunity to remind your in-store shoppers and passersby of your complete supply of RCA's superior zinc-carbon, mercury, and alkaline batteries. Play up your reliability in satisfying all their battery requirements—whether they be for portable radios, flashlights, lanterns, or battery-powered toys, or to fulfill the battery needs of electronic hobbyists.

How can you most effectively dramatize your store operation as an RCA battery headquarters? Here's where your local RCA distributor can be of invaluable assistance to you. He's ready—and waiting—to provide you with a wide array of new RCA battery promotional

material and business aids. Ask him about the current "Blueprint for Profit" campaign. It's literally loaded with the kind of selling support you need to stimulate your trade in RCA's expanded line of batteries.

Highlight of the 1961 "Blueprint for Profit" program is the "Change Tray" RCA Battery Merchandiser (1P1042). It is an attention

commander that will put your battery stock to work selling itself at the point of purchase. Especially designed to house the smaller-sized, faster moving transistor radio batteries, this utilitarian new item is ideal for counter use. Set it right next to your cash register or change drawer. It will remind your customer of his battery needs before he leaves your store, and when he has money in his hand and purchasing on his mind.

Made of high-impact polystyrene with pilfer-proof lids, the "Change Tray" merchandiser can contain up to six dozen batteries; yet it will take up only a foot of your counter space. And it's easy for you to interchange types when desired. Needless to say, the coin-tray feature of this outstanding promoter doubles its value.

For your added convenience, the "Change Tray" merchandiser also includes an interchangeability guide,

(Continued on page 6)



Front-Door Decal (1P1045)

By Popular Demand!

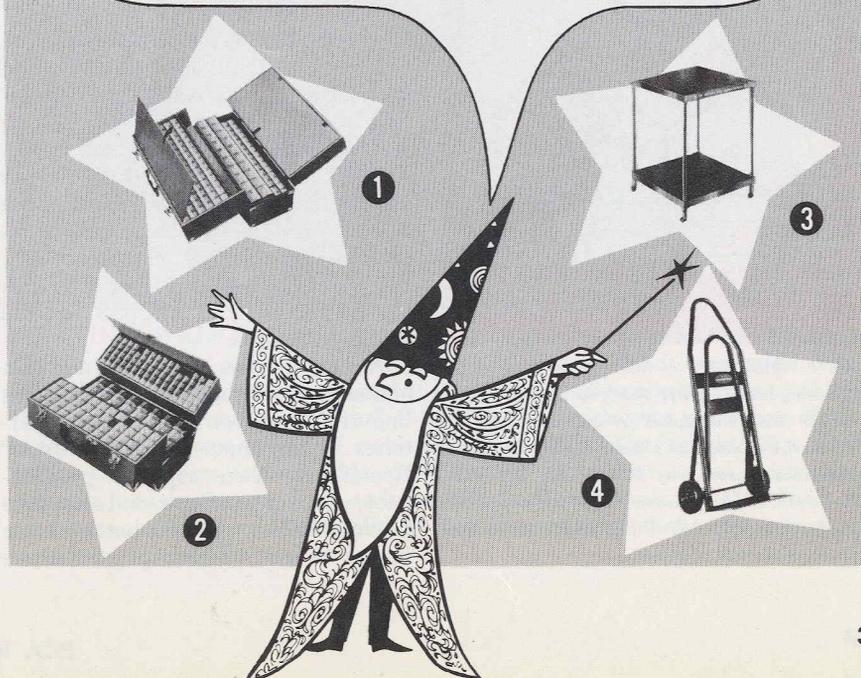
You've asked for the return of RCA's four most famous service aids. And the "Wizard" has answered your call . . . by making it possible for your local RCA tube distributor to again offer these valuable service aids—designed to make your TV repair jobs faster, easier:

(1) RCA "Treasure Chest" Tube Caddy (1A1001). Here's a new, improved version of RCA's full-size caddy. Rugged and practical, it accommodates more than 260 receiving tubes. This "Treasure Chest" is lightweight yet roomy, with sturdy wood construction and neat leatherette covering. There's a compartment with space enough for tools used on service calls. And flaps prevent miniature tubes from falling out.

(2) RCA "Quick-Call" Tube Caddy (1A1002). This handy, compact version of RCA's full-size "Treasure Chest" holds 162 tubes. Constructed of wood with leatherette covering, it's lightweight, rugged, and practical—perfect for those service calls that do not require a full complement of tube types.

(3) RCA TV-Toter Table (1A1043). With this table, you can roll a chassis from place to place instead of lifting it. It will also increase your working area and storage facilities. Two TV Tables, with a board stretched across, can be used as a fixed bench. Three such tables make up a three-section bench with roll-out center. Constructed of 20-gauge reinforced steel, each table is supplied with four leg extensions and four casters. RCA's TV-Toter Table is 24 inches by 24 inches by 33 inches high—just right to support a TV chassis at convenient bench height. A useful rubber mat is included.

(4) RCA TV-Toter Handtruck (1A1094). This popular service aid safely handles chassis and sets—up stairs, down stairs, and in the shop. Rugged yet lightweight, RCA's TV-Toter is constructed of 1-inch tubular steel, has an efficient stair climber, and features a detachable tail gate. It comes supplied with a sturdy, adjustable web strap, and can be easily carried in truck or car. The TV-Toter Handtruck is indeed designed to save you valuable man-hours during service calls and deliveries.



TV·RADIO·HI-FI / SALES & SERVICE



ELECTRON TUBES

PICTURE TUBES

BATTERIES

ELECTRONIC PARTS

DO-IT-YOURSELF WI

It's time to dress up your store front with RCA's new easy-to-install, do-it-yourself window valances. They're available as a complete kit from your

A



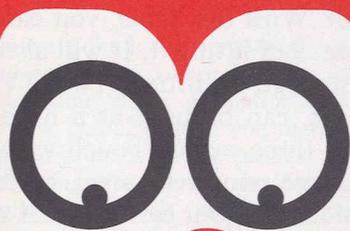
'Guide' to Help Service-Dealers Simplify Stock Control

See your local RCA distributor for your copy of RCA's newly published "1961 Tube Movement & Inventory Guide" (1A1079). It can help you simplify your stock control and, thereby, provide you with more time for your all-important sales activities.

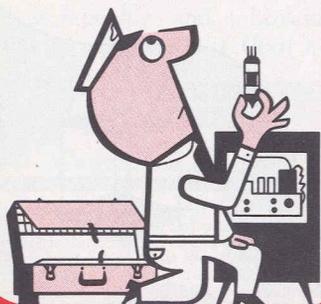
Designed as a practical buying aid, as well as a means for maintaining balanced inventories, this 116-page guide presents an easy-to-use "blueprint" for recording and determining the following: your current inventories, your "completed" or "unfilled" orders, and your sales of picture tubes and receiving tubes by type numbers.

Maintained in accurate, up-to-date manner, the new guide can serve you as a reliable gauge of business volume. It also enables you to quickly assess current tube information at a glance and, by so doing, to turn over your stocks more often.

Columnar breakdowns show individual tube types in inventory and on order on a monthly basis. National movement by tube type in the renewal market can also be compared with your results by utilizing the three columns which are headed "U. S. Ratio," "Normal Stock," and "Average Monthly Movement."



HOLD THAT TUBE!



HAVE YOUR COPY of RCA's latest booklet on receiving-tube quality? Ask your RCA distributor for "Hold That Tube!" Written especially for TV service-dealers, its subject matter covers the numerous reasons why RCA quality is built-in to stay-in. It also presents some facts about the nuvistor—RCA's outstanding new contribution to electron tube technology.

Alkaline Types Among RCA Battery Additions

(Continued from page 2)

Eveready 915 and 1015 and with the Mallory Mn1500 and M15F. The VS1335, a "C"-type cell, is interchangeable with the Eveready 935 and 635 and the Mallory Mn1400 and M14F.

First of RCA's new alkaline types specifically designed for radios is the 4.5-volt VS1149. A lower-priced replacement for the VS149 mercury cell, the VS1149 is interchangeable with the Eveready E133 and 333 and the Mallory Mn1306.

Are you convinced that the addition of these new alkaline batteries to RCA's line of zinc-carbon and mercury batteries is an important contribution? Considering their superior performance, wide range of uses, and attractive pricing, RCA's alkaline batteries are bound to prove industry pace-setters

for those dealers ready to "sell up" for more profits per sale.

Your justifiable excitement over alkaline batteries should not curtail, but rather expand your enthusiasm for promoting RCA zinc-carbon and mercury battery types, as well. These popular types have earned a rightful position of respect among radio-set owners around the globe. Hence, where previously you had only two, now you have three bonus opportunities to stimulate your sales and profits right down the line by merchandising *all* of RCA's battery families.

Consumer calls for replacement zinc-carbon and mercury types are expected to accelerate—particularly due to the increased usage of these batteries in Motorola, Admiral, Sylvania, and various imported radio models. It is for this reason that RCA is continually going all out to broaden even further its battery line to provide you with every possible opportunity for full battery-

WINDOW VALANCES IDENTIFY STORE NAME, PRODUCTS

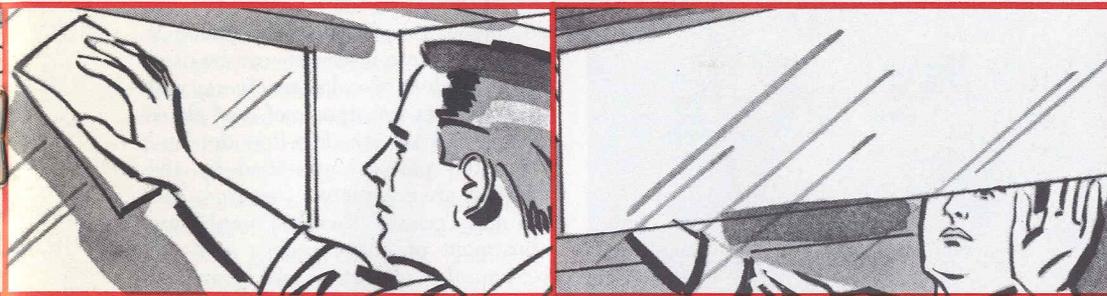
local RCA tube distributor. As illustrated, this kit includes: one store-identification panel (36 inches by 12 inches), four product panels (24 inches

by 8 inches), and two RCA monogram panels (9 inches by 9 inches). It also contains two background panels (24 inches by 8 inches)—plus a squeegee

that makes for easy dealer installation of these valances that comprise an effective means for permanent store identification.

B

C



Simple As A-B-C

Installation of RCA's new, do-it-yourself window valances is a simple three-step operation: (A) Measure window area. (B) Wash window and leave wet. (C) Install valance section. (Slide valance into place. If valance does not slide, window is not wet enough.)

replacement participation in the growing portable-radio market. Note these three recent line additions:

- The VS401 "N" type, a longer-lasting mercury equivalent to the regular zinc-carbon VS073. This new mercury battery, interchangeable with Eveready's E401 and Mallory's RM401, is for replacement use in Motorola, Admiral, and several imported portables.

- Zinc-carbon types VS326 and VS327. Both 9-volt batteries, the VS326 is interchangeable with the Eveready 2709 and the NEDA 1613; the VS327 is interchangeable with the Eveready 206 and the NEDA 1611. The VS326 includes Sylvania portables among its numerous applications, while the VS327 can be used in the Motorola X23 and X24 and in the Admiral Y2200, Y2210, and Y2250.

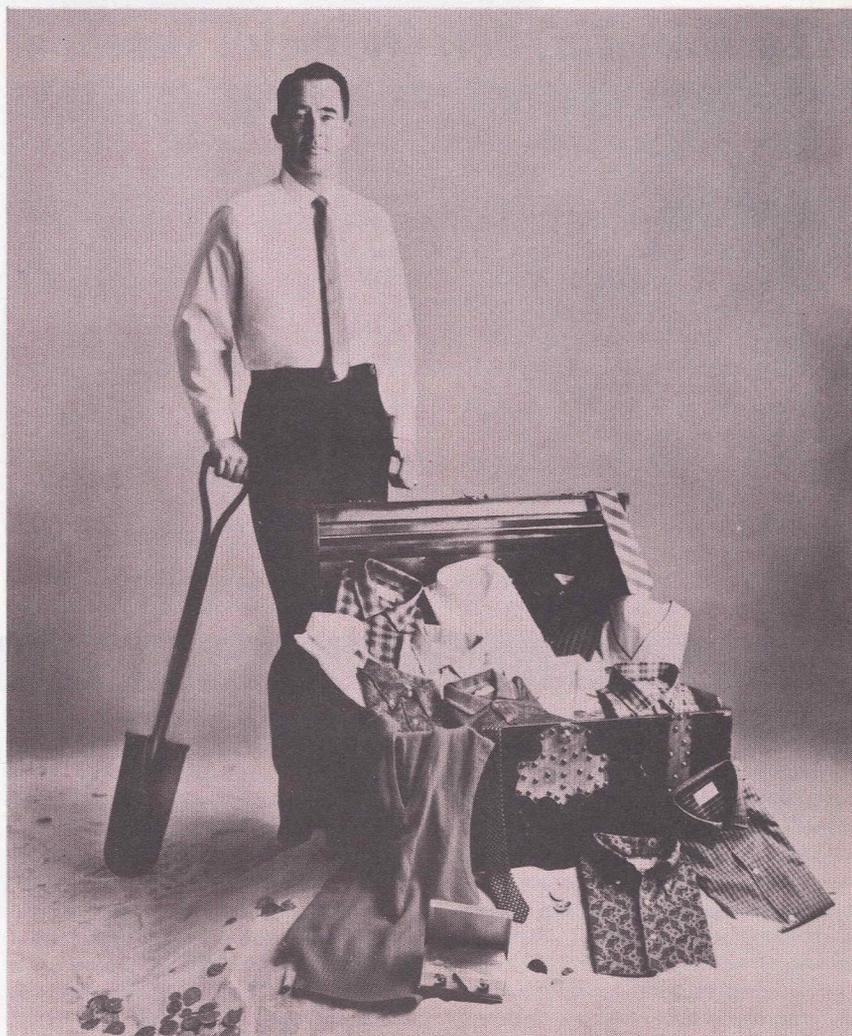
'WT-110A Card-Punch Data' Booklet Covers More Than 1,400 Tube Types

Owners of RCA's portable WT-110A Automatic Electron-Tube Tester are referred to the latest, expanded edition of "Card-Punch Data" (ICE-234) now available through your local distributor of RCA electronic instruments.

Featuring 40% greater product coverage than previous versions, this 32-page booklet contains card-punching information on over 1,400 receiving and industrial

tube types. A separate section contains data on popular foreign types.

Easy-to-follow instructions for the preparation of new punched cards are also presented.



FOR THAT WELL-TAILORED LOOK during leisure hours, take advantage of RCA's premium attraction in the current "March of Tubes" campaign. Your local RCA distributor now can present you with a golden opportunity to obtain "the world's smartest men's wear" (Van Heusen) with your purchases of the industry's most trusted line of receiving tubes: RCA. That's right! Buy RCA tubes—then choose from a wide assortment of dress shirts, sport shirts, ties, pajamas, underwear, sweaters, swim trunks, and handkerchiefs. This finest of wearing apparel bears the established Van Heusen label that represents good taste in style, comfort, and quality.



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Form 3547 Requested



RCA Battery Campaign Highlights Novel New Counter Merchandiser

Turn to page 2 for details on RCA's current "Blueprint for Profit" battery campaign. It features a wide array of battery promotion and business aids which are now available from your local RCA distributor.

Stellar attraction of this program: the unique "Change Tray" Battery Merchandiser (1P1042), shown at left. Bound to prove a dealer favorite, this counter display has real use value—for it is designed to help RCA batteries sell themselves. Set it right next to your cash register or change drawer; then, every time you return a customer's change, you will automatically remind him of his battery needs.

Other "Blueprint for Profit" offerings are pictured below and on pages 2, 3, and 7.

Left to right, the Large Battery Merchandiser (1P1005), Easel-Backed Counter Card (1P1046), and Full-Color Window Display and Streamer (1P1043). They're featured in RCA's new "Blueprint for Profit" promotion campaign.

