



RADIO AND TELEVISION

# Service News

A PUBLICATION OF THE RCA TUBE DIVISION

JUNE-JULY  
1955



By Popular Demand!

THE NEW,  
THE IMPROVED

**RCA "TREASURE CHEST"**

TAUBER REPAIR KIT      MORE PROFESSIONAL LOOKING



ALSO AVAILABLE  
in exchange for RCA "Treasure Chest"



SEE RCA MULTICORD  
FOR MORE INFORMATION

Attractive, practical, vital, the 1955 version of the popular RCA Treasure Chest as well as the new RCA Multicord "inset" will prove a tremendous help to you on your home service calls. For full details on how you can obtain these outstanding business aids, read the story on page 2 of this issue. Also ask your RCA tube distributor for your copy of the new Treasure Chest Flyer (Form 3F256).

Vol. 20, No. 2

# ALL-NEW TREASURE CHEST AND MULTICORD BEING OFFERED BY RCA DISTRIBUTORS

By popular demand, an all-new improved Treasure Chest and a new RCA Multicord are now available from your RCA tube distributor at no extra cost as a bonus for buying RCA receiving tubes and kinescopes.

You will be proud to carry the 1955 version of the famous RCA Treasure Chest with you on all your service calls. This sturdy, custom-built carrying case for tubes is more professional in appearance than its predecessor, is larger and holds at least 30 more tubes, and is built to last longer.

Designed to accommodate a full selection of receiving tubes to save you time and footwork on your service calls, the RCA Treasure Chest is a light-weight case, roomy but not bulky, with a sturdy wood frame covered in durable maroon leatherette. This case has provision for 54 miniature, 56 GT, and at least 24 larger tubes, totaling 134 tubes in all. Note that all type numbers are in full view when the case is opened.

The handy tool compartment of the new Treasure Chest contains space enough for all the small tools you ordinarily use on your home service calls. The case, with metal braces and kick-plates, measures 20 $\frac{1}{2}$  inches by 13 $\frac{3}{4}$  inches by 8 inches and weighs only 11 pounds.

The Multicord is a practical time-saving device that will speed up and simplify your TV servicing. It consists of a harness which includes cord con-

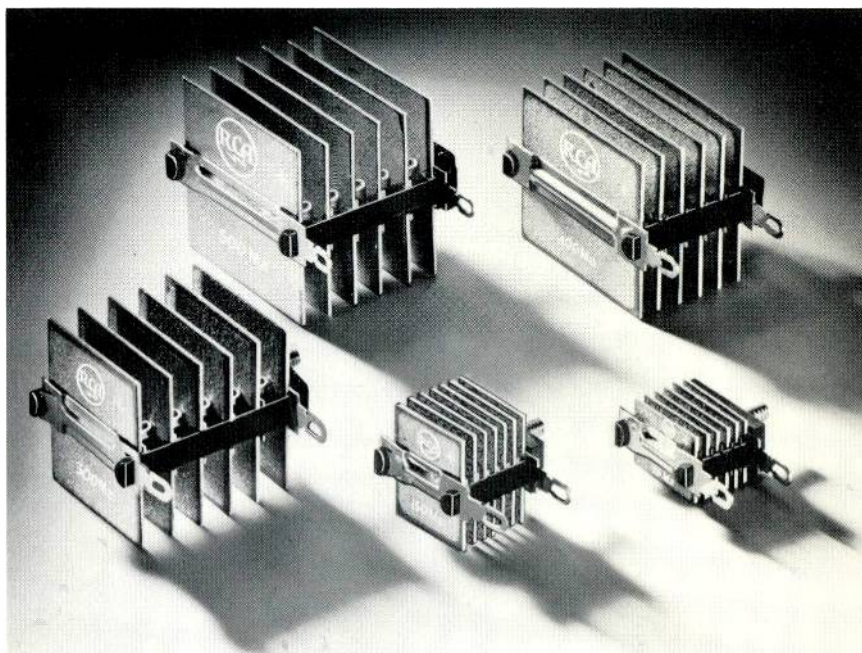
nectors to fit all TV receivers, a three-way power outlet brought up to the chassis for test equipment, soldering gun, and other "tools," and a handy work light, to illuminate the chassis area, complete with an on-off switch and clamp.

Here is how you obtain the RCA Treasure Chest and Multicord—which are not for sale at any price:

Between now and August 31st, you will receive from your RCA distributor one RCA Treasure Note with each RCA picture tube or 25 RCA receiving

tubes you purchase. Save these valuable notes. You receive the giant RCA Treasure Chest without cost in exchange for 20 RCA Treasure Notes. And you receive the RCA Multicord without cost in exchange for only five RCA Treasure Notes.

Bear in mind that you may collect as many Treasure Chests and Multicords as you earn up to the August 31st deadline simply by returning your RCA Treasure Notes to the distributor from whom you obtained them. See your RCA tube distributor today.



The five RCA pace-setting "Universal"-type Selenium Rectifiers cover your replacement as follows: type number 200G1, 75 ma maximum output current; 201G1, 150 ma; 202G1, 300 ma; 203G1, 400 ma; 204G1, 500 ma; all rated at 130 input volts maximum.

## New Line of RCA Selenium Rectifiers

Need space? Are your shelves getting crowded? Here's a help: RCA's recently announced line of "Universal"-type Selenium Rectifiers. By stocking RCA's new line, just five types of selenium rectifiers will meet virtually all your replacement requirements in TV, radio receivers, and phonographs. And the RCA Selenium Rectifiers are quality-designed.

Look at their wide-open construction. It means improved heat dissipation, and dependable performance.

Look at their smaller size. For any

given current rating they are smaller than other types—making installation a "snap."

Then consider their versatility. Five types cover the range from 50 to 500 ma.

Stock up on the new, RCA "Universal"-type Selenium Rectifiers—competitively priced for profitable, fast turnover. Always replace with an RCA Selenium Rectifier — for consistently good performance, faster customer service. Order RCA Selenium Rectifiers from your RCA tube distributor *today*.

**RCA** RADIO AND TELEVISION

# Service News

A PUBLICATION OF THE RCA TUBE DIVISION

RCA RADIO & TELEVISION SERVICE NEWS is published in the interest of service-men and service-dealers. 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 trouble-shooting and sales promotion techniques, sales and service aids, together with invaluable data on RCA tubes, transistors, batteries, parts, and test equipment.

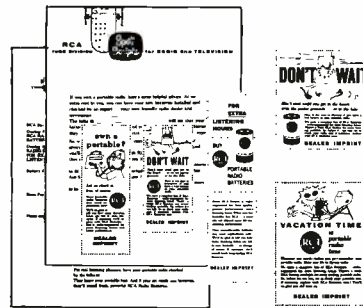
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Technical Editor

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Close-ups (left to right) of the RCA Radio Battery Window Motion Display (Form 4F302); the Dealer Ad Kit (Form 4F306); the WV-37A Radio Battery Tester (Form 3F441-T); and the 1955 RCA Battery Select-O-Meter (Form 4F301).

## Vigorous RCA Radio Battery Program Features Dynamic Variety of New Promotion Items for Service-Dealers

Service-dealers across the country are capitalizing on the RCA Tube Division's current double-barreled battery campaign. It is loaded with the most extensive and original group of dynamic new dealer business aids and promotion displays ever created for the battery market. This vigorous program is backed up by a powerful schedule of nationwide radio and TV commercials.

Designed for service-dealers and directed at consumers, this combination of RCA advertisements and sales promotions is a "natural" to boost your RCA battery business. It stimulates the millions of owners of workable portable radio sets to check their batteries before the vacation season begins. And it urges the more than 10-million owners of non-operable or "half-alive" portables to restore their instruments to usable condition. Indeed, the effective RCA battery campaign is certain to help you sell more RCA batteries all year around—but especially during the warm-weather months.

Be sure to see your RCA battery distributor immediately about the outstanding array of RCA sales promotion pieces now available under the new battery program. These items include:

(1) RCA Radio Battery Window Motion Display (Form 4F302)—a smartly designed eye-catcher full of leisure-time appeal. This sturdy action display is novel in its use of design and colors.

(2) All-Weather Outdoor Banner (Form 4F305)—a dynamic sales tool which will mark your store boldly and plainly as headquarters for RCA radio batteries. The banner is 6-foot long and 1½-foot high, and has grommets and sturdy cord attached for easy semi-permanent mounting over your storefront. It can also be used effectively

indoors as an in-store merchandiser.

(3) New 1955 RCA Battery Select-O-Meter (Form 4F301)—a battery operated in-store merchandiser that will create a sensation among shoppers in your store and thereby stimulate impulse battery sales. The colorful, eye-appealing 1955 version of this remarkable "game" pictures 90 leading portables and indicates their correct RCA battery complements. It comes complete with light bulbs and an RCA-VS036 battery.

(4) RCA Battery Seasonal Window Streamer Kit (Form 4F304)—containing four attractively designed season-to-season window streamers. Each of these brightly colored, full-size (a big 11 by 34 inches) reminders for consumers to get the best in portable-radio enjoyment with fresh RCA batteries will act as sales-boosting window salesmen for you during the best battery months of the year. In addition to the four streamers, the kit contains the RCA Batteries Dealer Order Form (Form 4F314) and two price lists—the RCA Batteries Schedule of Suggested List Prices (Form 4F313) and the RCA Batteries Dealer Price Schedule (Form 4F312).

(5) Dealer Ad Kit (Form 4F306)—featuring ad mats and sample commercials for radio and television that will help you promote your battery business with a modest local newspaper, radio, or TV campaign.

(6) RCA WV-37A Radio Battery Tester (Form 3F441-T)—containing a built-in load circuit which provides "in-use" testing conditions.

(7) New 1955 Spiral Battery Guide (Form 4F300)—a complete battery selling guide ideally suited to keep on

your store counter for reference. The guide is indexed and sized for quick, easy reference. Handy tabs will help you locate the battery-selling information you want in a matter of seconds. RCA battery replacements for all leading brands are listed in this up-to-the-minute guide along with the correct RCA battery complements for practically all of the portables marketed by prominent radio manufacturers. Also included in the guide are current Suggested List prices, battery dimensions, and socket diagrams for the complete RCA battery line.

(8) Repeat Business Stamp and Pad (Form 3F413)—a business aid attested to by the thousands of radio dealers who already have put it to use in imprinting their names and addresses on products and promotions. This unit is a handy little helper in reminding consumers that you sell RCA radio batteries. It may be used effectively for mailings, too. Each stamp (measuring ¾ of an inch by 1½ inches) has room for three imprint lines.

• • •

All of the above-noted RCA sales promotion items are illustrated and described in RCA's colorful new booklet entitled, "This Business of Selling Batteries" (Form 4F303). Ask your RCA battery distributor for a copy. Then invest a few minutes in reading this valuable booklet, created to help you win a big, profitable share of this big, profitable business of selling RCA batteries. Between the covers of this booklet are set down the basic principles of buying, stocking, promoting, and selling batteries. Parallel to the text are complete descriptions of RCA battery promotional items for 1955.

# New RCA Parts Publications to Speed Radio, Phonograph, and TV Service

Recognizing the service technician's need for up-to-date information on RCA Service Parts for servicing RCA Victor TV sets, radios, and phonographs, the RCA Tube Division has just published four new RCA Service Parts publications.

Available from your RCA distributor, the new publications are: the SP-1035 RCA Service Parts Directory for RCA Victor 1954 Television Receivers, the SP-1028 RCA Service Parts Directory for RCA Victor 1953 Television Receivers, the SP-2001A RCA Victor TV Service Parts and Tuner Parts Guide, and the SP-2003A RCA Phonograph Cartridge Guide.

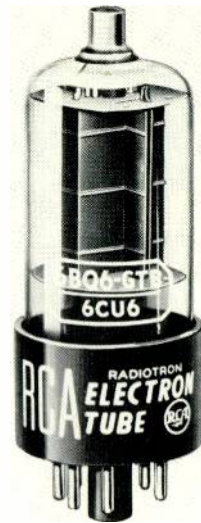
The 72-page SP-1035 features schematic diagrams, top and bottom chassis views, replacement parts lists, and top and bottom chassis adjustment for the 106 models of 1954 RCA Victor television receivers. The publication also contains information on the CT-100 and the 21-CT55 color-TV receivers and the RP-197 and RP-198 three-speed record changers. The comprehensive index references model names to model numbers of all RCA Victor TV receivers from 1946 through 1954, and all model and chassis numbers to the Service Parts directory in

which information may be found.

The 84-page SP-1028 features schematic diagrams, wiring diagrams, replacement parts lists, and top and bottom chassis views for the 108 models of 1953 RCA Victor TV receivers. It also includes schematic diagrams, replacement parts, and other information for radio chassis used in radio-TV combination receivers. The publication cross-references model names to model numbers of all RCA TV receivers from 1946 through 1953. In addition, it cross-references all model numbers and chassis numbers to the Service Parts directory in which information may be found.

The 16-page SP-2001A, covering the period from 1946 through 1954, lists stock numbers of major replacement parts for RCA Victor TV sets by receiver-model number and corresponding receiver-chassis number. It also lists stock numbers of tuner-replacement parts by tuner-chassis number.

The four-page RCA Phonograph Cartridge Guide (Form SP-2003A) lists stock numbers of RCA cartridges and replacement styli, model numbers of record changers with their corresponding cartridge stock number, and stylus and cartridge outline drawings.



## One Tube to Service All TV Sets—Old and New

Now stock one tube instead of four! The new RCA-6BQ6GTB/6CU6 high-perveance beam power tube—designed especially for use in horizontal deflection amplifier service in TV receivers—is interchangeable with previous types 6BQ6GT, 6BQ6GTA, 6BQ6GA, and 6CU6.

Performance-wise the RCA-6BQ6GTB is far superior to its predecessor, the 6BQ6GT. Compact and dependable, the new tube features: 6,000 microhms transconductance (at Plate Volts-250, and Plate Current-65 ma.); highest perveance in its group; 11 watts plate dissipation; and 6,000 peak inverse plate volts. Dependability of the RCA-6BQ6GTB is insured by such constructional features as: a heavy, pure nickel anode with an improved coating; a new nickel-alloy cathode; a gold-plated molybdenum grid No. 1; a specially carbonized molybdenum grid No. 2; and the use of high-temperature hard-solder that insures positive electrical connections and reduces the possibility of loose caps.

Similar to the RCA-6BQ6GTB except for heater ratings are new types 12BQ6GTB and 25BQ6GTB. The 12BQ6GTB has a 12.6-v/0.6-amp heater having a controlled warm-up time. This type is especially useful in TV receivers employing a single 600-ma series-connected heater string.

The RCA-25BQ6GTB is also like the 6BQ6GTB, except that it has a 25-v/0.3-amp heater.

## Replacement Guide Lists RCA Deflection Components for All Makes TV Receivers

A new, up-to-the-minute, alphabetically listed catalog of the TV deflection components which RCA designs and manufactures for all makes of TV receivers was recently published by the RCA Tube Division. Entitled, "RCA TV Deflection Components Replacement Guide," this easy-to-read listing will help you to determine quickly which RCA TV deflection component is needed for each replacement job.

For example, if you need a replacement yoke for an Emerson Model 608 TV receiver, here's all you have to do: Open the catalog to "Emerson." Look down the "Manufacturer and Model No." column to 608. Look right to the column marked "Deflecting Yoke," and see that an RCA type 201D12 is indicated. It is just as quick and simple as that. There is no need to use any other catalog or listing, no need to check back and forth from one list to another.



Contact your RCA distributor for your copy of the time-and-labor-saving "RCA TV Deflection Components Replacement Guide."

# RCA GOLD LABEL SPEAKERS

To solve your "speaker" replacement needs for virtually all home radio, phonograph, auto radio, television, or public address applications, here is the latest listing of RCA Gold Label Speakers, including information about the recently-announced RCA type 502S1—12-inch high-fidelity speaker.

## PM Types

Size inches	Alnico V Magnet Weight oz.	Voice-coil Impedance ohms	Type
2½	1.0	12	222S1
2 x 3	1.0	12	214S1
3	1.0	3.2	216S1
3	1.47	3.2	231S1
4	0.68	3.2	223S1
4	1.0	3.2	304S2
4	1.47	3.2	404S2
4 x 6	0.68	3.2	246S2
4 x 6	1.0	3.2	227S1
4 x 6	1.47	3.2	446S2
5	0.68	3.2	205S2
5	1.0	3.2	228S1
5	1.47	3.2	405S2
5½	1.0	3.2	217S1
5 x 7	1.47	3.2	257S1
5 x 7	2.15	3.2	233S1
5 x 7	3.16	3.2	232S1
6½	1.0	3.2	229S1
6½	1.47	3.2	224S1
6½	3.16	3.2	230S1
6 x 9	2.9	3.2	218S1
6 x 9	2.15	3.2	238S1
6 x 9	2.33	3.2	235S1
8	2.15	3.2	208S2
8	2.15	6-8	208S4
8	3.16	3.2	225S1
8	6.8	3.2	234S1
10	2.15	3.2	236S1
10	3.16	3.2	237S1
10	6.8	6-8	215S1
12	2.9	3.2	226S1
12	2.15	3.2	112S1
12	6.8	3.2	412S6
12	6.8	6-8	412S7

## Field-Coil Types

Size inches	Field-coil Resistance ohms	Voice-coil Impedance ohms	Type
4 x 6	450	3.2	746S1
5	450	3.2	705S1
6 x 9	6	3.2	869S1
12	1000	3.2	712S2

The high-fidelity 502S1 is characterized by a wide frequency response of 40 to 16000 cps, with slow-roll-off above 16000 cps. Its unusually smooth response—usually found only in more expensive speakers—results from a mechanically terminated cone (patented) and the use of low-Q, low-mass mechanical elements throughout the electro-mechanical system. This construction also reduces the amplitude

of the low-frequency peak at cone resonance which usually contributes to thumpy bass.

The 502S1 features a ring-type 14.5-ounce Alnico V magnet, a specially curved cone to provide wide-angle dispersion, an 8-ohm aluminum voice-coil, and a 12-watt rating. Mounting requirements are as follows: baffle hole diameter, 11-inches; depth behind panel, 6-3/16 inches.

Precision-built and beautifully styled, the 502S1 is two-tone finished with an orchid hammeroid housing contrasted with a deep-purple pot cover and a satin-aluminum escutcheon.

Specialized manufacturing equipment and exclusive RCA structural processes make each speaker in the Gold Label line a rugged, reliable unit. Quality-engineered features of this line include the following:

- (1) Alnico V magnets used for all PM types
- (2) Rugged mechanical construction with welded housing assembly
- (3) Finest quality moisture-resistant cone and voice-coil suspension assures high efficiency and dependability
- (4) Dust-sealed construction
- (5) RETMA mounting standards are followed
- (6) Speaker mounting bracket supplied on all 4", 4" x 6", and 5" PM types
- (7) Universal transformer mounting

## BATTERIES LISTED FOR 1955 RCA PORTABLES

Summer will soon be here, so now is the time to start concentrating on portable-radio battery sales in your area. Your customers who own RCA portables will expect battery replacements to be made with RCA batteries, so for your convenience use the following chart. It shows the current 1955 line of all RCA Victor portable radios and their battery complements.

RCA Victor Portable Radio Model Number	RCA Battery Type Number		
	"A"	"B"	"AB"
2B400	2-VS236	1-VS216	—
3BX51	—	—	1-VS050
3BX671	—	—	1-VS047
6B4	1-VS036	1-VS016	—
6BX5	2-VS036	1-VS216	—
6BX8	—	—	1-VS050
6BX41	2-VS036	1-VS216	—
6BX63	—	—	1-VS057W

bracket supplied on all 4", 4" x 6", and 5" PM types

- (8) Electroplated pot and frame to provide maximum resistance to rust and corrosion.

And remember, the RCA name on the speaker insures unqualified customer acceptance.

Make any speaker replacement an RCA Gold Label Speaker. Be ready to demonstrate the high-fidelity 502S1—its combination of wide-range response, high efficiency, and economy are sure to build an immediate demand among your "audiophile" customers.



## To Adapt WO-88A for Color Television

# Wide-Band-Modification Kit

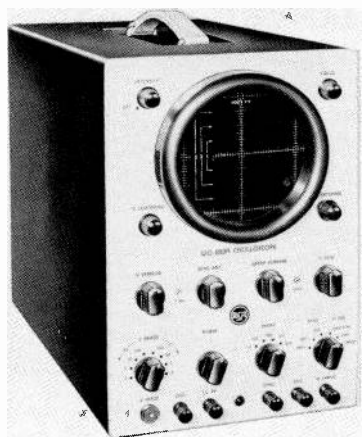
Radio and television service technicians who are using an RCA WO-88A Five-Inch Oscilloscope will welcome RCA's recently developed RCA WG-388A Wide-Band-Modification Kit which adapts the WO-88A for both narrow-band and wide-band operation from zero cycles per second (dc) to 4.5 Mc. After modification, the WO-88A 'scope may be used for troubleshooting chrominance circuits and for observing and measuring color-burst signals.

The modified oscilloscope will provide wide-band operation at frequencies from zero cycles per second (dc) to 4.5 Mc, while retaining high sensitivity in the narrow-band position. Sen-

sitivity of the modified 'scope in the wide-band position is 700 millivolts peak-to-peak per inch with the direct probe. Maximum undistorted deflection in the wide-band position is 2 inches.

The WG-388A Modification Kit includes a complete set of parts and instructions. Alignment requires only the use of a service-type sweep generator and rf marker source.

The WG-388A is available from your RCA distributor at a very reasonable price. If desired, however, arrangements may be made through RCA, Building 60, Camden, N. J., for an RCA factory modification of the WO-88A oscilloscope at low cost.



## Dot Size of WR-36A Dot-Bar Generator Reduced

All WR-36A Dot-Bar Generators shipped from the RCA Tube Division since February 1st incorporate a modification designed to produce a dot size appreciably smaller than that provided by the earlier model.

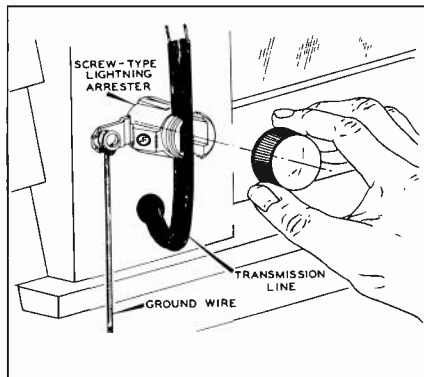
The circuit modification was prompted by the introduction of large-screen, color-TV receivers having a greater degree of control over convergence adjustments than did former sets. When setting convergence on these new sets, it is desirable to use a small dot in the test pattern.

The size of the dot generated by the new WR-36A was carefully checked for acceptance by the major manufacturers of color-TV receivers.

If you own a WR-36A which provides large dots, your RCA distributor will furnish you, at no charge, a kit of parts to modify the instruments to produce small dots. Or, if you prefer, you can contact any branch of the RCA Service Company to have the modification done for you at a nominal charge.



## RCA Lightning Arresters Provide Fast Television Protection



Now is a good time to remind your customers that an RCA lightning arrester will protect their valuable TV installations. And you can point out that RCA arresters are listed by Underwriter Laboratories and that they utilize *conductive rubber* resistance elements which are non-corrosive and impervious to moisture.

You'll find RCA lightning arresters very easy to install. All you need do in most installations is mount, unscrew cap, insert transmission line in slot, and replace cap. A narrow clamping bite under the cap assures positive electrical contact with the transmission line leads and minimizes coupling effects.

Two styles of RCA lightning arresters are supplied for UHF applications and two for VHF sets. For UHF, use the screw-type arrester 234A1 or the strap-type arrester 235A1. For VHF, use the 215X1 for screw mounting and the 214X1 for strap mounting.

RCA lightning arresters are available from your RCA distributor in handy display cartons containing 10 individually - packaged arresters. For descriptive literature—including an X-ray photograph that dramatically demonstrates the superior design and internal construction of the RCA lightning arrester—ask your RCA distributor for flyer 4F610.

# RADIO PHONO TV TIPS

## A MESSAGE FROM THE RCA SERVICE COMPANY

In most cases strong signals are desirable for good television reception, but it's possible to have too much of a good thing. Excessively-strong signals at the input of some TV receivers can actually result in poor black-and-white reception and a complete lack of color on color-TV receivers.

In black-and-white receivers, a severe overload can produce a condition of poor sync due to clipping in the if stages, bending or distortion of the picture, picture inversion (negative picture), or limited range of contrast. In color reception, even a slight case of overloading can make the color fade or disappear.

One of the principal effects of overloading is a rise in the input impedance of the TV receiver's rf amplifier.

This increase in the input impedance has two detrimental effects: First, the response of the rf amplifier changes; second, a high standing-wave ratio is created on the transmission line because the line is no longer matched to the input.

When the rf response changes to the point where frequencies carrying color information are attenuated, color will be weak—or missing altogether. If the rf response is reduced in amplitude, the if response of both color and black-and-white receivers will also be low. Likewise, standing waves on the transmission line become detrimental when the ratio becomes high enough to reduce portions of the signal.

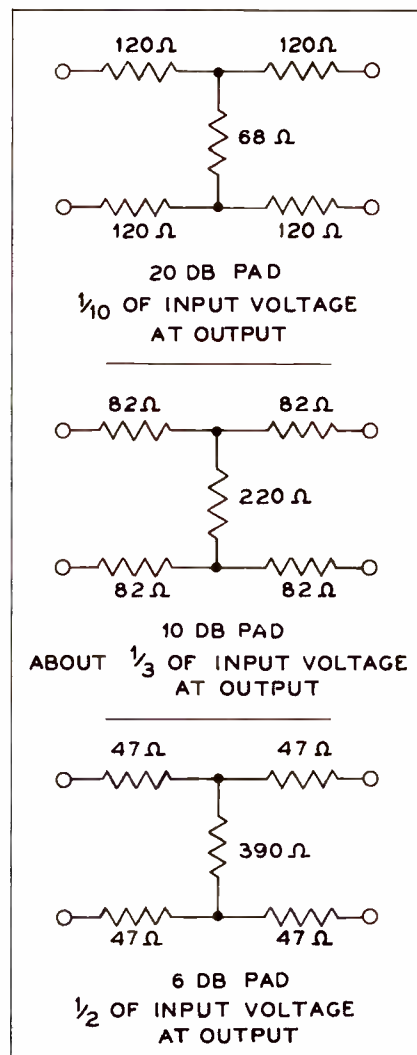
In a black-and-white receiver, slight overloading is not a serious problem. The picture carrier may be moved up the slope of the if response curve by an adjustment of the local oscillator frequency (Fine Tuning) control. However, in a color television receiver, when the picture carrier is moved up the slope of the if curve, the frequencies containing color information will be moved off the shoulder at the other end of the curve into the region of the sound trap. This, of course, results in no color on the TV screen.

The most effective method of correcting this signal-overload condition is to attenuate the signal from the antenna by padding the input to the receiver. The amount of attenuation must be determined experimentally, but should not be more than just enough to eliminate the overload condition. In very-strong-signal areas, it will probably be found that the signal voltage will have to be reduced by at least 50% (a 6 db ratio). The illustration below shows three attenuation pads, using carbon resistors, that will produce a ten-to-one (20 db), three-to-one (10 db), and two-to-one (6 db) reduction in signal strength.

The majority of installations of color TV receivers will probably utilize the antenna and transmission line formerly used for the reception of black-and-white signals. In many cases this antenna and transmission line, and the manner in which the antenna was installed, will prove to be entirely adequate for the reception of color TV signals. To be on the safe side, however, when the color receiver is installed the entire antenna system should be reviewed from the standpoint of extra-strong signals reaching the receiver.

Also, in many areas the power output of TV stations has been increased. It is possible that black-and-white TV receivers in the immediate vicinity of the transmitter may not be able to handle the increased signal level without overload.

Overload can also occur in receivers connected to multiple outlet systems or to community cable systems where the received signal is amplified before it is distributed to the receivers. In such cases, reducing the signal at the antenna input of the receiver will correct the overload condition. However, if the *amplifier of a community system*



is being overloaded by the signals it is receiving, then padding the antenna input to a receiver will *not* correct the overload condition. In such cases the signal-handling capabilities of the community amplifier should be increased, or the signal applied to the amplifier should be decreased.

## Demodulator for 300-950 Mc Range

Service technicians tackling voltage standing-wave ratio problems will find a valuable aid in the RCA WG-298A ultra-high-frequency demodulator now available from RCA distributors. Designed to operate in the range of 300 to 950 Mc, the WG-298A facilitates measurements of VSWR on 300-ohm transmission lines to receiver inputs, antennas, and other UHF loads.

The WG-298A is a plug-in type demodulator with a built-in germanium diode and a balun designed to match a 50-ohm output to a 300-ohm input. The demodulator connects directly to

the rf output connector of the RCA WR-86A UHF Sweep Generator, or to the output connectors of comparable generators using a 50-ohm BNC-type output connector. The two output terminals of the WG-298A connect to the 300-ohm line.

When an oscilloscope is connected to the binding post on the WG-298A, VSWR patterns may be examined and measured. In addition, oscilloscopic display of these VSWR patterns will allow continuous observation of the effects produced by various adjustments of the load.



POSTAGE

RCA  
Tube Division  
Harrison, N. J.

Compliments of Your  
Local RCA Distributor

Headquarters for:

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

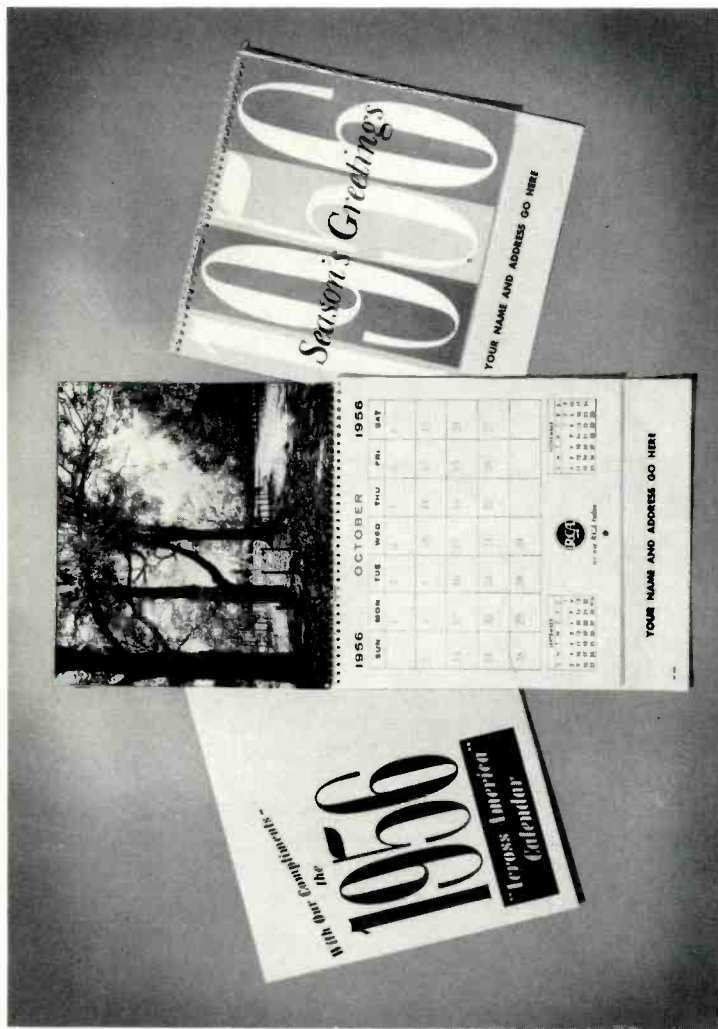
Devices and arrangements shown or described herein may use patents of RCA or others. Information contained herein is furnished without responsibility by RCA for its use and without prejudice to RCA's patent rights.

TO

Form 3547 Requested

Here is Advertising that Gets Into Your Customer's Home and Stays There for a Full Year:

## RCA'S NEW 1956 'ACROSS AMERICA' CALENDAR



It's a fact! There is nothing in consumer advertising more decisive than advertising that gets into the home and stays in the home for an entire year.

It's also a fact that every essential ingredient for successful consumer advertising is incorporated in good calendar advertising.

For these reasons then, it will profit you to see your RCA tube and parts distributor *now* about receiving *your* copies of the new RCA 1956 "Across America" Calendar for Service-Dealers. It has all of the following essential ingredients:

(1) *Assured reception value*—the new RCA calendar contains 12 exclusive, beautiful full-color illustrations that will be welcome in every home.

(2) *Maximum customer impression*—your name is visible every day of the year to every member of the family. This "exclusive wall

space" eliminates interference from competitive advertising.

(3) *Controlled circulation*—distributed in person or by mail, you select your own local circulation, keeping waste to a minimum.

(4) *Promotes customer goodwill*—the new RCA calendar is your Yuletide greeting for 1956. Here is a gracious way of saying "thank you" to old customers and inviting new ones.

You can just about buy this calendar greeting for what you might spend on cards next year. The price? Only 17c per calendar (minimum orders of 100 only), including mailing envelope, your name, address, and telephone number . . . plus a slogan.

In order to guarantee delivery of *your* supply of RCA 1956 "Across America" Calendars (Form 3F266), be sure to place your order with your RCA distributor prior to August 1st.