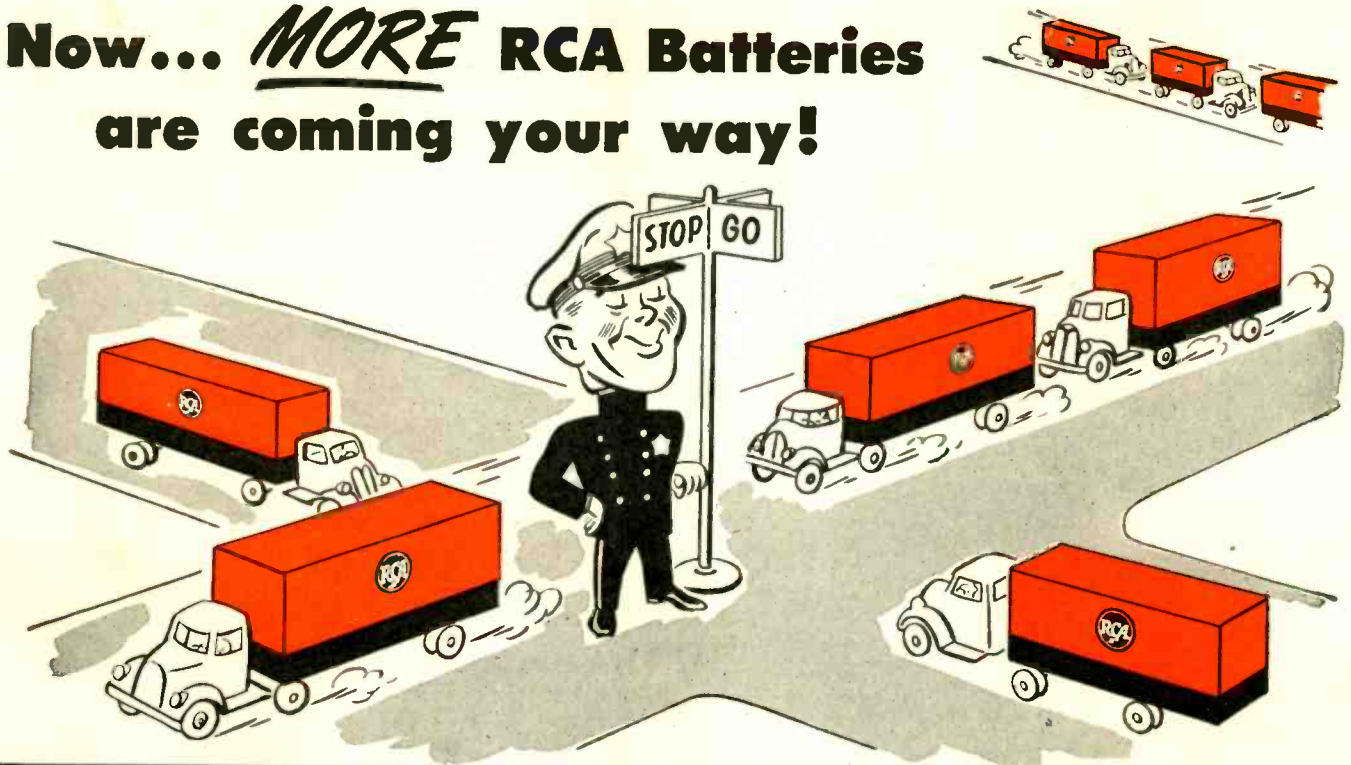


Now... ***MORE*** RCA Batteries
are coming your way!



MORE OF THESE
FAST-MOVING TYPES

PLUS THESE NEW
PORTABLE AB PACKS AND
INDUSTRIAL TYPES



YES—production has been stepped up on RCA Preferred Type Batteries—and nine new, fast-selling AB Packs and Industrial Types have been added to the line. Now you can enjoy bigger sales than ever before, and cash in on the repeat business that will naturally come your way.

And remember—there are no slow movers in the RCA battery line, be-

cause RCA has concentrated production on volume types that will service over 98% of battery-operated receivers. That means fewer types for you to stock.

What's more, the high acceptance value of the RCA trade-mark on every carton makes them easier to sell.

See your RCA Distributor today for full details on the expanded line of RCA Preferred Type Batteries... and watch for more battery merchandisers that will increase your store traffic.

Listen to "THE RCA SHOW,"
Sundays, 2 P.M., EDT, NBC Network

RCA Preferred Type Radio Batteries are Radio-Engineered for Extra Listening Hours



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

*Wants to see
the actual product*