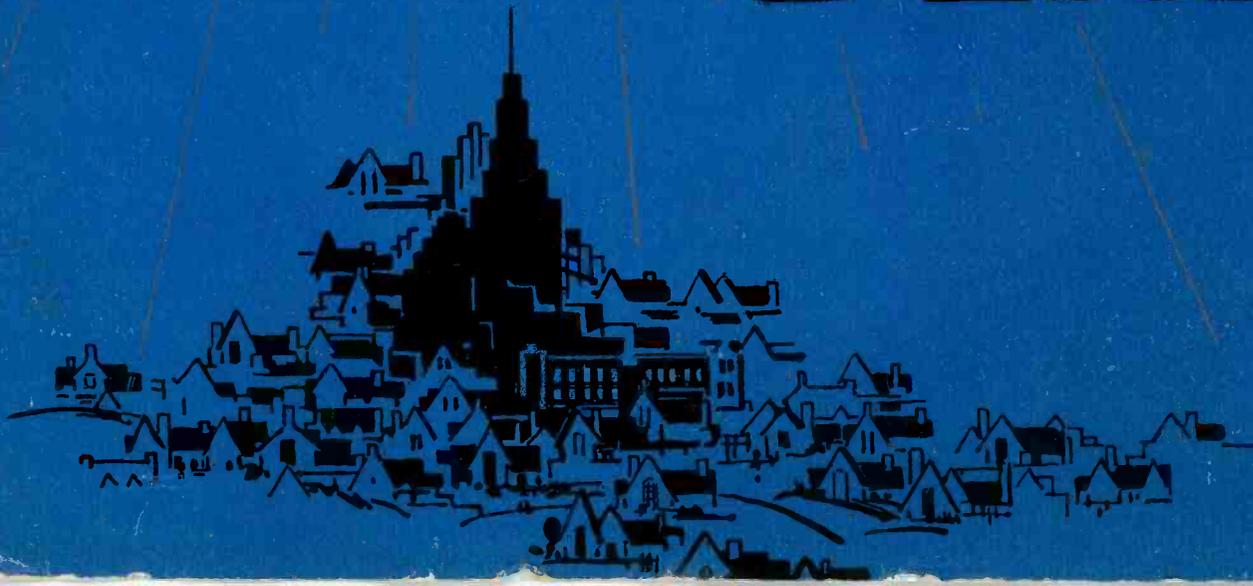


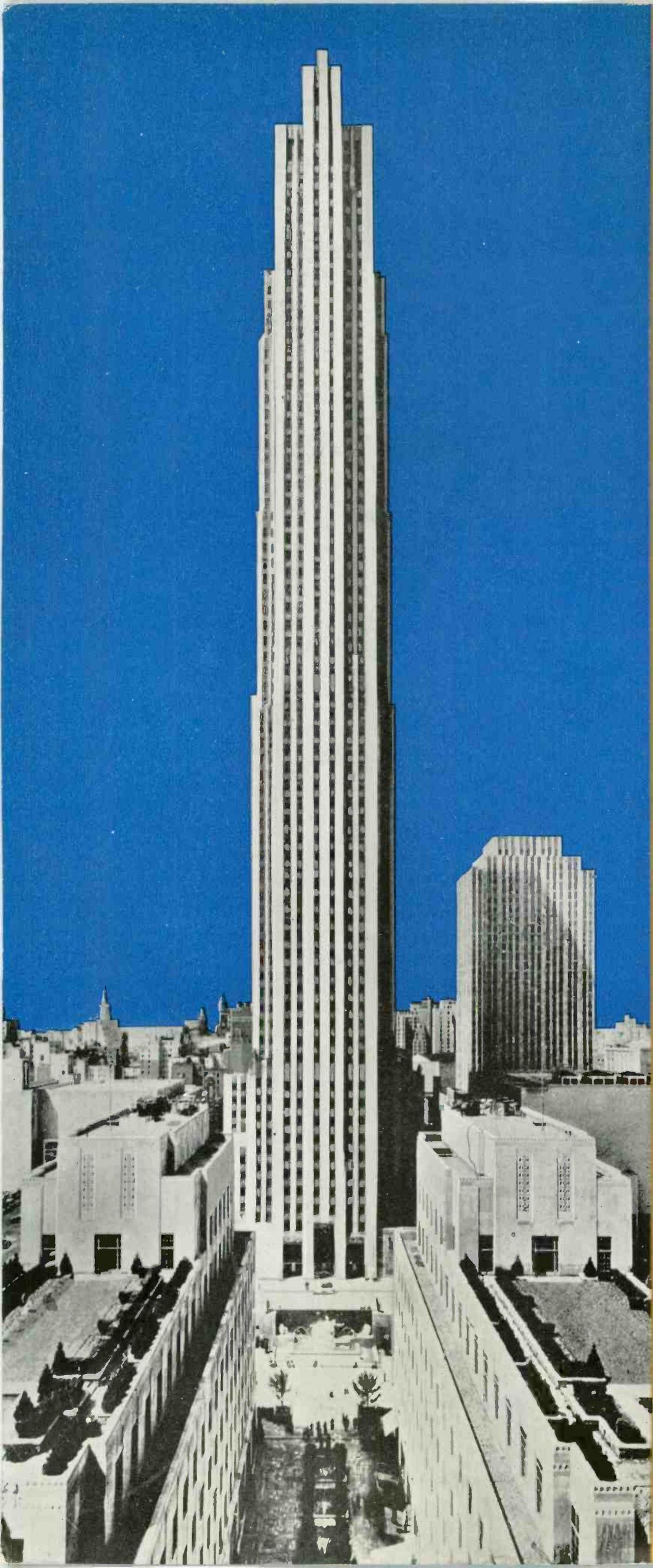
*The Gold Star
Campaign*

FOR THE

RCA VICTOR

DEALER





Radio

HEADQUARTERS

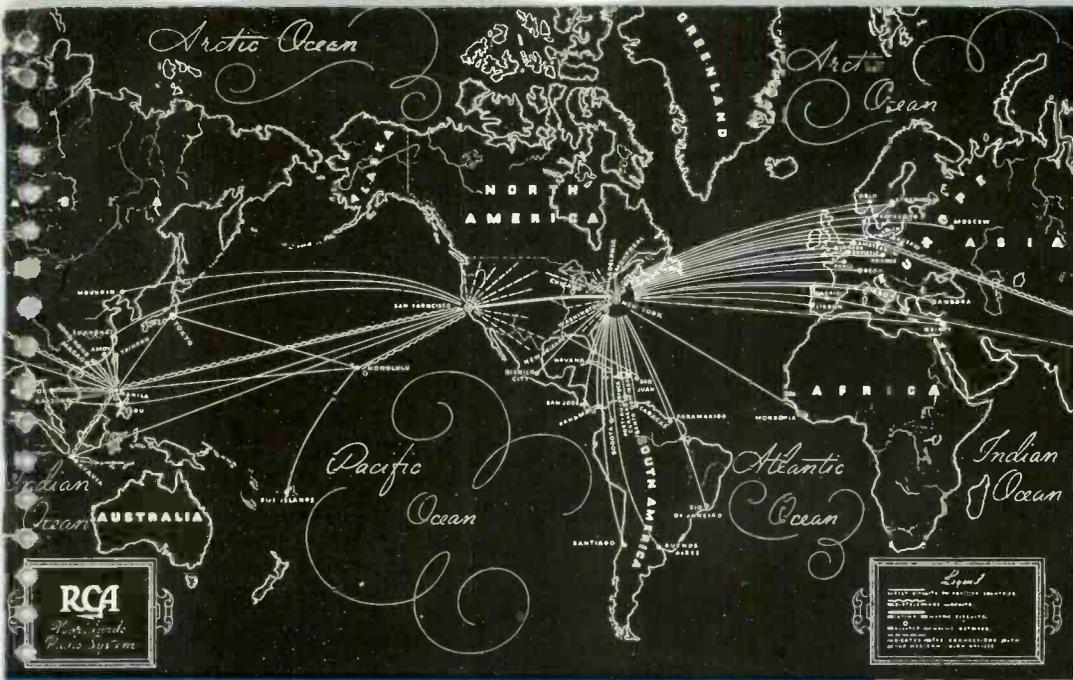
● Rising seventy stories above Radio City, in New York, is the RCA Building . . . the nerve center of the far-flung NBC networks . . . the hub of all the diversified activities in which RCA is engaged . . . the home of the Pioneer of Radio . . . Radio Headquarters.

**Radio City and the
RCA Building are**

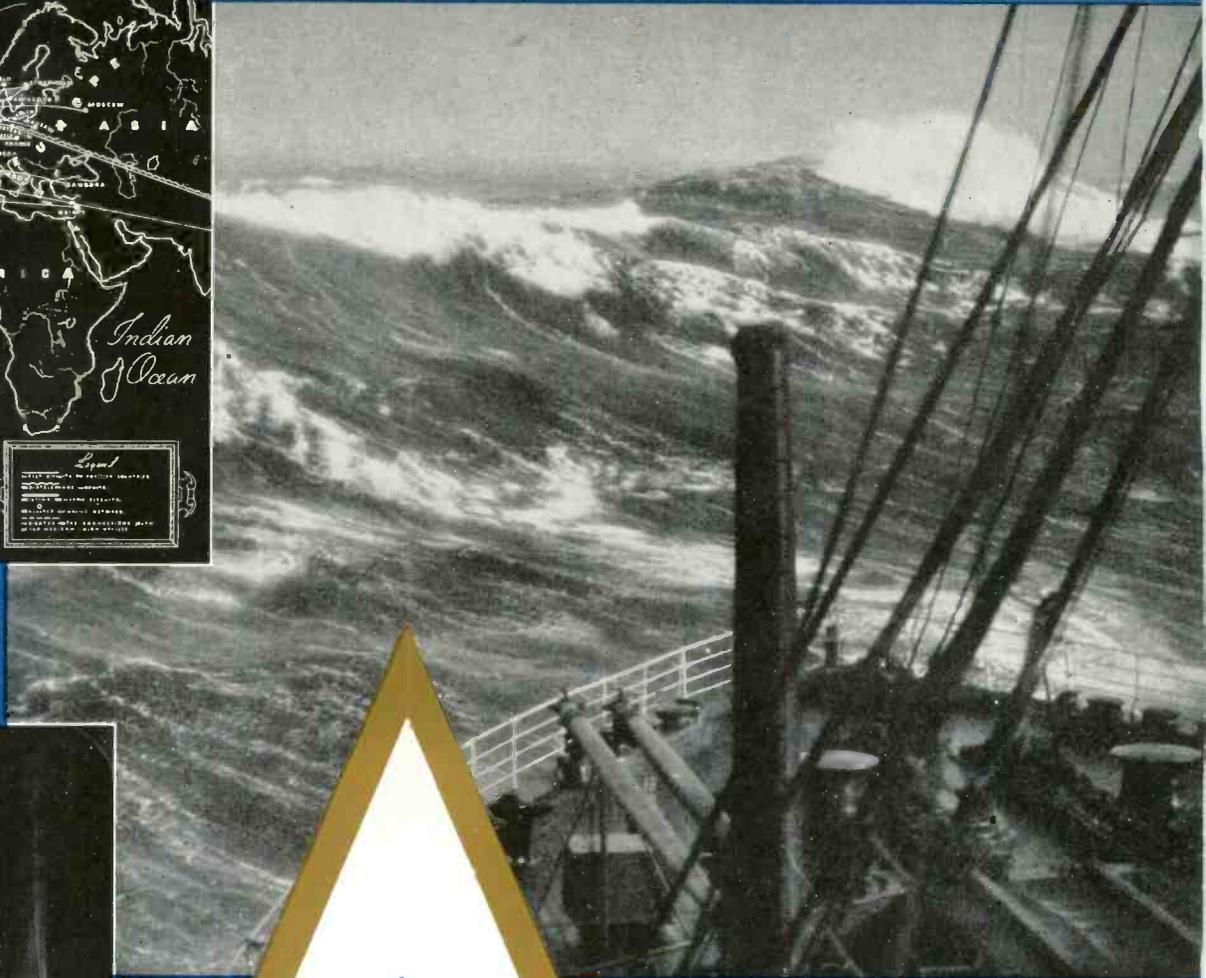
SYMBOLS OF RCA

Achievements





Through RCA Communications, Inc., RCA operates 56 international circuits and is in daily contact with 47 countries around the globe via short wave, using apparatus designed and built by RCA Victor.



Through the Radiomarine Corporation of America, RCA maintains a radio telegraph service and furnishes transmitting and receiving apparatus and direction finders for ships at sea and facsimile equipment designed and built by RCA-Victor.



Through the National Broadcasting Company, RCA pioneered network broadcasting and over 50 per cent of the total broadcasting power in the United States has been supplied through RCA Victor.

The World's

GREATEST RADIO ORGANIZATION

The Radio Corporation of America . . . an organization which traces its beginnings to the pioneering days of Marconi . . . is the only radio manufacturer which has maintained a position of leadership since the very inception of radio.

Today, RCA, with its associated companies, is the largest radio organization in the world, with a volume of business about three times larger than that of any other radio company.

RCA is the only builder of complete radio systems, the pioneer of every major radio development, the most favorably equipped organization to follow future trends with speed and authority.

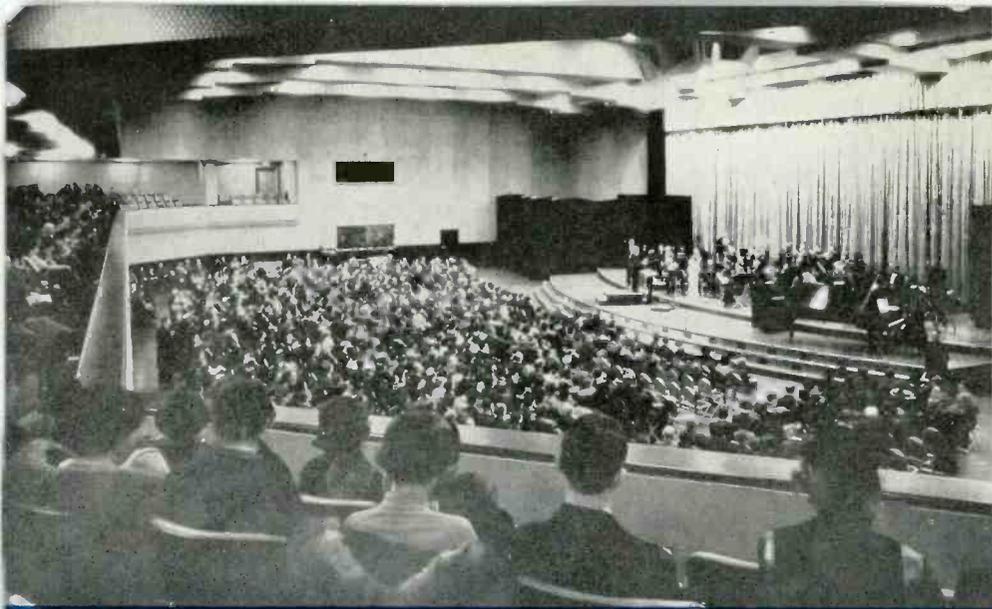
R C A Victor Factories



Around the World

RCA manufacturing facilities are worldwide with plants at Camden and Harrison, New Jersey, and in Japan, China, Brazil, Chile, Canada and the Argentine.

YOUR SUCCESS AS A RADIO DEALER DEPENDS LARGELY ON THE MANUFACTURER WHOSE PRODUCTS YOU SELL. YOU WILL GO ON TO GREATER SUCCESS WITH R C A.



Master control desk in the world's largest broadcasting plant. It was designed and constructed by RCA engineers.

An NBC studio control room. Twelve hundred miles of wire was used in connecting up the technical equipment.

Reception Hall, NBC Studios ... here over a million visitors annually receive tangible proof of RCA leadership.

The Auditorium Studio at Radio City is the world's biggest broadcasting studio.



Radio City Music Hall, equipped with RCA Photophone High Fidelity sound reproduction equipment ... the highest development in the art of sound reproduction.



John McCormack



Mary Boland
(left) Conrad Thibault



(below)
Beatrice Lille



Eleanor Powell



Rose Bampton

Radio's most thrilling program in which the world's biggest stars do a gigantic selling job for RCA Victor dealers. The Magic Key of RCA is broadcast every Sunday afternoon over a nation-wide NBC network of 58 stations. Above are pictured some of the stars who appear on the Magic Key programs.



**RCA
PIONEERED
THE
NETWORKS**

● On 50,000 programs a year, millions of radio prospects hear this sales-making phrase . . . "this is the National Broadcasting Company, RCA Building, Radio City." Every broadcast means added sales power for the RCA Victor dealer in each community.

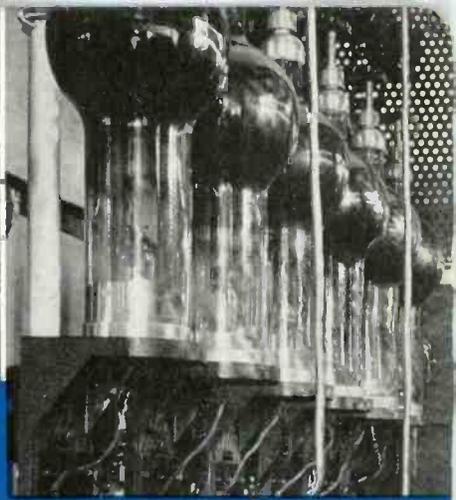


RCA High Fidelity Photophone equipment has brought new developments in talking motion pictures.

Many of the airplanes heard on all-wave radio are RCA equipped.



RCA Public Address Systems serve the largest crowds.



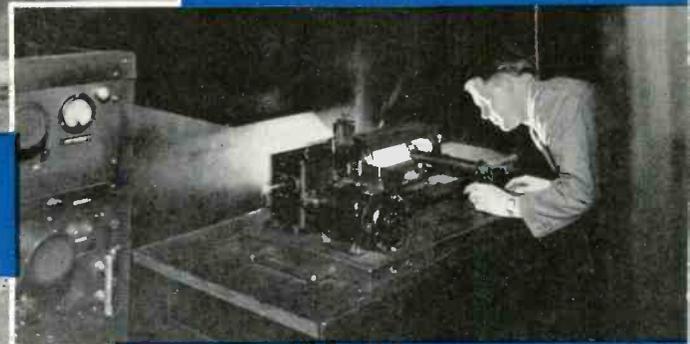
RCA manufactures, installs and services broadcasting transmitters and makes the transmitting tubes. Over 50 per cent of the total broadcasting power in the United States has been supplied through RCA Victor.



RCA Communications, Inc., also transmits and receives international programs for American broadcasting networks.

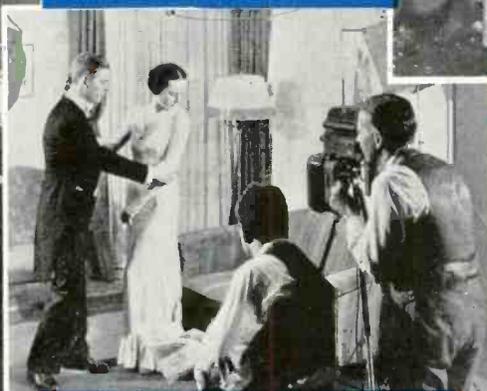
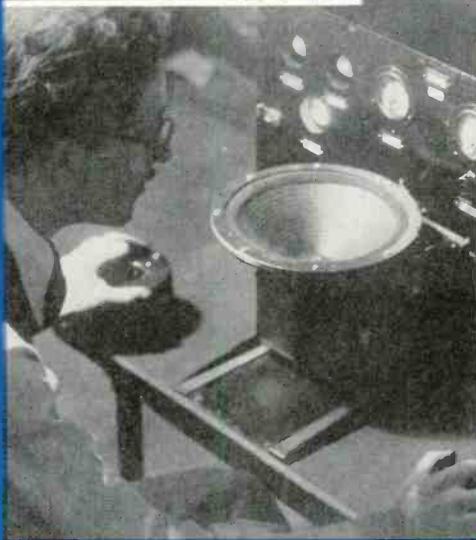


RCA serves the Government by supplying special radio equipment for naval and military services.



RCA equipment is used in transmitting pictures by radio to and from Europe and South America.

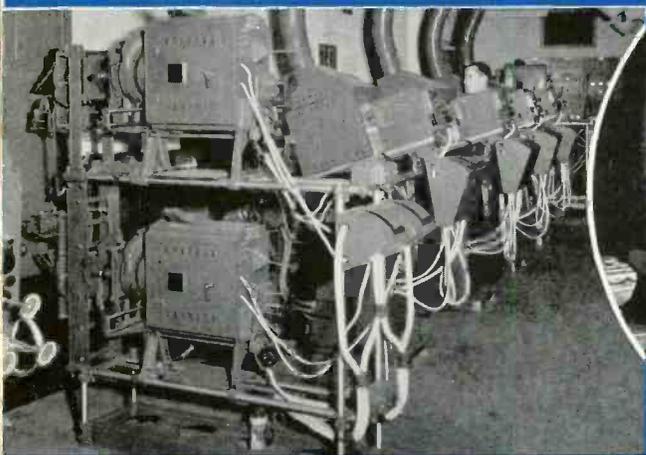
RCA pioneered the first power-operated dynamic-type loudspeaker and today builds hundreds of thousands of speakers in its own plants.



RCA Victor pioneered 15 millimeter sound-on-film amateur movie equipment.



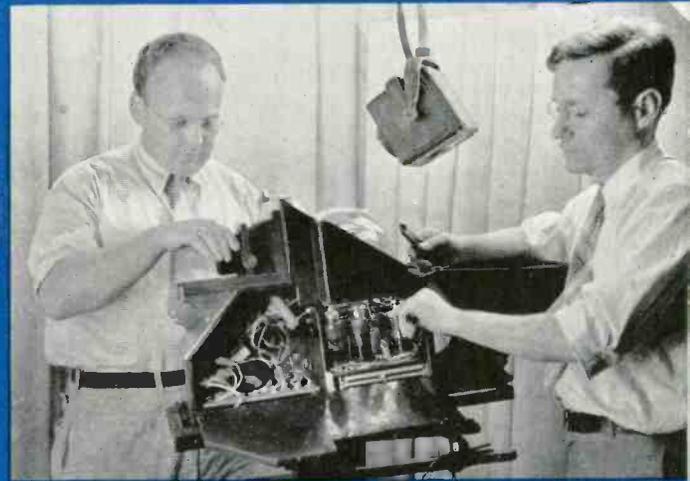
A "Gun detector" mechanism, developed by RCA engineers provides a positive safeguard against the carrying of concealed weapons into prisons.



Many of the country's best theaters use RCA Photophone equipment to project their talking motion pictures.



Many of the police radios that are the modern community's efficient protection against crime, bear an RCA label.



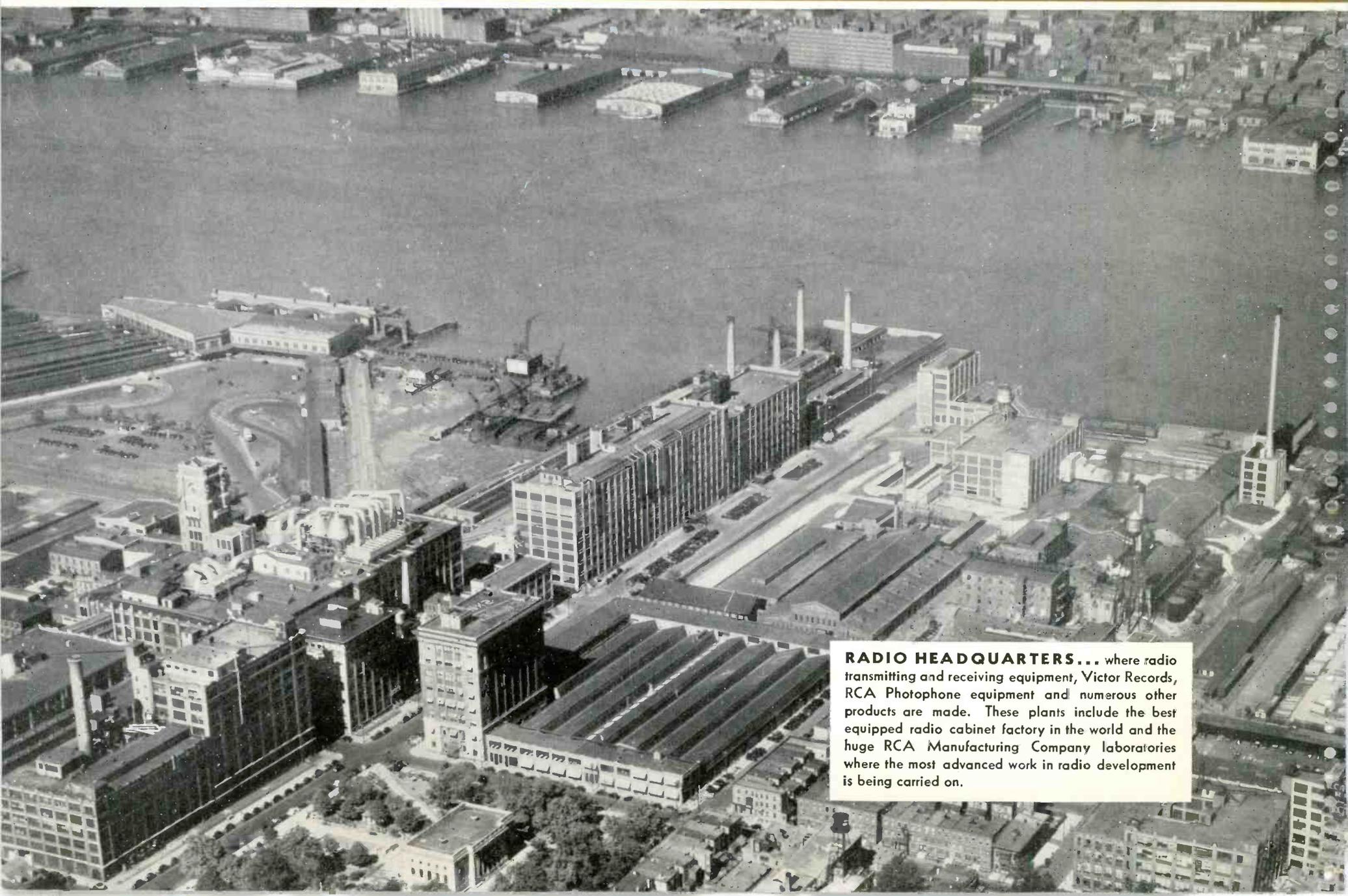
When television ultimately comes, RCA will be the leader in the new art as it has been in every major development of radio.



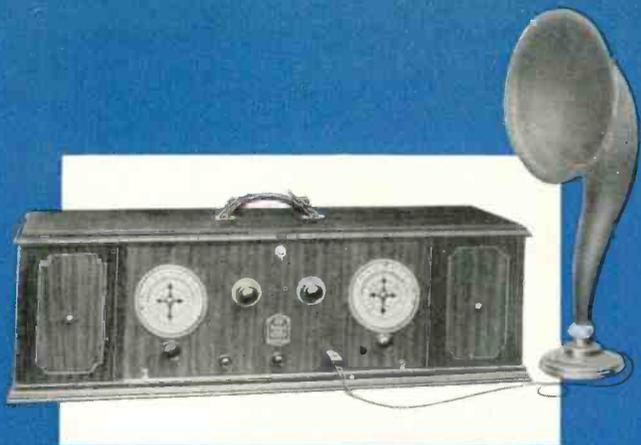
THE LEADER IN EVERY PHASE OF RADIO and SOUND REPRODUCTION

RCA MANUFACTURING COMPANY, INC.

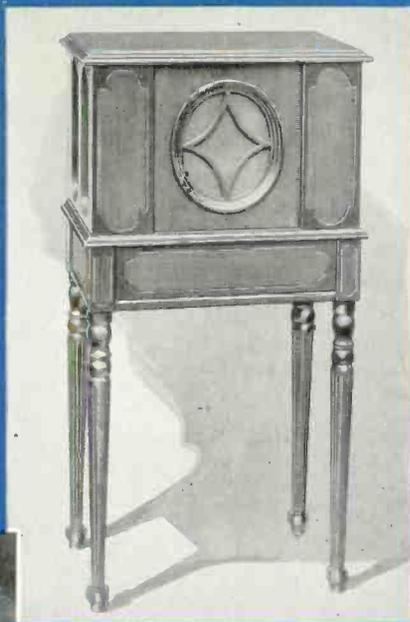
**THE ONLY ORGANIZATION
MAKING EVERYTHING FROM
THE MICROPHONE IN THE
STUDIO TO THE RECEIVING
SET IN THE HOME . .**



RADIO HEADQUARTERS . . . where radio transmitting and receiving equipment, Victor Records, RCA Photophone equipment and numerous other products are made. These plants include the best equipped radio cabinet factory in the world and the huge RCA Manufacturing Company laboratories where the most advanced work in radio development is being carried on.



The First Superheterodyne



The First Dynamic Speaker



The First A-C Operated Set



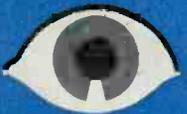
One of the gigantic record presses at Camden



Where the exquisite RCA Victor Cabinets are conceived



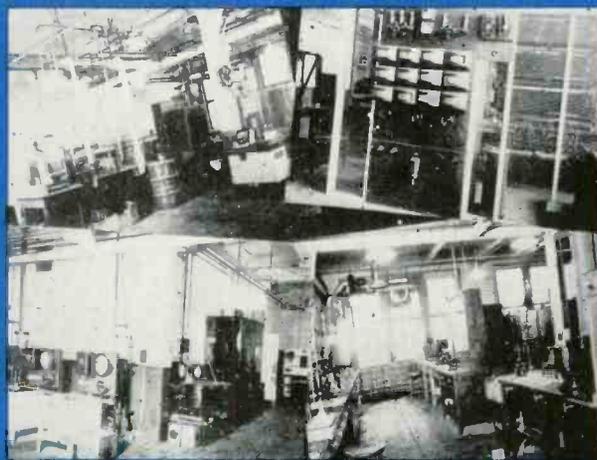
Magic Brain



Magic Eye



Metal Tubes



A few of the RCA Manufacturing Company laboratories from which come radio's latest developments.

RCA is the PIONEER OF RADIO

RCA pioneered the manufacture of Metal Tubes . . . the greatest radio tube advance in 28 years.

RCA pioneered the Magic Eye which "sees" that the radio is tuned precisely to insure the finest reception provided by the Magic Brain.

RCA pioneered the Magic Brain which controls the complete radio, much as the human brain controls the body.

RCA pioneered the first tubes and radio operated by current from the light socket.

RCA pioneered the first power-operated dynamic-type loudspeaker for the home.

RCA pioneered the first practical superheterodyne receiver for home use.

RCA pioneered the recording and reproducing of phonograph records electrically.

RCA Victor pioneered recorded music and superior cabinet construction for fidelity of reproduction.

RCA pioneered the ribbon-type velocity microphone, improving the quality of broadcast programs, sound motion pictures and phonograph records.

RCA pioneered two-way telephone conversations between ships at sea and homes or offices.

RCA pioneered home sound-picture apparatus, using 16-millimeter standard amateur film.

RCA pioneered transmission of photographs by radio across the Atlantic Ocean.

RCA pioneered the now universally used sound-on-film method for synchronized talking motion pictures.



HAS PIONEERED EVERY MAJOR ADVANCEMENT IN RADIO AND SOUND REPRODUCTION

The Next Big Step will come from RCA



IN EVERY COMMUNITY....

IN YOUR OWN COMMUNITY...RCA VICTOR
stands out as the "RADIO STAR" in the minds of
radio buyers....



Today, more than ever before, the public looks to RCA for Radio's Greatest Value. People know that if they want the best, they must come to RCA ... the creator of the radio of yesterday, of today and of tomorrow....



The nation-wide popularity of Victor...its contributions to home entertainment over thirty-five years of development...its leadership in the building of fine cabinets...are sales advantages that no radio dealer can afford to ignore....

IF YOU WANT TO TAKE FULLEST ADVANTAGE
OF RADIO'S OPPORTUNITIES...IF YOU WANT TO
MAKE THE MOST SALES AND PROFITS...FOLLOW
THE LEADERSHIP OF RCA VICTOR

THE PUBLIC RECOGNITION OF

RCA VICTOR VALUE BROUGHT

EXTRA MONEY TO RCA
VICTOR DEALERS in 1935

47%

Definitely . . . it pays to pioneer! In 1935, RCA Victor dealers proved it with sales figures. The industry's average retail price of consoles is estimated at \$75.00*. The RCA Victor average retail price of consoles was \$110.00. That is \$35.00 more . . . 47% extra money for RCA Victor dealers. RCA pioneering . . . RCA Victor sales and advertising methods are sending more buyers to RCA Victor dealers. You will find it easier to sell RCA Victor quality of tone and excellence of performance . . . than other brands on price alone. You will make more money with RCA Victor.

* Preliminary estimate . . . McGraw-Hill-Radio Retailing.



AVERAGE
RCA VICTOR
CONSOLE SALE

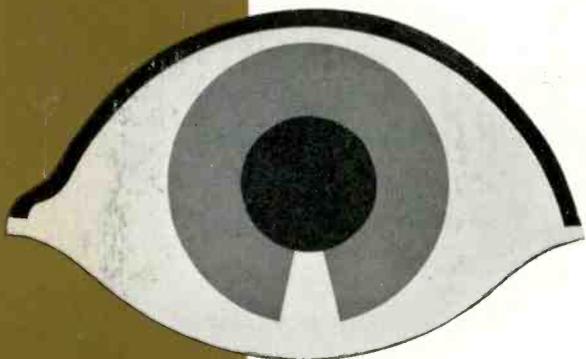
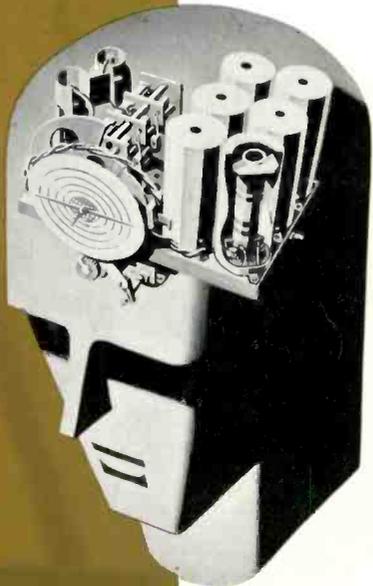


AVERAGE
INDUSTRY
CONSOLE SALE

FOR 1936 RCA VICTOR offers the best radio and greatest dollar value in every price bracket . . . more profit per sale than any other make!

The RCA VICTOR

WILL KEEP
RCA DEALERS
OUT IN FRONT



A

ny one of these sensational features would be a powerful builder of sales. The Magic Brain . . . an exclusive RCA Victor feature, became the radio merchandising hit of 1935 and today people ask for it by name. The Magic Eye . . . another RCA pioneering achievement gives RCA Victor dealers another exclusive advantage that carries public acceptance of these products to a new high. Metal Tubes . . . the greatest tube advancement in 28 years have proved today's biggest selling aid.

RCA Victor combines all three . . . gives RCA Victor dealers the three outstanding features in radio!

Radio's Greatest Values become more convincing when other RCA Victor features are paraded before the prospect. Metal Tubes . . . and more of them . . . in every model. Brilliant new Selector and Colorband Dials. Striking beauty in modern cabinets that are scientifically constructed to enhance tone. Oversized speakers. Automatic Volume Control and Automatic Tone Compensation. Wider tuning range that brings thrilling world reception and more dollar-for-dollar coverage of broadcasting bands.

RCA Victor dealers profit by RCA achievements today. They will be the first to exploit the RCA achievements of tomorrow.

MAGIC BRAIN
MAGIC EYE
METAL TUBES

Parade of Values . . .

- Since RCA is engaged in every field of radio and is the only organization in the world building all kinds of radio equipment, from the microphone in the studio to the receiver for the home, it is only natural RCA knows how to build a better radio instrument

The Quality Leader

IN EVERY PRICE BRACKET



- For every dollar spent, RCA Victor instruments give greatest value and hundreds of thousands of buyers have learned to look to RCA Victor for the best in radio.

To every model has been entrusted RCA Victor's reputation for quality . . . first, last and all the time . . . truly modern instruments with a combination of unequalled sales features.

And now RCA Victor rounds out its line by offering Magic Brain . . . Magic Eye models to retail under \$100.00 . . . to give RCA Victor dealers the quality leader in every price bracket.

THE LEADER IN THE FINE SET FIELD IS THE LEADER IN EVERY FIELD

During your Gold Star Campaign
RCA VICTOR gives you the support
of a tremendous advertising campaign
to center attention on your store and
the sensational values you offer....

NATIONAL ADVERTISING IS LOCAL ADVERTISING

RCA Victor national advertising belongs to you as an RCA Victor dealer. The nation's most widely read magazines carry RCA Victor advertisements into the better homes of your community . . . the people to whom you will sell radio in 1936 are radio listeners and the thrilling Magic Key of RCA program will reach them every Sunday . . . folks on the farm have more money to spend

and RCA Victor advertising in their favorite publications will send them to your store to spend it.

Wherever you do business, RCA Victor advertising reaches in to help you make more sales. Below, we show the circulation of RCA Victor advertising right in your own community. Feature RCA Victor radio and make this advertising your advertising.

**HERE IS THE ADVERTISING
COVERAGE *in your* TRADING AREA**

National Magazines.....

Farm Journals.....

Magic Key Radio Program.....



RCA VICTOR ADVERTISING LEADERSHIP



CARRIES ON IN 1936



Dominant in circulation . . . brilliant in color . . . startling in its Magic Brain . . . Magic Eye . . . Metal Tubes theme . . . RCA Victor national advertising reaches everywhere to bring more buyers into the stores of RCA Victor dealers. "Quality at low price" gets big emphasis in this campaign.

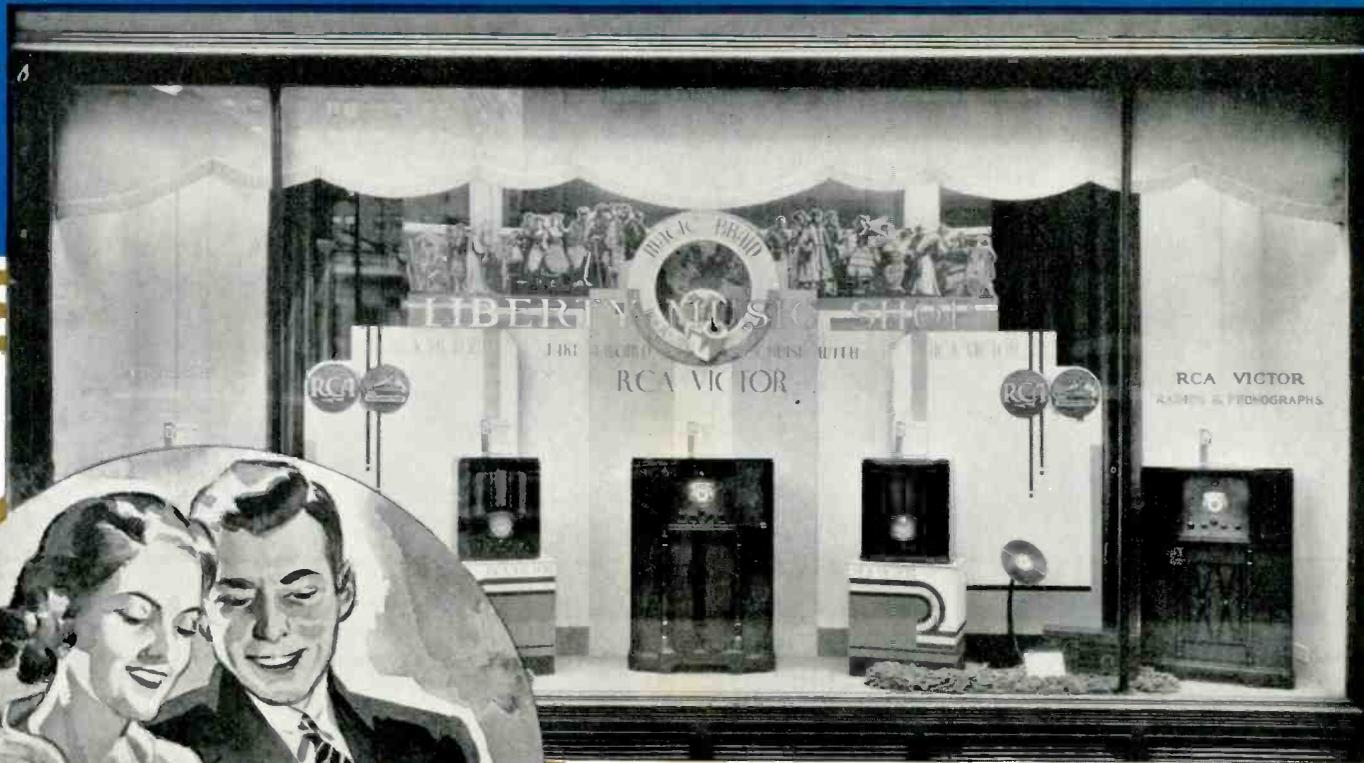
The 1936 campaign appears in 21 leading publications with a combined monthly circulation of 18,563,536 copies per issue. Millions of RCA Victor advertise-

ments will appear in the first four months of 1936! Every radio market is reached by these general, farm and class publications.

Radio's most thrilling program . . . "The Magic Key of RCA" . . . featuring the outstanding stars of opera, stage, radio and screen . . . will continue to spread its set-selling publicity from coast to coast over 57 NBC-WJZ stations every Sunday from 2 to 3 p.m. E.S.T. . . reaching more than 10,000,000 listeners every week!

(See inside this envelope for proofs of RCA National Advertisements and the schedule for the first five months of 1936)





KEEP YOUR BUSINESS BEFORE YOUR COMMUNITY
in your local newspapers

In every newspaper radio is big news . . . and radio's biggest news always comes from RCA Victor.

See to it that the radio sections of your local newspapers carry news about RCA Victor and your business. Use the stories released to you from Camden. They are filled with the most interesting radio news of today and the developments of tomorrow. It will pay you to identify your business with radio's livest news.

MAKE YOUR STORE STAND OUT as headquarters for
Radio's Greatest Values...

Everyone in your community looks to your local papers for news of things to buy and where to buy them. There is the place to tell them to buy from you.

And when you plan your newspaper advertising, remember that the RCA Victor trade-marks have more than \$75,000,000 in publicity behind them. There is something that you can cash in on . . . something that you can make of real dollar and cents value.

No other radio has behind it the prestige . . . the public acceptance through the years . . . that belongs to RCA Victor. No other national advertising has more sales-making power than RCA Victor . . . none has the action-getting power of the combination hit of radio . . . Magic Brain . . . Magic Eye . . . Metal Tubes.

Use newspaper advertising to bring the force of all this advertising right to your store. Tell the people in your community that your store is headquarters for Radio's Greatest Values. Tell them where to buy!

PROFIT BY THE BIG SWING TO RCA VICTOR....use newspaper advertising to direct buyers to to your store



TIE IN WITH THE GREATEST *Sales-Making Campaign in Radio*

● In this envelope are ready-made advertisements, RCA Victor instrument illustrations, trade marks and insignia . . . all the material that you will need for your local newspaper advertising during the Gold Star Campaign.

The complete advertisements assure you of timely and effective advertising without the cost and trouble of preparing your own local copy. If you do want to prepare your own advertisements, there is plenty of attractive material available with which to build them.

Feature the Magic Brain . . . Magic Eye and Metal Tubes in your advertising. This combination works exclusively for RCA Victor dealers and you will find them the three best salesmen that any radio dealer ever had.

You will profit from this RCA Victor advertising in your newspapers . . . it will bring more buyers to your store



Tied in with the national advertising theme, these colorful billboards flash the biggest RCA Victor sales features and direct radio buyers to your store. They will help you establish your store as Radio Headquarters in your community.

YOUR NAME on these colorful billboards will send radio buyers to your store....

These big, bright, colorful RCA Victor billboards will tell people to buy from you. They tell a powerful story of Radio's Greatest Value. They do another good selling job on the big three of 1936 radio: Magic Brain, Magic Eye and Metal Tubes. Billboards are a most effective advertising medium in this day of universal travel. Thousands of people will see your RCA Victor advertisement displayed on the boards throughout your community. Every one of your radio prospects will either walk, drive or ride where he has a clear view of your posters when they are placed along well-travelled streets and highways in your trading area.



RCA Victor billboard posters tell a big sales story in a big way. Dominant in size, they will do much to win for you dominance in local radio sales. They tell the same, easily understood story of radio's greatest value that is sending more people to RCA Victor dealers.





MAKE YOUR WINDOW AND STORE DISPLAYS as attractive as the great values you offer with RCA VICTOR....

To profit most from all RCA Victor advertising, and from your own advertising as well, make your store stand out as Radio Headquarters.

To make your windows produce more sales, use RCA Victor window displays. They are alive with interest and color. They stress radio's most sensational features . . . offer radio's greatest values . . . have consistently proved their ability to attract and stop buyers and bring them into your store to give you the opportunity you want to demonstrate and sell them on RCA Victor superiority.

The display illustrated above is one of a series to be made available to RCA Victor dealers throughout the year. Use it to spotlight your store . . . to identify it as local RCA Victor headquarters.

This colorful background will enhance the attractiveness of your store and it carries a message that will help you sell more RCA Victors.

Typical of the display material offered to RCA Victor dealers is this striking store display background. It is sturdily constructed, durably finished and skilfully designed to do a real selling job.

All RCA Victor display material and other selling helps are available through your RCA Victor distributor.



EQUIPPING YOUR RETAIL SALESMEN WITH THE STORY OF RADIO'S GREATEST VALUE

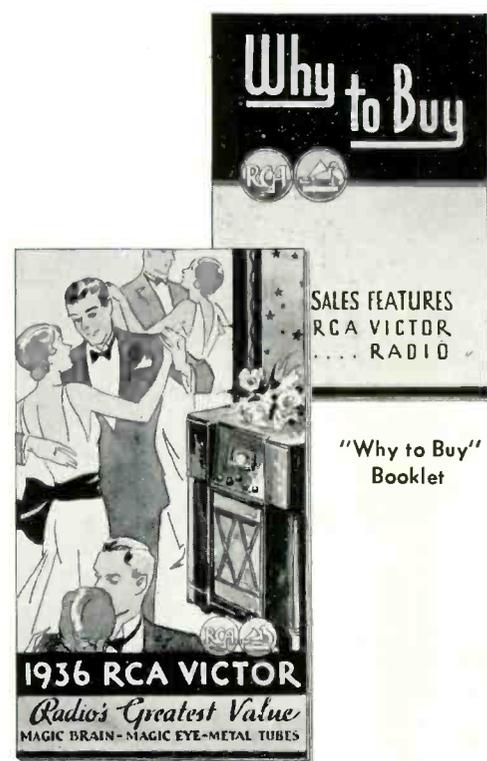


Retail Sales Manual

LINE FOLDER . . . This complete Line Folder pictures and describes every model in the RCA Victor 1936 Line, and contains a tuning range chart that is a real selling aid. Pocket-size, the salesman will find it convenient and effective to use both in store and outside selling.

RETAIL SALES MANUAL . . . This loose-leaf retail sales manual contains descriptions of sales features that the salesman will find useful in making his talks to prospects more convincing. Illustrations of all sets in the RCA Victor line are included. The manual slips easily into the salesman's pocket.

"WHY TO BUY" BOOKLET . . . This little booklet is a brief and convincing summary of why RCA Victor offers the prospect radio's greatest value. It's the thing for the salesman to use when the prospect hesitates about which radio he should buy to get most for his money. This booklet gives your salesman all the facts. The more he knows about RCA Victor, the more he will sell.



Line Folder

MAKING TIME PAYMENT SALES EASIER AND MORE PROFITABLE FOR RCA VICTOR DEALERS

A Simplified
and low cost
**RETAIL
FINANCING
PLAN**

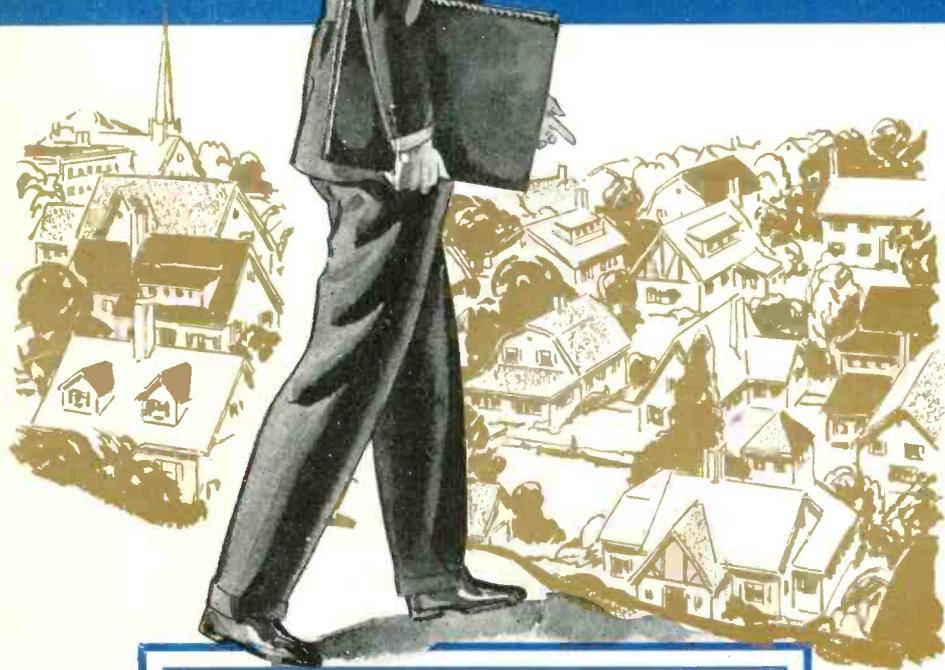
Unless you are equipped to meet the requirements of your "time" market . . . represented by your potential deferred payment customers . . . you cannot expect to get your full share of radio sales from your territory. A good finance plan, that will bring in otherwise unobtainable business on a low-cost financing basis, allows you to take greatest advantage of today's selling conditions.

RCA Victor recognizes this fact . . . and has arranged with the C.I.T. Corporation . . . known throughout the industry . . . to finance deferred payment retail sales for RCA Victor dealers.

Under this arrangement you are supplied with all legal forms necessary to the handling of time payment sales . . . your profits are safeguarded . . . your paper is discounted promptly and you get your money almost as quickly as on straight cash sales. For full details about this service, consult your distributor's representative.

RCA Victor

OUTSIDE SELLING PLANS



TESTED OUTSIDE SELLING PLANS

The service man is one of the most important cogs in outside selling. If your service man is also a good salesman he should try for replacement sales on service calls. If he is not a natural salesman he should be trained to "spot" good prospects for follow-up by your regular salesmen.

A good demonstration plan is to assign three demonstration sets to each salesman and have him keep these sets continuously out on demonstrations in his territory.

Supply your outside salesmen with Radio Logs to use as door openers in finding and contacting qualified prospects.

"Team up" a floor salesman and an outside salesman. Cards for each prospect the former qualifies should be turned over to the latter for follow-up the following morning.

Mail shortwave programs to owners of old sets over a period of several weeks to stimulate curiosity in broadcasting features they have been missing. Then have outside salesmen make a personal selling call with a demonstration set.

Make an arrangement with your local editor to answer free all radio questions submitted to his paper by local set owners. Each question arms your outside salesmen with information about the age and condition of the set, and the name and address of the owner, for follow-up.

Arrange for group demonstrations before club gatherings to stimulate sales of RCA Victor Radio-Phonograph Models and Victor Library.

Use direct mail at frequent intervals to cover selected prospect lists obtained by phone canvass, school boy census, Use the User Plans, from directory and tax lists, and other tested prospect-finding methods . . . and follow up with home demonstration calls.

WILL PAY YOU BIG PROFITS IN 1936 . . .

THE GOLDEN MARKET FOR REPLACEMENT SALES

Today 23,000,000 homes in this country have radio sets . . . of which 43% are sets at least five years old. This makes today's radio market primarily a replacement market, in which replacement buying has definitely eclipsed purchasing by new set buyers. With improved conditions making personal call contacts once more effective and resultful, the time is again ripe to use this method of selling to get your full share of radio business in your community.

Present set owners will rarely step into your store to give you the opportunity to sell them. The only way you can contact them effectively is to have your salesmen make personal calls on them and talk to them in the only place they can be found . . . in their homes. RCA Victor Outside Selling Plans are proved and tested plans that will help you locate, reach and sell the replacement prospects in your community.

Use of these plans as an integral part of your 1936 selling program will increase your opportunity for extra profits from service business . . . from sales of radio parts . . . and from sales of replacement sets. For full details on the operation of any of these plans, write to the Instrument Promotion Department, RCA Manufacturing Company, Camden, N. J.

And the now famous RCA Radiotron
TUNE-UP Campaign →

THE RCA RADIOTRON "TUNE-UP" CAMPAIGN



...will help you uncover more leads for sales of TUBES...PARTS...NEW SETS

The RCA Radiotron "Tune-Up" Campaign is a proved and tested business-getter that has been used by RCA Radiotron dealers in every part of the country to increase sales of tubes, accessories, and new sets.

As a radio servicing plan, it has won immediate popularity with set owners because it offers a definite group of adjustments for a definite charge. At the same time, it is "natural" for the dealer who offers it because it places service work on a definitely profitable, business-building year 'round basis.

RCA Victor dealers everywhere will find this plan one of

the best and most effective ways of getting into the home to locate good prospects for replacement sets. It is a well-organized effort . . . it is strongly supported by a full program of RCA Radiotron national advertising and publicity . . . that popularizes the advantages of a standard radio "tune-up" at regular intervals. Put it to work for you . . . it will pay its way on service alone and bring you extra profits from the sale of parts and from the leads to new radio set sales that it provides. For further information about the operation of this plan, see your distributor's representative.

**THE TIME IS RIPE TO START THIS PLAN
IN YOUR COMMUNITY**

Giving present owners the big reason why they should buy new RCA VICTORS



This folder does a big selling job... give a copy to every replacement prospect.....

Most homes which have radio today have sets three to five years old or older. The difference in reception and all-around performance between these old sets and the new 1936 receivers is so startling that the new sets practically sell themselves on a comparison basis.

Before you can persuade owners of old sets to make this comparison, however, it is necessary to make them realize the vast development that has been achieved in home radio since they bought the sets they now own.

That is the job this booklet helps you accomplish. It reminds the present set owner that times have changed since he bought his radio and so have radio design and engineering. It tells him that today's improved all-wave receivers will outperform in every particular... tone quality, selectivity, sensitivity, and operating convenience. It shows him how the new sets open up a whole new field of listening, and stirs his curiosity in the many broadcasting features he is missing because he does not have one of the new sets in his home.

Give a copy of this book to prospects who believe their sets are still giving satisfactory performance... to pave the way for easier, more effective comparison selling of the new RCA Victor models.

DEMONSTRATE THE DIFFERENCE

It is when the prospect hears one of the new RCA Victor models demonstrated against his old set that the realization of all that he has been missing dawns on him. Make it a part of your outside selling program to demonstrate the new RCA Victors against old sets in the home wherever this is possible... using this booklet to get you in and help you convince the prospect... and watch your volume of replacement sales rise. Remember, too, that the money today is in console sets... and that consoles must be demonstrated against existing equipment to sell. Wherever possible... demonstrate!



RCA VICTOR

Salescasting

SALES CONTEST

WITH THOUSANDS OF DOLLARS IN CASH

FOR RCA VICTOR DEALERS AND SALESMEN

THREE OPPORTUNITIES TO GET IN THE BIG MONEY

1 CASH PRIZES
FOR THE SALE OF RCA VICTOR
INSTRUMENTS . . .

2 GRAND PRIZE
MONEY FOR DEALERS AND
THEIR SALESMEN IN WINNING
DISTRIBUTORS' TERRITORIES . . .

3 ADDED PRIZES
FOR THE BEST SALESCASTERS
IN EACH RCA VICTOR
'NETWORK' . . .

D

uring the Spring Drive every RCA Victor dealer and his salesmen will have three opportunities to win cash and prizes in radio's greatest sales contest. There will be thousands upon thousands of dollars in cash . . . attractive merchandise prizes of many kinds . . . honor and recognition . . . everything that a salesman wants most to reward him for a job well done.

IT'S A GREAT CONTEST OF SALESCASTING POWER...THE MORE YOU SELL...THE MORE YOU WIN

Every sale of an RCA Victor instrument brings a reward in cash. Every salesman has an opportunity to win still more money if he is in the territory of a distributor who wins in the Salescasting battle of distributor against distributor.

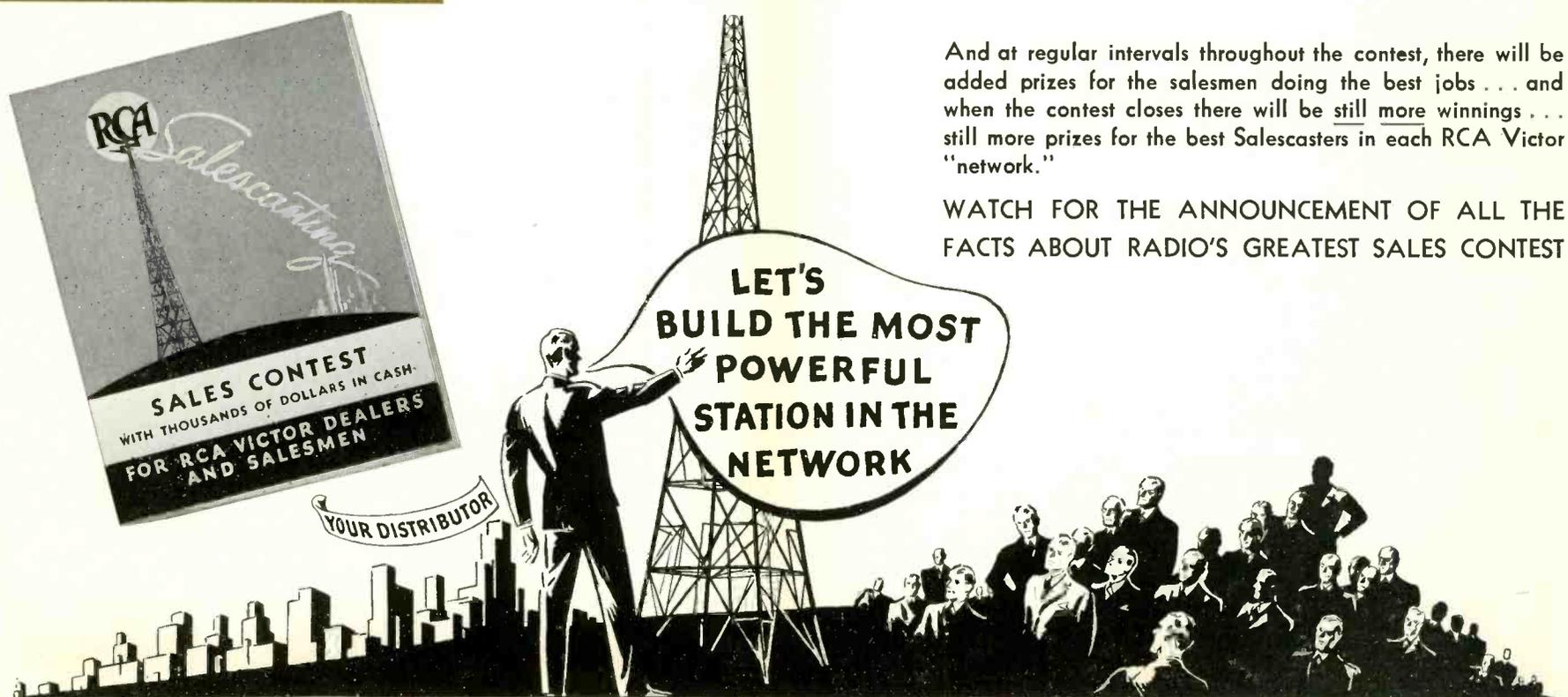
And at regular intervals throughout the contest, there will be added prizes for the salesmen doing the best jobs . . . and when the contest closes there will be still more winnings . . . still more prizes for the best Salescasters in each RCA Victor "network."

WATCH FOR THE ANNOUNCEMENT OF ALL THE
FACTS ABOUT RADIO'S GREATEST SALES CONTEST



YOUR DISTRIBUTOR

LET'S
BUILD THE MOST
POWERFUL
STATION IN THE
NETWORK



NOW FOR ACTION

You have everything you need to **MAKE MORE MONEY WITH RCA VICTOR...**



- 1** Radio's greatest organization has pioneered the way to more sales and profits for you.
- 2** A sell-up line that gives you many more dollars per average sale.
- 3** The advantage of Radio's Greatest Value in every price bracket.
- 4** The support of a tremendous advertising campaign emphasizing radio's most sensational sales features.
- 5** Newspaper advertising and publicity that brings the force of this advertising right to your store.
- 6** Radio's biggest sales features on colorful billboards that direct buyers to your store.
- 7** Window and store display material that makes your store stand out as local radio headquarters.
- 8** Selling helps that equip your retail salesmen for most effective selling.
- 9** Outside selling plans that will pay you big profits in 1936.
- 10** Radio's greatest sales contest with triple prize winning opportunities for you and your salesmen.

**FORGE AHEAD IN SALES
AND PROFITS IN 1936
WITH RCA VICTOR**



On the AIR and in the NATION'S LEADING MAGAZINES
RCA VICTOR
ADVERTISING *clicks with the public*

The Magic Key of RCA brings new features, new stars to an eager audience every Sunday afternoon from 2 to 3 p. m., E. S. T. This program, through its 58 stations, plays to a larger audience each week . . . creating new RCA Victor prospects in every city and town in the United States. Tie in with this popular program . . . make these prospects your customers!



NEW ads, showing NEW merchandise in a NEW way, are creating NEW prospects that you can't afford to miss.

Take advantage of this advertising campaign . . . **Push RCA VICTOR!**

THE MAGIC KEY OF RCA CONTINUES ITS POWERFUL SELLING JOB...



In the short space of three months the Magic Key of RCA has won a place well up among the headline features of the air, commanding an audience of millions through the 58 crack NBC stations carrying the program from coast to coast. Its popularity is due to an unflinching, persistently varied array of broadcast material, including leading stars of opera and stage, the screen and radio itself. In only a dozen broadcasts, features have been presented from Vienna and Addis Ababa, Berlin and Paris, a submarine under water and the China Clipper en route to the Orient. These are but a few of the features that make the Magic Key a whale of an entertainment job and a whale of a selling job...for you!



RCA VICTOR ADVERTISING

Continues full force

LOOK AT THIS MAGAZINE SCHEDULE!

The Magic Key of RCA by itself is not enough, though. There are ads in full color in leading national magazines, both monthly and weekly—full pages and inside front covers—supplemented by a huge farm-paper campaign. RCA Victor's so confident in the Line for 1936 that the Company is taking

space in 21 magazines—to the sweet, set-selling, profit-making tune of 18,209,538 circulation!

Look this schedule over now. Begin now to tie in as the Dealer selling the merchandise the ads feature. Then—watch the results, the results that inevitably follow such a forceful campaign.

MAGAZINE	DATES	SPACE	CIRCULATION
Collier's	January 25, February 22, March 21, April 18, May 16	2nd cover "	2,415,411
Liberty	February 1, February 29, March 28, April 25, May 23	" "	2,191,517
Saturday Evening Post	January 11, February 1, February 29, March 28, April 25, May 23	3rd cover 2nd cover "	2,810,692
American	January February March April May	4-color insert 2nd cover 4-color insert 2nd cover 4-color insert	2,006,493
Cosmopolitan	January February March April May	4-color insert " " 2nd cover	1,699,116
Country Life	January February	1½ pages "	18,148
Esquire	January February March	" " "	227,069
Fortune	January February March	" " "	113,962
Town & Country	January February	" "	27,743
Stage	January February March April May	1 page " " " "	25,170
American Mercury	January February March	1 column " "	29,778
Nation	January February March	" " "	33,309
New Yorker	January February March	" " "	127,223
Scribner's	January February March	" " "	42,389
Harper's	February March	" "	100,636
TOTAL			11,868,656

Additionally, RCA Victor will have adequate coverage in farm and rural territories through the following comprehensive schedule of ½-page insertions in farm publications in January, February and March issues.

MAGAZINE	CIRCULATION	MAGAZINE	CIRCULATION
Capper's Farmer	1,035,558	Progressive Farmer &	
Country Gentleman	1,472,453	Southern Ruralist	911,419
Country Home	1,510,691	The Farmer (St. Paul)	256,036
Successful Farming	1,154,725	TOTAL	6,340,882

GRAND TOTAL 18,209,538

SEE THE NEW ADS BEGINNING ON NEXT PAGE

NOTE: Ads were prepared as shown before prices were determined. Prices will appear in ads when published.

Guided by its "Magic Eye" the "Magic Brain" offers a new view of world radio



ALL 1936 RCA VICTOR
"Magic Brain" Radios use
the modern, more sensitive
METAL TUBES.

The 1936 RCA VICTOR sets swiftly, silently tune in stations near and far

A WINK of the far-sighted "Magic Eye," and you vault nimbly from the calm, clipped accents of a London news commentator to the pulsing rhythm of a Venezuelan rhumba hot off the marimba in steaming Caracas.

Another turn. The "Magic Eye" looks at nearer scenes. Your favorite NBC program is silently and exactly tuned. It is warm, colorful, natural. For the "Magic Brain" reports exactly what its "Magic Eye" sees. Once your RCA set is thus focused on any station, the adjustment is exact. High notes are clear and sweet. The basses are full, but not obtrusive.

This pleasant quality, which is the RCA Victor tone, is derived from 35 years of experience, during which the great Victor laboratories at Camden, N. J.,



This six-tube superheterodyne has a tuning range from 540 to 18,000 kilocycles. The T6-1 is a table model in a lovely cabinet and the price is \$49.95.

have been a world center in development of sound reproduction. Hear the 1936 RCA Victor Radios at your dealer's. Look at the cabinets. Their lines are modernly simple. Old-time hand-rubbing has

The popular C-11-1 has five short wave bands, Selector Dial and other new features your dealer will show you. Plenty of volume for dancing. Superb accuracy of tone. Eleven tubes. \$150.

brought out the full beauty of the woods. See the new low-priced sets with "Magic Brain" and "Magic Eye." C.I.T. easy terms make prices convenient for you.

RCA Manufacturing Co., Inc., Camden, N. J. A subsidiary of the Radio Corporation of America. Prices subject to change without notice, from \$19.95 up, f.o.b. Camden, N. J. Put new life into your present radio—install RCA Radio Tubes. Listen to Magic Key every Sunday 2.00 to 3.00 P.M., E.S.T., on WJZ and associated NBC stations.

The "Magic Eye" . . . perfect, silent tuning

When your set is turned on a colored electronic shadow appears in the "Magic Eye." As you dial the open band at the bottom varies in width. When this band is narrowest the set

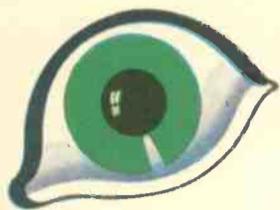
is tuned for most perfect reception of the station you are tuning. No more blurring, or "off-center" tone. You have tuned in with your eyes . . . more sharply than the human ear could.



RCA VICTOR

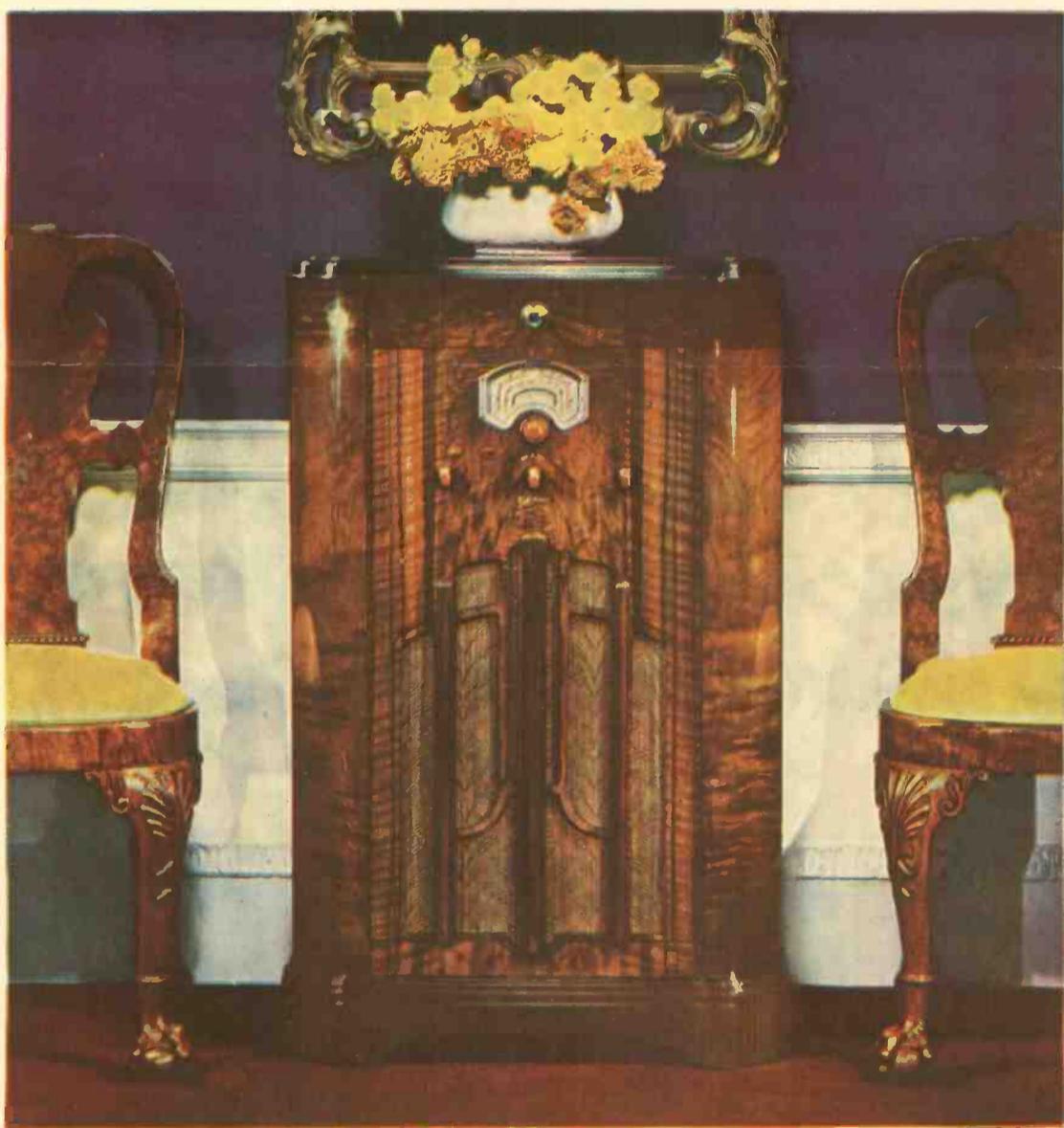
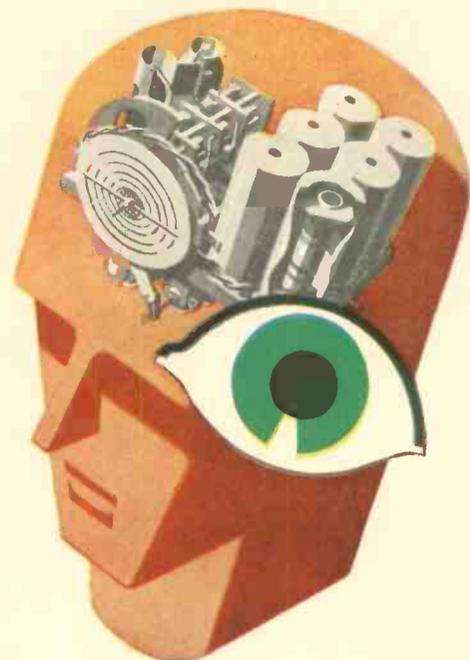
The World's Greatest Artists are on Victor Records

A quicker "thinking" "Magic Brain"



guided by the "Magic Eye"

tunes faster, accurately—silently!



C-8-19 (above) is a highly sensitive short and long wave "Magic Brain," "Magic Eye" console receiver. Full 3-band tuning range. A good looking, powerful set which at \$00 is fine RCA value. 8 tubes.

The C7-6 (left) is a handsome seven-tube "Magic Brain" radio with a 12-inch dynamic speaker. Foreign as well as domestic broadcasts. Police, aviation, amateur. Price \$84.95.

T6-1 (right)—Here's a six-tube superheterodyne with tuning range from 540 to 18,000 kilocycles, covering long and short waves. Lovely cabinet. Price \$49.95.



RCA Victor has all three—"Magic Brain"
"Magic Eye" and Metal Tubes

RCA Victor sets now as low as \$19.95

THE "Magic Brain," the wizard-like master of the air waves, seems to take on a new "mental" agility through the unerring guidance of the "Magic Eye." You tune, by sight, to exactly the right spot to bring in each program clearly, warmly in the "studio tone" so pleasing to your ears.

With the "Magic Eye" thus looking out for your enjoyment you will find a fresh delight in radio reception. With this far-seeing guide you tune your RCA Victor radio silently, instantly and with bull's-eye accuracy.

The modern, *more sensitive* metal tubes make all 1936 RCA Victor Radios capable of higher fidelity. Through the ingenious union of "Magic Brain" and "Magic Eye," and metal tubes, the full capabilities of your RCA set are always at your service.

The charm of RCA Victor tone is consistently carried out in the cabinets. These are fashioned on simple modern lines, from woods beautified by the age-old method of patient hand-rubbing. Nor is the function of the cabinet as a part of a musical instrument overlooked. Cabinets are formed and proportioned to lend added quality to speaker performance.

Easy to Buy. The newest 1936 RCA Victor Radios include a variety of "Magic Brain" and "Magic Eye" sets at new low prices. C.I.T. convenient terms reduce the cost to a few cents a day. RCA Victor values are based on 35 years' experience in development of sound reproduction. Hear the "Magic Brain" sets at your RCA Victor dealer's.



The "Magic Eye"...brings you perfect, silent tuning

The "Magic Eye," an electronic "beam" . . . tells when your set is precisely in tune. It ends blurred reception, or "off-center" tone. Turn the set on. A shadow appears in the "Magic Eye." Dial until this shadow is narrowest. Then the station is tuned for its most perfect reception. You have tuned in with your eyes . . . more sharply than human ear could.

RCA Manufacturing Co., Inc., Camden, N. J. A subsidiary of the Radio Corporation of America. Prices from \$19.95 up, f.o.b. Camden, N. J., subject to change without notice. Put new life into your present radio—install RCA Radio Tubes. Listen to the RCA Magic Key Program every Sunday 2:00 to 3:00 P.M., E.S.T., on WJZ and associated NBC stations.



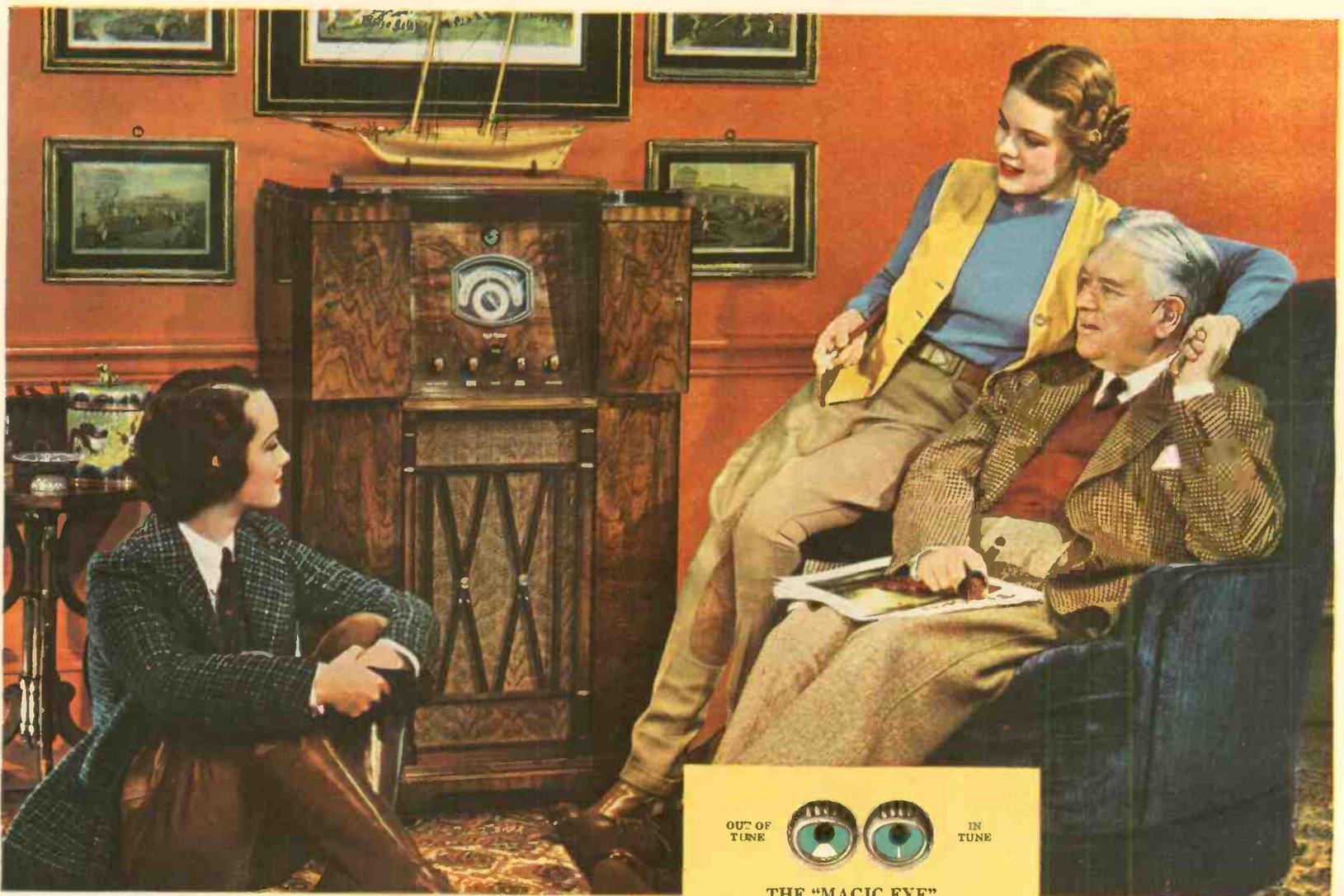
RCA VICTOR
The World's Greatest Artists are on Victor Records



New "MAGIC BRAIN"
 New "MAGIC EYE"
 New METAL TUBES



RCA Victor radios offer finer performance at value prices!



THE "MAGIC EYE" . . .
 brings you silent tuning

The "Magic Eye," an electronic "beam" . . . tells when you are precisely in tune. Turn the set on, a colored shadow appears on the "Magic Eye" Dial, and it gets larger or smaller as if focusing on an object. For most perfect reception, the shadow is smallest. You have tuned in with your eyes . . . more sharply than any human ear could.

RCA Victor Console Model C13-2. 13-tube "Magic Brain" radio with "Magic Eye." 5 tuning bands. Superb cabinet. Price \$189.50.

Victor instruments are radio's greatest value! RCA Manufacturing Co., Inc., Camden, N. J. A Radio Corporation of America subsidiary.

These exceptional new sets bring greater power . . . more stations . . . silent tuning and many other outstanding features!

ALL who hear them are excited over RCA Victor's great radio achievements — the "Magic Brain" — its new companion — the "Magic Eye" — and RCA Metal Tubes! But these are only three of many reasons why America is buying the new sets like wildfire!

Here are others! Increased sensitivity on short waves . . . 5 to 20 times greater than ever before at 16 meters and below. More stations, better volume are yours! With the "Magic Brain" every broadcast emerges with warmth and clarity. And, whether your program is from a domestic station or the far reaches of distant lands, the

"armoured watchman" tube throws off much irritating interference!

The "Magic Eye" makes tuning more accurate and simpler than ever. And, in addition, it brings you the pleasure of *silent* tuning.

Ask your RCA Victor dealer to tell



Table Model T6-1. A 6-tube superheterodyne. Tuning range 540 to 18,000 kc. \$49.95.

you about the ingenious new range dials . . . cabinets that scientifically beautify tone . . . oversize speakers. Have him show you the RCA Metal Tubes . . . exquisite cabinets. Priced within everyone's reach, these RCA

Prices, subject to change without notice, from \$19.95 up f.o.b. Camden, N. J., including home, automobile and farm radios and radio-phonographs. You can now buy these sets on C.I.T. easy payment plan. And remember, any set works better with RCA Antenna Systems. Put new life in your present radio — install RCA Radio Tubes. Listen to "The Magic Key" on WJZ and associated NBC stations, every Sunday, 2 to 3 p.m. E.S.T.



RCA VICTOR
 The world's greatest artists are on Victor Records



The "Magic Eye" "sees" better than you can hear

The electronic "beam" of the "Magic Eye" has an amazing ability to "see" sound. By watching the "eye" and tuning so that the shadow at the bottom of its "iris" is narrowest, you tune silently to the exact point of best reception, more accurately than any human ear could.

At RCA Victor's modest prices you can have a "Magic Brain" "Magic Eye" radio today!

Five new Metal Tube sets from table model at \$49.95 to radio-phonograph at \$99.95

YOU can make this interesting test at any RCA Victor Dealer's. Step in and try it. With volume at zero, tune the set silently by the "Magic Eye." Then turn up the volume. Note the warmth of the RCA Victor tone as the program flows in clean-cut, full-bodied, vibrantly alive. Clear, flute-like high notes will delight you. You will thrill to the beat of rich, mellow basses. You will realize how faithfully the "Magic Brain" reports what the microphone hears.

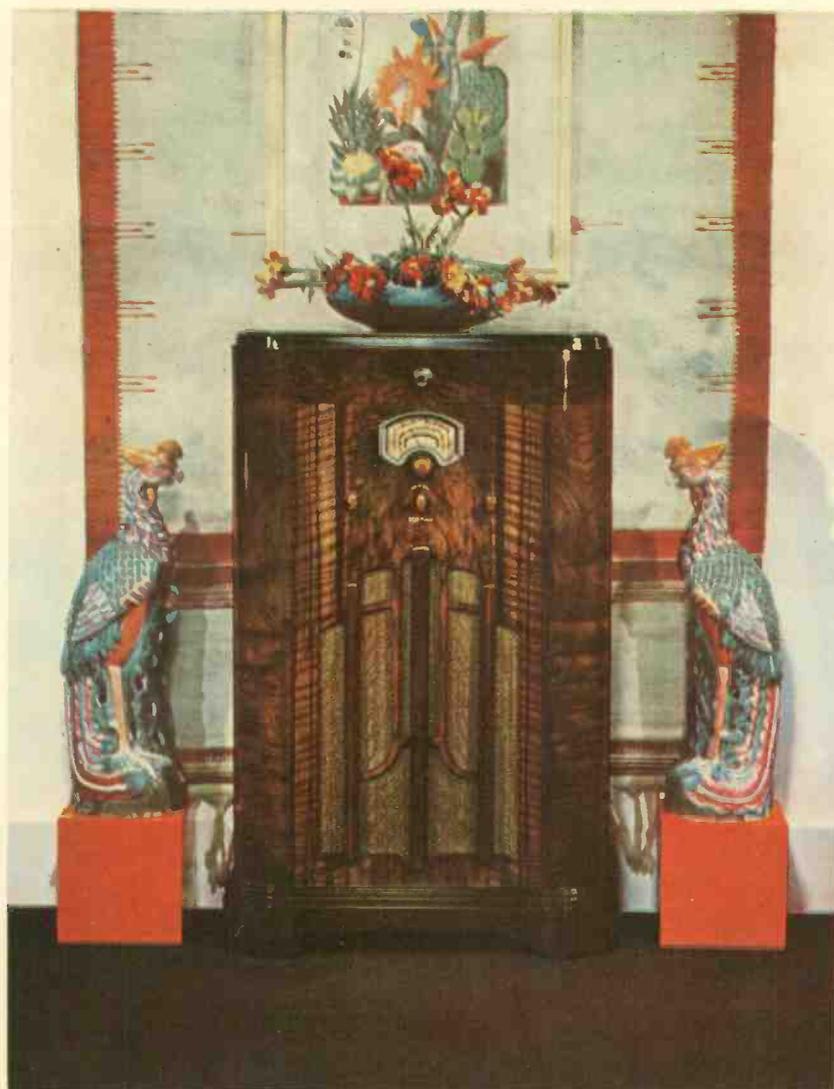
As you examine these 1936 sets you can judge for yourself the new degree of excellence which has been obtained by the improved "Magic Brain." See, too, how simply the "Magic Eye" guides this wealth of ability at reporting what's on the air.

Cabinets designed to enrich tone

And while you make your test you will see that in lines and finish, RCA cabinets are worthy to stand beside your most



This six-tube superheterodyne has a tuning range from 540 to 18,000 kilocycles, covering long and short waves. The T6-1 is a table model in a lovely cabinet and the price is \$49.95.



Engineering and manufacturing skill now make it possible to offer a "Magic Eye" Console Radio for less than \$. The price is only \$. Covers domestic and leading foreign frequencies, amateur and police calls. Has newly designed cabinet with lustrous hand-rubbed finish. 8 tubes. The price—\$ —is worth repeating.

cherished furniture. Their proportions also serve another purpose. Each cabinet has been planned as part of a musical instrument, and hence lends added clarity to speaker performance.

For 35 years Victor has been a world leader in development of sound reproduction. As you listen your ears will tell you how well this vast experience has been used. For you will hear that unique quality—the RCA Victor tone.

It's easy to own an RCA Victor

Frankly you will not want to leave the store without selecting a set for your own home. But that you will find is no financial hardship. The RCA Victor line includes three new models all below \$, all with "Magic Brain," "Magic Eye," or both. C.I.T. special terms make ownership a matter of a few cents a day. RCA Manufacturing Co., a subsidiary of the Radio Corp. of America.

Prices subject to change without notice, from \$19.95 up f.o.b. Camden, N. J., including home, automobile, farm radios and radio-phonographs.

Put new life into your present radio. Install RCA Radio Tubes. Listen to RCA Magic Key, Sundays, 2.00 to 3.00 P. M., E.S.T., WJZ and Associated NBC stations.



One of the stars among RCA Victor 1936 models is the big C-13-2. Tunes in all foreign and domestic frequencies, including police, aviation and amateur phone. 13 tubes with "Magic Eye." \$189.50.

World's greatest artists   are on Victor Records

RCA VICTOR

New "Magic Brain" Radios with "Magic Eye" and Metal Tubes, 5 to 20 times more sensitive!

Enjoy extra stations... more realistic tone with these new RCA Victor sets! Wide range of attractive prices!

NO WONDER the whole country is talking about these new radios! They are proving the greatest radio value ever offered!

To begin with, the amazing "Magic Brain" is 5 to 20 times more sensitive than ever on short waves below 16 meters. It brings you more stations, with increased volume! Its vast tuning range on some models goes as low as 5 meters! This extra coverage means extra hours of pleasure for you!

"Magic Brain" reception reaches a new high. Clean, clear as a bell, with rich warmth and color, its "Studio Tone" practically places you in the broadcast station itself! And, though your program may come from foreign lands, tone is protected from much interference by the alert "armoured watchman" tube!

The pleasures of the sensational "Magic Eye" are many! It brings you *silent* tuning and, in addition, makes it easier and infinitely more accurate!

You'll be delighted with these other attractive features, too! RCA Metal Tubes . . . luxurious cabinets, whose design beautifies tonal quality . . . new range dials . . . and a host of others your RCA Victor dealer will gladly show you. RCA Manufacturing Co., Inc., Camden, N. J. A subsidiary of the Radio Corporation of America.



(Left) RCA Victor Table Model T6-1, a six-tube superheterodyne with tuning range from 540 to 18,000 kilocycles. Price \$49.95. (Right) RCA Victor Console Model C7-6, a handsome seven-tube "Magic Brain" radio with 12-inch dynamic speaker, many other features. Price \$84.95.

(Above) C8-19, "Magic Brain," "Magic Eye," Metal Tubes. Tuning range, 540 to 18,000 kc. Classic cabinet. Amazing value!

Prices, subject to change without notice, from \$19.95 up f. o. b. Camden, N. J., including home, automobile and farm radios and radio-phonographs. You can now buy these sets on C.I.T. easy payment plan. And remember, any set works better with an RCA Antenna System. Put new life in your present radio—install RCA Radio Tubes. Listen to "The Magic Key" on WJZ and associated NBC stations, every Sunday, 2 to 3 p. m., E.S.T.

The "Magic Eye" . . . brings you silent tuning

The "Magic Eye," an electronic "beam" . . . tells when you are precisely in tune. No more blurred reception or "off-center" tone. Turn the set on, a colored shadow appears on the "Magic Eye" Dial, and it gets larger or smaller as if focusing on an object. When the station is tuned in for its most perfect reception, the shadow is smaller. Turn up the volume control and there the station is!



RCA VICTOR

26 CENTS A DAY

buys this RCA Victor Console with
"Magic Brain" – "Magic Eye" – Metal Tubes



This is Model C-8-19 a "Magic Brain," "Magic Eye" console radio.



6-tube superheterodyne with tuning range from 540 to 18,000 kc. Lovely cabinet. Table Model T6-1 . . . Price \$49.95.



Enjoy the music you want when you want it. This inexpensive RCA Record Player converts any A-C radio into an electric phonograph. \$16.50

Hear foreign stations, or American broadcasts—as you please

Enjoy silent, accurate "Magic Eye" tuning. Clear, sweet high notes. Full, rich basses. Always a colorful, accurate report of exactly what the microphone hears, always the true RCA Victor Tone. Your family deserves this fine entertainment. Let your RCA Victor dealer tell you how, for a few cents a day, you can own a real "Magic Brain" radio. RCA Mfg. Co., Camden, N. J. A subsidiary of the Radio Corporation of America.

Prices subject to change without notice, from \$19.95 up f.o.b. Camden, N. J., including home, automobile, farm radios and radio-phonographs.



THE "MAGIC EYE" is an RCA extra. By watching the "shadow" in this electric "eye" you tune your set visually, *silently* and more accurately than you can by ear, to the exact point of best reception.

Put new life in your present radio — install RCA Radio Tubes! Listen to RCA Magic Key Program, every Sunday 2 to 3 P.M., E.S.T., on WJZ and associated NBC stations.



The world's greatest artists are on Victor Records

RCA Victor

All Yours with RCA Victor's "Magic Brain" and "Magic Eye"!



*More stations... greater power
... more brilliant tone... silent
tuning... RCA Metal Tubes and
many other features!*

It's *not* a miracle! RCA Victor's new world-wide radios have achieved coast-to-coast popularity because they give you all you *want* in radio—plus!

What "Magic Brain" Does

First, the sensational "Magic Brain" is 5 to 20 times more sensitive. Many models also offer wider tuning range on short waves. Far greater coverage than other sets. You hear more stations.

Domestic programs, as well as those from far across the seas... London, Madrid, Australia... come speeding to you with new, higher fidelity. You enjoy true "Studio Tone"—warm, colorful, delightfully clear—virtually as sharp as in the broadcast studio itself! Incoming signals are amplified *four* times. An alert "armoured watchman" tube reduces noise and interference to a minimum!

"Magic Eye" for Silent Tuning

Second, the new "Magic Eye"! Bringing you *silent* tuning—simple and more accurate tuning. The panel below tells more about this great RCA Victor engineering triumph!

Features in Abundance

Third, these brilliant new sets have the new RCA Metal Tubes... new range dials... cabinets of rare beauty, scientifically constructed to enhance tone. Other fine features, too many to list. But visit your nearest RCA Victor dealer. He'll demonstrate these new sets—no finer ever bore RCA Victor's name! RCA Manufacturing Co., Inc., Camden, N. J. A subsidiary of Radio Corporation of America.

THE "MAGIC EYE"

... brings you silent tuning

The "Magic Eye," an electronic "beam"... tells when you are precisely in tune. No more blurred reception or "off-center" tone. Turn the set on, a colored shadow appears on the "Magic Eye." Dial, and it gets larger or smaller as if focusing on an object. When the station is tuned in for its most perfect reception, the shadow is smaller. You have tuned in with your eyes... more sharply than any human ear could.

You get RCA Metal Tubes, too!



RCA Victor Console Model C11-1

—An 11-tube "Magic Brain" radio with new "Magic Eye." 3 tuning bands. New "Selector" dial. Exquisite cabinet. . . Price \$150.00.

Prices, subject to change without notice, from \$19.95 up, f.o.b., Camden, N. J., including home, automobile and farm radios and radio-phonographs. You can now buy these sets on C.I.T. Corp. easy payment plan. And remember, any set works better with an RCA Antenna System. Put new life in your present radio—install RCA Radio Tubes. Listen to "Magic Key" on WJZ and associated NBC stations every Sunday, 2 to 3 p.m. EST.



RCA Victor Table Model T6-1. A six-tube superheterodyne with tuning range from 540 to 18,000 kilocycles. Price \$49.95.

(Below)—Console Model C7-6. Handsome 7-tube Junior "Magic Brain" radio. . . Price \$84.95.



RCA VICTOR

Look! An RCA Victor Radio

with "MAGIC BRAIN," "MAGIC EYE,"
METAL TUBES!

Yours For Only \$!

THE "MAGIC EYE" . . . brings you silent tuning
The "Magic Eye," an electronic "beam" . . . tells when you are precisely in tune. No more blurred reception or "off-center" tone. Turn the set on, a colored shadow appears on the "Magic Eye." Dial, and it gets larger or smaller as if focusing on an object. When the station is tuned in for its most perfect reception, the shadow is smaller. You have tuned in with your eyes . . . more sharply than any human ear could.



RCA Victor's magnificent world-wide sets offer greater power . . . more stations . . . silent tuning and many more features...at amazingly low cost!



RCA Victor Table Model T6-1. 6-tube superheterodyne. \$49.95.

HERE'S value in radio! Value you cannot afford to overlook. For it brings you the *most* for your money!

The beautiful console illustrated contains radio's greatest triumphs! Latest "Magic Brain", miraculous "Magic Eye" and RCA Metal Tubes, the greatest radio tube advance in 28 years! For only \$, complete!

The "Magic Brain" is 5 to 20 times more sensitive on short waves! And some models have a wider tuning range than many other sets. Extra coverage that brings you many extra stations.

New richness of tone will thrill you! True "Studio Tone"—virtually matching in performance the program in the broadcast station! And interference is reduced to a new minimum by the alert "armoured watchman" tube! The "Magic Eye" brings *silent* tuning as well as easier and more accurate tuning!

Many additional features! New range dials, scientifically built cabinets which beautify tone, oversize speakers and a host of others. But visit your RCA Victor dealer and enjoy a demonstration! You'll marvel at the low prices! RCA Mfg. Co., Inc., Camden, N. J. A Radio Corp. of America subsidiary.

Prices, subject to change without notice, from \$19.95 up f. o. b., Camden, N. J., including home, automobile and farm radios and radio-phonographs. You can now buy these sets on C. I. T. easy payment plan. Remember, any set works better with an RCA Antenna System. Put new life in your present radio—install RCA Radio Tubes. Listen to "The Magic Key" on WJZ and associated NBC stations, every Sunday 2 to 3 p. m.

RCA Victor Console Model C8-19 has "Magic Eye," "Magic Brain" and Metal Tubes. Foreign and Domestic reception on three bands. Price \$00.



RCA VICTOR

The world's greatest artists are on Victor Records