

RADIO SERVICE NEWS

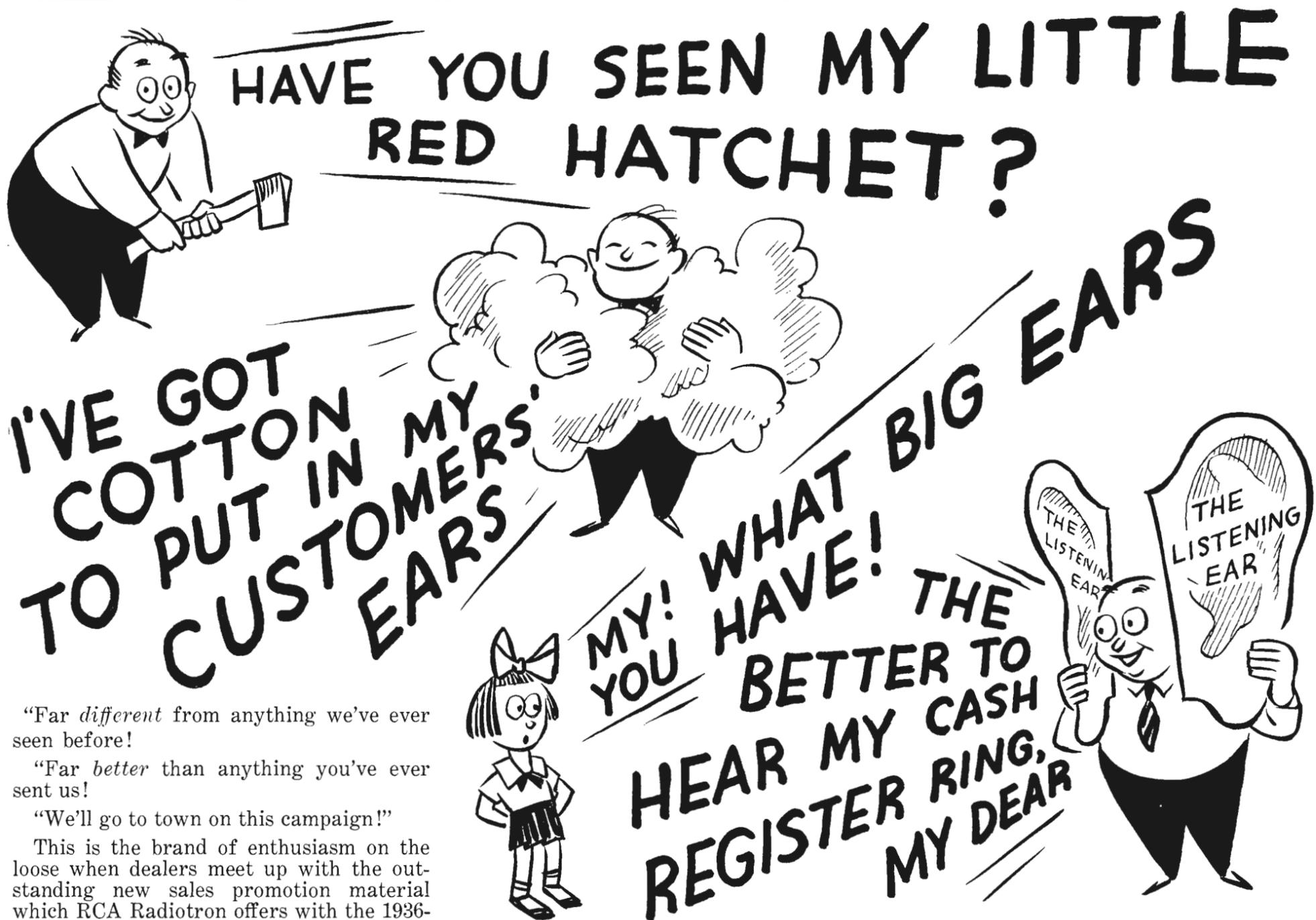
Special Check-Up Supplement

PUBLISHED · IN · THE · INTEREST · OF · RADIO · SERVICE · SALES · ENGINEERS

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Camden, New Jersey

Vol. 2, No. 9



"Far different from anything we've ever seen before!

"Far better than anything you've ever sent us!

"We'll go to town on this campaign!"

This is the brand of enthusiasm on the loose when dealers meet up with the outstanding new sales promotion material which RCA Radiotron offers with the 1936-37 Check-Up Campaign. No "ifs, buts or maybes" about it—dealers tell us—RCA Radiotron has prepared a sure-fire direct mail campaign no aggressive retailer will pass up for a minute. It is different—it is better—in fact RCA Radiotron believes it is a new peak in powerful, distinctive radio-dealer advertising.

See the letter with the little card-board hatchet enclosure (direct mail material shown on next page), or the one with the tuft of cotton attached in the corner. Then there's the message from "The Listening Ear" and a window display that expert display men call "absolutely the best yet!"

People who "just don't seem to get around to having the radio looked at" are knock-downs for

the big guns of the new Check-Up. They'll know you're in business—they'll know you're a live wire when they get the effects of your Check-Up show. Your advertising will be the talk of the town for smartness, cleverness—people will get a chuckle and a big kick out of your Check-Up "hatchet" or "cotton" letters, not to mention "The Listening Ear" stunt.

Gives Dealer Big Play

Thousands of dollars (a larger sum than ever spent before) have been put behind the new Check-Up to make it a wow—the type of smart, fast-moving stuff which any dealer would be proud to use as his own. And any dealer can have it as his own for a song.

The new material which is shown throughout this special Check-Up edition of Service News is ready now. Dealer imprinting is planned for nearly every piece. Don't regard this new Check-Up as just as another tube promotion. Look it over and you'll be convinced that it is unselfishly designed to feature the dealer and service man—to advertise his business—to give him the big play he ought to have.

Behind this array of business-getting weapons, the new Check-Up offers a course of organized thinking and planning which, if adopted by the dealer, will give him every advantage in his use of the Check-Up advertising material. For one of the soundest merchandising practices in the retail

field has been applied to the Check-Up program in forceful, common-sense style.

Read in other pages of this issue of Service NEWS how an increasing number of aggressive radio dealers are capitalizing on this merchandising scheme which leads to longer profit sales. Dealers who are looking for a simple, sound and organized scheme of selling radio merchandise as well as other appliances and accessories, should lose no time in contacting their distributor for the details of this new Radiotron Merchandising program.

"SAVE 'EM, LADY— WITH THIS RCA TELEPHONE SALESMAN'S MANUAL, I'VE GOT ALL THE ANSWERS! WHAT TIME SHALL I CALL?"





RADIOTRON

PRESENTS

**the finest selling aids for
the Radio Dealer and Service
Engineer ever offered to the
Radio Industry**

**Turn to pages 4, 5 and 6
and send in your order today.**

Dealer Advertising That Demands Customer Action

Here are ace letters that will prove ace pullers when you mail them to a good prospect list.

These letters come fully imprinted with your business name and address at the top of the stationery.

Read the one below. It encloses a small wad of cotton with the humorous suggestion that a prospect use it in his ears if his radio sounds too terrible. Meanwhile it urges immediate contact with you. Form 1342—Price \$1.00 per hundred with envelopes and special customer reply cards.



ONE WAY TO FIX YOUR RADIO

Dear Radio Owner:

Please use this hatchet the next time you feel like shopping up your radio. Fortunately you can't do much damage with it. For after all, a hatchet really isn't the best way to fix your radio or the right answer to its squeals and squeaks and crackling static and a.m.p.l. yuckiness.

In fact, the trouble with your radio is probably very simple. It has just been running too long without attention. For although radios seldom wear out, they often get loose connections, weak tubes, and worn parts—any one of which is enough to make them sound like a thunderstorm at the sea. Yet all of these things are very easy for an expert to fix.

So instead of using a hatchet on your radio—why not use our service engineer who will be glad to give your entire radio a thorough check-up, employing the most scientific instruments and the latest testing equipment. For a short time we are lowering the price on this check-up, because we are anxious to introduce this new service in our community.

Naturally, if any parts need replacing, we will use only the finest quality replacements, such as RCA Tubes which have set the standard of performance in the radio industry for over 15 years.

Won't you sign the enclosed card and drop it in the mail today?

Sincerely,



SAVE YOUR EARS WITH THIS COTTON

Dear Radio Owner:

See's your radio sound today? Just on a little cotton for your ears?

Perhaps you have been more fortunate, but we are astonished at the number of people whose radios have lost more than half the sweetness, clarity, and clean reproduction they had when new—and who do nothing about it.

Actually there isn't the slightest excuse for a noisy radio. Our long experience in repairing them shows that 95% of all troubles are tubes or one of the ten things listed at the bottom of this letter.

So we've decided to do something about it. We will perform all the services listed here—and we'll do them **FREE** for \$1.50. The inspections will be made and the adjustments handled by a trained radio engineer, and we personally guarantee our work. If your set needs any parts, we install only fine-quality replacements, such as RCA tubes, the standard of the radio industry for over 15 years.

Just mail us the attached post card. We promise you won't need cotton for your ears again.

Sincerely,

P.S. If your radio suffers from a poor antenna—and most radios do—we can provide a famous \$5.00 all-wave antenna, and give you our full 10-point Check-Up at the same time—all for \$6.00.

FOR \$1.50 WE DO THESE JOBS:

1. Check overall set performance for Sensitivity, Selectivity, and Fidelity.	6. Align antenna, detector and oscillator circuits when accessible (All-wave set additional).
2. Test and label all tubes.	7. Adjust dial to normal kilocycle reading.
3. Check speaker and cabinet for rattles.	8. Check causes of extraneous noises.
4. Inspect and test all power connections.	9. Clean interior of cabinet.
5. Check aerial, ground, and lightning arrester connections.	10. Make free estimate of any additional repairs needed.

Form 1342A

The letter above offers a little red hatchet, which is enclosed, as one way to end noisy radio reception. Its further humorous treatment will win customer admiration for your advertisement and customer response for business. Form 1341—\$1.00 per hundred with envelopes and special customer reply cards.

You can have special advertising messages imprinted to sell the Tuning Eye or All-Wave Antenna, with all the pieces shown here except the two government postcards.

Both the Hatchet and Cotton letter (Forms No. 1341 and 1342) are available with a postscript offering a special price of \$4.00 (plus installation) for a combination Check-Up and Tuning Eye, or \$6.00 (plus installation) for a combination Check-Up and Antenna. Specify Form No. 1341-A or No. 1342-A for Antenna offer. Form No. 1341-B or No. 1342-B for Tuning Eye offer. Where neither of these messages are desired, specify Form 1341 or 1342.

No. 1334

PAY TO THE ACCOUNT OF _____

DOLLARS _____

AS OUR CONTRIBUTION TOWARDS THE COST OF A COMPLETE 10-POINT RADIO CHECK-UP AS DESCRIBED ON THE BACK OF THIS VOUCHER.

SIGNATURE

This check is a gift!

And you can make quick use of it if you'll do just one thing.

Go to your telephone now and call us up for a job we know you've been wanting to have done for a long time. In other words, have that radio of yours gone over now by expert engineers. The cost? Regularly \$2.50, but this check for one dollar brings your cost down to only a dollar and a half. For the check pays a big part of the bill for you when our engineer finishes the job.

Here's the easy way to go about it. Go to your telephone and call the number listed below. The same day, unless we're just too busy to breathe, we'll be at your home to go all over your radio and give it our special 10-point Check-Up. (You can see what that means by reading the list of ten points on the back of your check.) Pay the engineer with this endorsed check plus only \$1.50.

Think a minute... realize how important this is to your radio entertainment tonight—every night. Haven't you and your family talked about "getting that set looked at some day"? Of course, if it needs a new tube or parts, they are extra.

Here's the phone number _____

Let's get at that radio together now!

WE RECOMMEND RCA TUBES AND PARTS

Form 1334

An effective way to quickly seal a prospect is to offer him a dollar's worth of credit in advance. The letter above with the check attached offers a dollar on the regular \$2.50 Check-Up. This item comes fully imprinted on both the check and letter head with your name, address and your phone number as well. Form 1334. Only \$1.25 per hundred including envelopes.

Would you throw away BAGGY TROUSERS?



Of course not! You'd call a tailor.

Do the same with your radio. A 10-Point Check-Up will do as much for your radio as the tailor does for your trousers.

10 JOBS FOR ARE YOU SATISFIED with a knocking motor?



Of course not! You'd have a good mechanic put the old bus in tune. Treat your ailing radio the same way. Get an RCA 10-POINT check-up for \$1.50, covering 95% of ordinary radio troubles.

HERE'S WHAT WE DO:

1. Check overall set performance for sensitivity, selectivity, and fidelity.	6. Align antenna, detector and oscillator circuits when accessible. (All-wave set additional.)
2. Test and label all tubes.	7. Adjust dial to normal kilocycle reading.
3. Check speaker and cabinet for rattles.	8. Check causes of extraneous noises.
4. Inspect and test all power connections.	9. Clean interior of cabinet.
5. Check aerial, ground, and lightning arrester connections.	10. Make estimate of any additional repairs needed.

SPECIAL CHECK-UP \$1.50

(IMPRINT)

WE USE AND RECOMMEND GENUINE RCA RADIODIONS

Inexpensive government cards with snappy advertising message. Form (upper) 1337 (lower) 1338. With 3-line imprint and stamped, \$1.25 a hundred. Unimprinted, no stamp, 35 cents a hundred.

Postage Will be Paid by Addressee

BUSINESS REPLY CARD

Post (Class Permit) No. _____

See 310, P.L. & S.

This is the 10-POINT CHECK-UP yours for only \$1.50 if you tear off and mail the card above

1. Check overall set performance for Sensitivity, Selectivity, and Fidelity.	6. Align antenna, detector, and oscillator circuits when accessible (All-wave set additional).
2. Test and label all tubes.	7. Adjust dial to normal kilocycle reading.
3. Check speaker and cabinet for rattles.	8. Check causes of extraneous noises.
4. Inspect and test all power connections.	9. Clean interior of cabinet.
5. Check aerial, ground, and lightning arrester connections.	10. Make free estimate of any repairs needed.

IMPROVE YOUR SET WITH A PROFESSIONAL ALL-WAVE ANTENNA

Have a radio that brings in all the programs bursting with an indoor or home-made aerial. Antenna can double your radio pleasure. Or

SPECIAL INTRODUCTORY PRICE

1. An All-Wave Antenna (\$5.00 plus installation)
2. Complete 10-point Check-up (\$2.50)
Both for \$6.00 plus installation

WE HAVE 10 SURPRISES FOR YOUR RADIO

BUT THE BIG SURPRISE ★ WILL BE YOURS ★

DEAR RADIO OWNER:

We can't help but feel that you are going to be more than surprised at the results of a check-up of your radio set. Our ten-point check-up service will bring out of your fair-to-middling, not-so-good, or useless radio the richest, sweetest, clearest reception you've had since the day you bought it. Ten jobs in one that will bring more pleasure into your radio listening hours than any other thing you could do.

Here's why a radio check-up makes for increased listening pleasure. Radio scientists have discovered that reception grows poorer and poorer as dirt collects, adjustments loosen and corrosion sets in. But when the ten-points that are most likely to cause trouble are serviced your radio will have

A CLEARER, SWEETER TONE • BETTER SEPARATION OF STATIONS • AND MORE ACCURATE REPRODUCTION

This 10-point check-up was developed by RCA Radiotron engineers who found that 95% of all radio troubles result from neglecting one or more of the things we service on every check-up job. We consider the check-up a complete overhaul except, of course, for actual replacement of parts and tubes. If these are necessary, you are charged special low prices.

And here's a surprise for you!

To introduce this check-up in our community, we are making a special, temporary, low price of \$1.50. Here's a clear saving of \$1.00. It won't last long. We plan to withdraw it as soon as our repair men are busy. It must be accepted at once.

Mailing the attached addressed business reply card (no postage needed) will bring you a real surprise

So
MAIL THE CARD TODAY FOR

A 10-POINT CHECK-UP THAT WILL IMPROVE YOUR RADIO and at a DOLLAR less than the regular price

Gentlemen: Have your service engineer give my radio the complete 10-point check-up described in this folder. You agree to reduce the price from \$2.50 to \$1.50 on receiving this card.

Form 1335B

A MESSAGE from the LISTENING EAR



FOR IMPROVED RADIO RECEPTION

Call THE LISTENING EAR . . .

Complete Check-Up \$1.50

IMPRINT

Form 1325

PLEASE DON'T BE ANGRY... BUT

I've been listening to your radio. And may an experienced old radio ear pick on a tip? I fear your set is not performing with full range of fine tone. Radios can lose a lot of quality before you notice it—but that's my business.

THE LISTENING EAR • I advise a complete check-up. May I?

1. Check overall set performance for sensitivity, selectivity, and fidelity.	6. Align antenna, detector and oscillator circuits when accessible. (All-wave set additional.)
2. Test and label all tubes.	7. Adjust dial to normal kilocycle reading.
3. Check speaker and cabinet for rattles.	8. Check causes of extraneous noises.
4. Inspect and test all power connections.	9. Clean interior of cabinet.
5. Check aerial, ground, and lightning arrester connections.	10. Make estimate of any additional repairs needed.

I usually charge \$2.50 for this job

I WILL DO IT FOR YOU AT A SPECIAL PRICE OF \$1.50

You'll agree that The Listening Ear (Form No. 1325) will attract attention. It's one of the most novel pieces ever offered. Circulate it in your neighborhood. Comes with your imprint on back as shown above, or with a combination Check-Up and Tuning Eye offer at \$4.00 (plus installation), Form No. 1325-A. A combination Check-Up and Antenna offer at \$6.00 (plus installation), Form No. 1325-B.

This Duplex card always brings results. A 2-color self-mailer with a self-addressed business reply card and your name is imprinted in 3 different places. Form No. 1335-B. \$1.50 per 100 (minimum order 200); \$0.75 per 100 in lots of 1000 or more. If desired, portion of card featuring the Check-Up and Antenna offer can be replaced by copy stating why RCA Tubes are used on all Check-Up jobs (Form No. 1335) or a combination Check-Up and Tuning Eye offer for \$4.00 plus installation (Form 1335-A).

SALES AIDS DESIGNED TO SELL

Here's a wealth of sales items designed for you by RCA Radiotron to help you sell service, merchandise. Also available are stationery, business forms, etc. Look them over and order yours now. Order by the number given on each item. Order from your jobber or send cash or check to the Warehouse nearest you:

WAREHOUSES

SEND ORDERS TO NEAREST WAREHOUSE

Atlanta, Georgia
490 Peachtree St., N. E.

Chicago, Illinois
589 East Illinois Street

San Francisco, Cal.
170 Ninth Street

Dallas, Texas
2211 Commerce St.

Camden, New Jersey
201 North Front St.

BUSINESS FORMS

No. 319—Service Order Pad. Systematizes all orders. Imprinted, 50 sets of triplicate forms to a pad. \$1.25 for 3 pads.

No. 318—Bill Head. An inexpensive and necessary item. Imprinted, \$1.00 for 500.

No. 696—Repair Ticket for itemizing repair charges. Imprinted, \$0.75 for 300—\$1.50 for 1000.

No. 317—Not-at-Home Card. Carries your imprint for \$0.25 per 100.

No. 651—Calling Cards. Your own business card printed in two colors for almost less than the price of the blank card. Imprinted, \$1.00 for 500.

No. 624—Shipping Label with insurance space—\$1.85 per 1000.
No. 625—Plain label—\$1.60 per 1000. Both gummed, imprinted.

No. 676—Attractive letterheads as you want them. Done in two colors. Imprinted, \$2.75 for 500; \$4.50 for 1000, including envelopes.

No. 472—Tube Test Sticker. A check on each tube sold or tested. Roll of 2000 imprinted, \$1.00.

PERMANENT STORE DISPLAY MATERIAL



No. 665—Metal Flange Sign; four color enamel job on heavy durable metal. Your name on both sides of bottom panel. Yours for \$1.00.



No. 1401—Mirror flash sign for window, counter. Has novel third dimensional effect which lights up through mirror. Non-radio interfering flasher. Price \$4.00.



No. 629—Illuminated Carton; for counter, window. Height, 12 inches. With cord and lamp, \$1.00.



No. 669—Dummy Carton. Ideal for mass display in window, store. Lots of 25 free.



No. 622—Illuminated Clock. Beautiful, two-color job. Hammond motor—20 inch diameter. Lighted with two thirty-watt lamps. \$5.00.



No. 694—Decal; two-color identification marker for store. Free.

ADVERTISING LITERATURE



No. 913—Radio Log; new—fascinating—more helpful radio travel-log. Better than ever. Lists all local, foreign stations. Contains pictures, map. In ordering specify whether service or merchandising copy is desired for back cover. \$3.00 per hundred; \$2.75 per hundred in lots of 1000; \$2.50 per hundred in lots of 2500 or more.



Lantern Slides. Colored slides for use in your local movies—imprinted, \$0.30 each.



No. 664

No. 662



No. 701

Leaflets. Item 700 lists common set faults and remedies. 701 features dealer as Radio Headquarters. Both in two colors, with imprint at \$0.75 per 200; \$2.50 per 1000.

Postcards. Government penny postcards designed in two colors to sell you and your services to the customer—with imprint, \$1.00 per hundred. Be sure to give card number.

OTHER DEALER AIDS



Service Garments. All garments available in gray or white herringbone. Service coat, \$2.20. Give chest, height, weight. Counter coat, \$1.65. Give chest and back and under-arm length. Shirt, \$1.50. Give collar size and arm length.



No. 699—Guarantee Certificate; 90-day guarantee receipt for service work done. Free.



No. 732—Record Card. Carry a file of each customer's work. \$0.25 for 50.



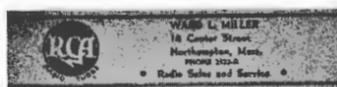
No. 1194—Large tube price card for store. No. 1193—pocket size. Free.



No. 698—OK Tag; a handy way to keep check on jobs. Free.



No. 1402—New Tube Test Sticker for metal or glass types. \$1.00 per roll imprinted.



No. 623—Package Tape; 1 1/2 inches wide. Imprinted, \$3.50 per ten rolls.



No. 697—Price Tag. Novel, convenient for pricing. Free.



No. 412—Package Tape Machine. An asset to any retailer for quick, clean wrapping job. Durable. Reasonable at \$2.00.

SERVICE AIDS THAT REALLY HELP

A \$5.00 VALUE FOR THE SPECIAL PRICE OF

\$1.25

and a deposit of 75 cents to be refunded by the distributor upon completion of the purchase of 200 tubes.



The handsome steel filing case is built to last. Has return-flange front with spot-welded corners for strength and rigidity, a positive-action locking follower-block to hold cards in place, slide rails for easy action. Olive finish. Holds 1200 cards, size 3" x 5".

The RCA Service-Tip File consists of 200 separate service-tip cards, compiled from "short cut" suggestions sent in by service men during the past year. Each "tip" is printed on a separate card and covers the more common ailments of the principal makes of radio sets now in use.

The RCA Service-Tip File indirectly cuts the time of servicing a call to a minimum. No more will the service man have to spend hours trying to fathom out the difficulties encountered in servicing some sets. With the Service-Tip File, he knows in many cases just what to expect before he starts to work.

RCA RADIOLA	Model 41	Speaker Supply
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While writing this I am listening to RCA Model 41, the speaker of which I have just changed over from rectifier to tube rectifier. Here are the data:

The variable-wire-wound resistance is adjusted until the heater voltage is 25, at the highest line voltage where set is used. The resistor in series with the field was selected as that which placed about 90 M.A. on the tube. Sufficient field excitation is secured to operate the speaker satisfactorily. The hum level is slight, and larger filter capacity does not improve A power.

(Continued on back)

The RCA Cathode Ray Oscillograph lets you see the trouble. Have your RCA Parts Distributor demonstrate it to you.

While RCA believes this "Tip" to be useful, RCA cannot be responsible in any way for results obtained.

- 1 Easy-find index. Brand name of receiver in this column corresponds to tabbed index card behind which the card is filed.
- 2 Model number in this column, in numerical order. This makes it easy to find the desired model.
- 3 Name of trouble in this column. Many unusual troubles are included in RCA Service Tips.
- 4 Carefully selected Tips. Actual experiences of men in the business. Written by men working on sets every day.
- 5 Diagrams whenever needed. These greatly facilitate the understanding of all tips.



101 Service Sales Ideas

Just what the name implies... proven ideas for increasing service sales. 48 pages. Get this now from your Distributor. 75c. value. FREE with purchase of RCA tubes.



Radio Service Business Methods

Two experts collaborated on this book to show the proper way to operate a retail radio service business. By John F. Rider and J. Van Newenhizen. A \$3.00 value for 75c. and purchase of RCA tubes.

3 PACKET No. 3 3

containing
TWENTY TIPS
for your
RCA Radio Service Tip File

This envelope contains twenty time-saving service ideas, each printed on a separate card and indexed so that you can easily file them in your RCA Radio Service Tip File... When you have earned your next packet of tips, ask for Packet No. 4.

The more RCA Parts and Service Specialties (not including RCA Test Instruments) you buy, the more Tip Cards you earn, and the more useful your Tip File becomes. Send your own service ideas to RCA Radio Service News, Camden, N. J.

3 USE RCA PARTS 3

RCA Service Tip Packets

If you have the RCA Service Tip File be sure you keep it up to the minute with extra packets of service tips. RCA Tube Distributors will furnish the RCA Service-Tip Packets beginning with packet No. 1 to all owners of the RCA Tip File on a deal requiring the purchase of \$10.00 worth of tubes for each packet.



RCA Metal Tube Lighter

Light up with the new RCA metal tube lighter. One of the most popular novelties ever offered. Highly durable and serviceable. Get yours from your distributor free with purchase of RCA Radio Tubes.

Socket Layout Guide

One of the most indispensable and popular books for over-counter and service work. Shows complete complement of tubes for every radio—old and new. See your distributor for your copy. Free with purchase of RCA Radio Tubes.



RCA Service Engineer's Pencil

As useful as it is beautiful... it automatically tells you the value of resistors. All you do is align the colors on the bands with the colors on the resistor. The value of the resistor in ohms is shown down to the last decimal. Get this handy, beautiful pencil from your Distributor now with purchase of RCA tubes.



All-Metal Radio Tube Manual 10¢



464-Amateur Transmitting Types 15¢



Amateur Transmitting Supplement 15¢



RC-12 Cunningham Radiotron Manual 25¢



TS2 Cathode Ray Tube Manual 25¢



HB-3 Tube Handbook All Types (Sold by Subscription)



Here are six RCA Publications invaluable to radio engineers, technicians and others. Describe electrical and functional characteristics of tubes. Order them from your jobber or write RCA Radiotron, Camden, N. J. Order Handbook (HB-3) by writing RCA Radiotron, Harrison, N. J.

FREE If you plan newspaper advertising in your local paper write for this free advertising mat catalogue. Shows sparkling variety of advertising mats selling service and repairs.

“Ten Points” of Check-up Are Revised

Greater Consumer Appeal, More Profits for Service Engineer, Are Results

In the new 1937 Check-Up Campaign the “Ten Points” of the Check-Up have been revised to make the service more attractive to prospects without involving additional time or cost on the part of the service man.

The Check-Up is not intended to be more than a thorough inspection service, including only such minor repairs and adjustments as can be readily made during the course of inspection. The usual customer, however, does not realize the work involved in this type of service. Accordingly, the ten points for the New Check-Up are more specific, impressing the prospect with the scope of the service and reassuring him as to the excellent value to be received from so small an investment.

A second advantage of the new “Ten Points” is to call attention specifically to certain common set faults which may be remedied completely by additional service not included in the Check-Up charge. As an example, Point No. 7 reads: “Adjust dial to normal kilocycle reading.” This does not represent an alignment job, but merely a re-setting of the dial if it has slipped. Every listener would like to have a dial that reads “right on the nose,” and since most dials don’t, this point opens the way to a selling talk on an alignment job.

Produces More Jobs

The net result of the new ten-point lineup should be more jobs for the service engineer, with more profit from each. The new line-up, with explanations, follows:

1. Check over-all set performance for sensitivity, selectivity and fidelity. (This is mainly a listening test. It serves to remind the customer of the inability of his set to separate stations; and brings to his attention that you can correct or

Are You Scheduled To Receive Display Service?



This brand new window display consisting of one large centerpiece and seven side cards is one way to attract profitable service business. This display together with the two others shown come to you through your distributor or direct from RCA Radiotron, Camden, N. J. Order yours now.

greatly improve any weakness in power or tone.)

2. Test and label all tubes.
3. Check speaker and cabinet for rattles. (This tells the prospect that you are the doctor for such an ailment.)

4. Inspect and test all power connections.

5. Check aerial, ground and lightning arrester connections.

6. Align antenna, detector and oscillator circuits when accessible (all-wave sets additional)—(The adjustment of three screws, and the improvement in reception resulting therefrom, is the basis of selling the customer a complete alignment job.)

7. Adjust dial to normal kilocycle reading. (Explained above.)

8. Check causes of extraneous noises. (While you can only check the causes which are very obvious, nevertheless the operation may pave the way for sales of filters, noise-reducing antennas and other devices which correct such chronic conditions.)

9. Clean interior of cabinet.
10. Make free estimate of any additional repairs needed.

While RCA believes that this offer can be made for \$1.50, the same as last year’s Check-Up, the price is optional for the dealer or service engineer. Ex-

perience has shown that the average Check-Up return is about \$5.00, so the price determined upon should normally be only enough to cover the costs of the Check-Up call plus a small margin of safety. The lower the cost, naturally, the more calls you will make.

Chinese Radio Shop Is 100% RCA Equipped

“Tommy” Tong is the best known Chinese in the radio business in San Francisco’s “China Town.” His radio shop is the largest (owned by a Chinese) in the country. Tong is prominent in Chinese-American societies, an outstanding athlete, and efficient enough musician to play in two of the largest Chinese brass bands.

Tong has completed two courses in radio engineering, communications, etc. He holds a second-class commercial operator’s license and is a well-known amateur.

RCA Equipped

His shop is 100 per cent RCA equipped with test equipment and he also has a 100 per cent RCA Radiotron stock. He keeps abreast of everything that’s new, believes in dressing up his store with all the new display material he can lay hands on.

Tong just finished hooking-up equipment for a prominent Chinese doctor for the amplification of the human heart beat.

Tong uses direct mail advertising regularly, employed Check-Up material profitably. While Tommy hasn’t yet seen the new RCA check-up material we feel sure he will put it to good use in his shop.

Use Phone?



RCA has written and printed a Guide for a telephone approach to the question of Check-Up. If you want to do this profitable kind of selling, complete manual will be forwarded FREE on the request of your tube distributor.

2 to 5 Per Cent Good Return on Direct Mail

New Check-Up Material Insures High Returns

What is a dealer to expect from his direct mail advertising?

The question arises from a quantity of communications which come from dealers disappointed in direct mail results. Dealers who mail out 500 post cards or letters are frequently dissatisfied with 10 to 20 calls for service, repairs, etc. Yet when the average department store gets a similar return, it promptly increases its mailings to get more of the same percentage.

Results as low as 2 per cent are considered worthwhile by many retailers. Five per cent is excellent. Anything above is generally considered a landslide. Yet many returns have run as high as 15 per cent.

The new Check-Up material is designed to give you the highest possible returns. But it will be defeated if you use poor mailing lists—ones which are not up to date. The removal of families from house to house is so great that a mailing list should be checked at least once a year. Be sure when you use direct mail that your lists are up to date.

Check-Up Built Service Station, Says S. O. Official

(Continued from page 2, col. 5)

grocer selling you a tankful of questionable fuel, your present-day service station salesman asks you about most of the needs of your car and he is prepared to service them.

Our service station Check-Up campaign is pushed in the spring and fall when the automobile, as we all know, should be put in readiness for warm and cold weather driving respectively. As in radio, there are specific points for the gasoline service station attendant to cover. These include the inspec-

Distributors Announce New Tube Display

Novel Pieces For Window And Store Now Ready

A wealth of new display material, an unusual window display, counter pieces and permanent pieces, are all a part of the new Check-Up material now being distributed by RCA Radio Tube Distributors. The display is so arranged that it may be used either by dealers who have a service department or those that do not.

Three displays go to make up the complete window display service, one unit of the display being made up of miscellaneous pieces which are intended for the store interior, but can be used in the window as side pieces. Another unit of the display is material that is of interest to the public and is espe-



These pieces may be used either in window or on the counter.

cially valuable to the service man. Included with both displays is a quantity of hand-out leaflets on “How to Get the Most Out of Your Radio” and “The Check That Counts.”

The third unit of the display features a centerpiece entitled “Squawks and Squeals Taken from Radios,” an unusually attractive piece, finished in eight



A display that attracts attention everywhere

colors and accompanied by seven smaller cut-outs. Each of the cut-out figures remind the public of things that they can do to their set to make it perform better, such as modernization, alignment, etc. A new feature of this centerpiece is that the price may be varied either from \$1.50 to \$2.00, depending on the particular locality.

All of this material is available through RCA Radio Tube Distributors, and the complete service costs the dealer only \$1.50. The three kits are shipped at one time.

tion of transmission, differential, water pump, radiator, battery, lights, change of lubricants, fuel and accessories.

House To House?



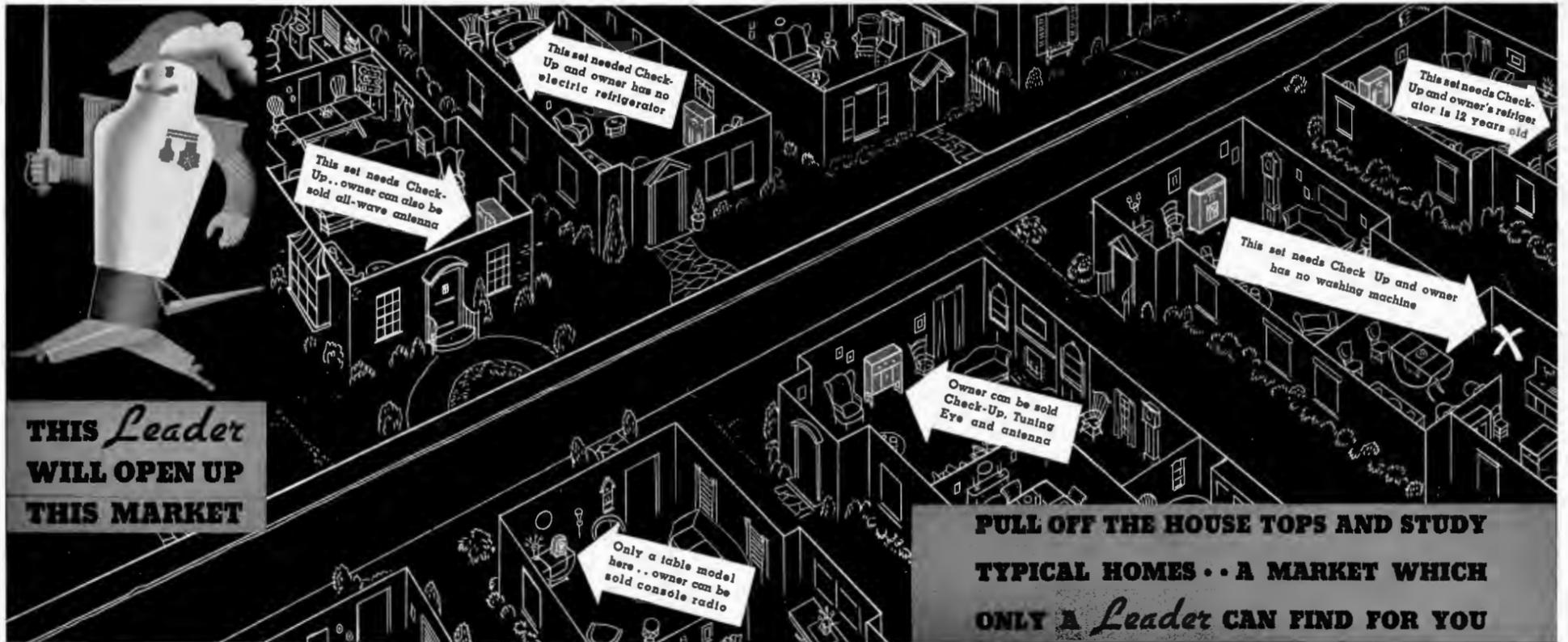
DOOR TO DOOR RCA is prepared to make helpful suggestions for sales talks to any dealer who wants to go out and sell Check-Up. Full information upon request.

“Clever, These Chinese”



Tommy Tong, owner of the largest Chinese radio shop in the country, is a firm believer in good test equipment. The RCA Beat Frequency Oscillator may be seen in the foreground while the RCA Test Oscillator, Frequency Modulator and Oscillograph are to the right.

The Check-Up Market Is Right In Your Neighborhood



The check-up market for radio service is everywhere—in your neighborhood, in your city, wherever radio receivers are located. The way to make sales is to get contact with the owners of sets, and the RCA Check-Up Campaign is the ideal method of getting

contact. Experience has shown that the average income from check-up contacts is several times that of the basic \$1.50 charge and, in many cases, sales of new sets, refrigerators and other items are directly traced to this contact.

Radiotron Check-Up Ideal Leader For Increasing Sales

Tubes And Service Make Possible Sale Of Large Dollar Volume Items— Market Easily Reached

By D. J. Finn, Assistant Manager, Radiotron Adv. and Sales Promotion

What does a radio dealer have in his store to attract people? What does he put in his window to make them stop and think about radio, and *come into the store* to do some radio buying? A new set with a \$79 price tag hanging on it? They know all about that! They simply mumble "Too much money" and go back home to their old set and think it's not so bad after all.



D. J. Finn

Keen dealers know that appliances like refrigerators, washing machines, radios, etc., aren't impulse purchases nor are these appliances sold over the counter. People don't say, "Well, I think I'll go and buy a new radio today," then trot around to the radio store to buy one by the pound. More than half the good set prospects don't even know they need and want a good radio until *some one* puts the idea in their heads. And that's what this "leader" idea is all about.

Look at your neighbors' stores. You know where they make their money? In items on the shelf which you don't see advertised so frequently. But look at their windows—soap, 6c; soup, 5c—popular brands, everyday necessities. And those poor so-and-sos don't stand to make a fraction of a cent profit out of the items they feature with a great big mark-down. But the people crowd in. And in the grocery store they just don't come out with three cakes of soap. They've bought cans of vegetables, fruit, sauces, etc., and in these items the grocer has taken a nice profit. That's the way the big chains work it. Why, in some cases, as high as forty per cent of chain store merchandise is marked down to no-profit levels. But, boy, on the other sixty they make up.

Now RCA doesn't ask you to do that. But you can borrow the general idea, make a profit out of everything you do or sell, and go to town on the big profit merchandise because you're opening up the opportunity wide. Have you got anything like a leader in your store? The answer is "you

have." Do you make use of it as a leader? And the answer is, in most cases, "NO."

And let's consider *your* window for a minute. What do you have in it that's going to make everybody say, "Gee, that's cheap enough—I'll try it"—not much, have you? You've got radios there, refrigerators, washing machines—and you're just sitting back waiting for the public to make up its own mind to buy *high-priced* merchandise. Now understand what I'm getting at. I know you're out digging for chances to sell merchandise—but my point is *your window* can give you a big push on this if you'll get it in shape for a real selling and advertising job.

Window Display

Just suppose you had a window that told the public, "We can make your old set sound like new—let us look it over, clean it, test it, adjust it, and it'll only cost you a dollar and a half." That will stop them. Why, they can have that job done to the old wheeze box at home. Maybe it will cure it. That's the line their thinking will take almost *every time*. Then you get into the home and find that it needs a lot more attention than a mere checking over. One of three things is going to happen every time with every lead like this.

First, they'll want you to put it in first-class working order, and the set is not so old that you can't do it. That can mean a job which runs into a nice ten dollar bill. Or, second, they'll want a new set, if you get that idea working in their minds. *And you're right on the spot to sell it.* Or, third, they're not going to do anything at all simply because they don't have the money. You wouldn't have made a sale no matter what you did. Now just figure this happening ten, twenty, thirty times a week with results in cold turkey terms of \$5 to \$150 a call. For what? you ask! I just told you—from a service job, to the sale of new merchandise.

Everybody Needs Tubes

Now just study the chart at the left of this page a minute, will you *please*—because this isn't boloney. Here's *your*

market. And RCA Tubes have everything to make them a leader.

Demand—Everybody's radio will need new tubes sooner or later, and 80% need 'em *now*.

Nationally Advertised—RCA does that, and no mistake.

Right Price—59c—everyone can afford that—this leader is talking right down to the *change purse* while he keeps his eye on the big bill fold.

Now, let's just think about one point for a minute. When you start to advertise and sell a 59c tube to a prospect who has bitten on the low price hook—you're *not out to only sell the tube*. In plain words, it's bait and the pond is full of fish for it. And you've got to keep them thinking in terms of a 59c tube for a minute until you tell 'em about this *big special* check-up job you'll do for him at his home for only \$1.50. And he goes for that—8 times out of 10—still thinking that you're just an expert bent on saving him money. You know now when you start out on this sale that the ante he's pushed in is at least the price of a couple of tubes plus \$1.50 for the check-up. And remember, it's *only the ante*.

Find Opportunity

Now you're in his house and what do you find—well, there's just so many wide-open sales opportunities there I don't know where to begin—

First—the set's a 1927 Orphanola with a case of asthma that only the grave will cure.

Now do I have to tell you how to act on this cue?

Second—the set's a fairly modern one that's got the growls. You've sounded out on the idea of a new radio—and the answer is a definite "nothing doing." You start working on the set and find a couple of condensers out of whack—the same for three tubes—then you wind up by telling him what an aerial would do for him. The potential sale there would squeeze a ten dollar bill for all it's got.

But I'm not going to go through all these possibilities you already know about. All I want to point out is—you started the ball rolling with a 59c tube.

Sticker For Metal Tubes Is Now Ready

The increasing replacement market on RCA Metal Tubes created a demand for metal tube stickers—a demand which presented many problems to RCA Radiotron in the manufacture of a metal tube sticker of proper size and with an adhesive which would stand up against the concentrated heat of the metal tube without becoming loose.

After nearly a year of experimentation, RCA Radiotron gives its dealers another first—a tube test sticker designed in the laboratories and made to meet the specifications of the metal tube. Radically different in appearance, the new metal tube sticker is $\frac{1}{2}$ by $3\frac{3}{8}$ " in size, will not cover type number of tube when used, and by virtue of self-sticking features will adhere permanently. Low cost advertising is provided by the dealer imprint.

Made of Special Paper

Made of a specially prepared paper and adhesive, tests proved that the paper would show practically no discoloration in 1000 hours of normal usage. Price of the new sticker is the same as the glass type—\$1.00 a roll carrying dealer's three-line imprint.

Explains Check-Up



Make sure your distributor salesman shows you this booklet on his next visit. It shows the way to a bigger and better business.