

RCA VICTOR TELEVISION

Advertising and Sales Promotion

CATALOG SUPPLEMENT

1955-56

VOLUME 1
NUMBER 1

RCA



"HIS MASTER'S VOICE"

DEALER EDITION

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This Supplement brings up-to-date your RCA Victor Television Advertising and Sales Promotion Catalog, 1955-56, Vol. 1, No. 1. It is trimmed to fit easily into the back of the catalog.

LITERATURE



CHRISTMAS TV-RADIO-PHONO SELF-MAILER

CONTENTS—This deluxe Christmas promotion piece features RCA Victor Television, Radio, and "Victrola" Phonographs . . . in full-color illustrations with strong "selling" copy. There are 16 digest-size pages plus cover, including a two-page spread on new RCA Victor Big Color TV and another on New Orthophonic High Fidelity "Victrola" Phonographs. Offered as second of two mailers in Direct Mail Selling Service for RCA Victor Television Dealers. Available with Zone 1 or 2, VHF or UHF-VHF prices, or without prices. Dealer imprints available in direct mail program only.

SIZE—5 $\frac{3}{8}$ " x 7 $\frac{1}{2}$ ".

USE—Self-mailer and in-store giveaway.

Form HB1963

NOTE: Available in bulk as part of RCA Victor TV Direct Mail Selling Service **with imprint**. Also available in bulk, on special order, **without imprint**.



REVISED UHF CONVERSION MAILER

CONTENTS—Up-to-date revision of the helpful folder pointing out to TV owners the advantages of converting their sets to UHF. Smartly designed to emphasize the added enjoyment of receiving **both** VHF and UHF programs. UHF Selectors U-70 and U-2 illustrated inside, with back cover showing the "Gladstone" Super Model 21T635-U. Space provided for dealer's name and address.

(Replaces Form 3A5323 shown on page 8 of the RCA Victor TV Advertising and Sales Promotion Catalog, 1955-56, Vol. 1—No. 1.)

COLORS—Green and black.

SIZE—3 $\frac{1}{8}$ " x 6".

USE—Envelope stuffer, package insert, in-store giveaway, can be left by TV service men after each call.

Form 3A5323 Rev.



RCA "MAGIC BRAIN" REMOTE TV CONTROL FOLDER

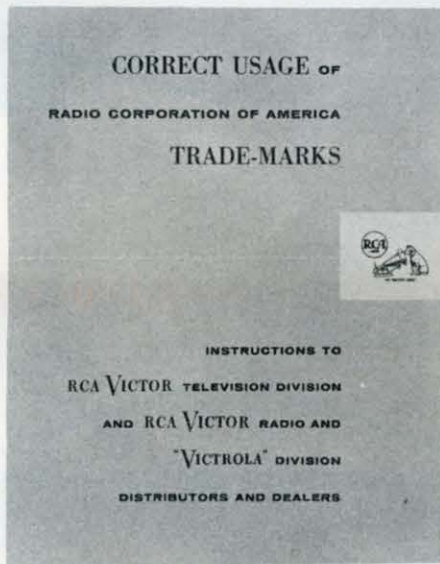
CONTENTS—Promotes newest RCA Victor Television convenience feature . . . the RCA "Magic Brain" Remote TV Control! Explains its advantages and use in selecting and tuning television programs. Illustrations show the "Magic Brain" unit, demonstrate controls, and picture it in actual use. Space provided for dealer's name and address.

COLORS—Green and black.

SIZE—6" x 6"; folds to 3" x 6".

USE—In-store give-away; package insert or envelope stuffer; can be left by TV service man after each call.

Form HV1972



RCA VICTOR TRADE-MARK USAGE MANUAL

CONTENTS—An eight-page manual giving specific, detailed illustrations of correct usage of RCA and RCA Victor trade-marks. This valuable booklet also shows the "whys" of proper trade-mark usage. It is clearly organized, and illustrates graphically how and **how not** to use RCA and RCA Victor trade-marks.

COLORS—Orange and black.

SIZE—Eight pages, 8½" x 11".

USE—Authoritative guide to trade-mark usage.

Form HB1694



COLOR TV "PLAN OF ACTION" BROCHURE

CONTENTS—To give an added boost to the rapidly growing enthusiasm for color TV, here's a big, colorful brochure that tells a significant story! It presents a concise, illustrated account of the greatly expanding color TV programming schedule . . . illustrates the RCA Victor Big Color TV sets . . . outlines extensive advertising and supporting materials in the promotion of RCA Victor Big Color TV sales. It's a 32-page book packed with useful and timely information.

COLORS—Four bright colors.

SIZE—8⅞" x 11¼".

USE—As a practical selling aid for RCA Victor Big Color TV salesmen.

Form HC2029

CATALOG SHEET

Enjoy easy-chair tuning convenience with the new



The GLAUBSTONE Super Model 217401.

RCA "Magic Brain"
Remote TV Control
for
RCA VICTOR
TELEVISION



* Can be installed on most RCA Victor black-and-white VHF television models.

This versatile unit gives
Full Control
of television
from across
the room!



Now add the extra convenience of full remote control to your enjoyment of RCA Victor Television. This new RCA "Magic Brain" Remote TV Control saves you time and steps. Lets you make fast, easy, accurate adjustments . . . from across the room . . . without leaving your easy chair! (1) Turns set on, (2) changes channels, (3) adjusts volume, (4) adjusts picture, (5) turns set off. Won't interfere with use of controls on the set. And like tuning with the

remote on your RCA Victor Television set, you get clear, steady pictures and full, rich sound. Compactly designed unit is durable brown plastic. Its built-in flat connecting cord is easily concealed under the rug. Surprisingly low priced, too, for so versatile a TV convenience. See it . . . try it . . . you'll want this new RCA "Magic Brain" Remote TV Control in your home!



RCA "MAGIC BRAIN" REMOTE TV CONTROL CATALOG SHEET

CONTENTS—Explains features of the new RCA "Magic Brain" Remote TV Control, and shows its uses. Controls on the "Magic Brain" are illustrated and their functions explained. Emphasizes convenience and comfort of using TV remote control, and stresses versatility of the "Magic Brain". Sheets are punched for both 3-ring and multi-ring binders.

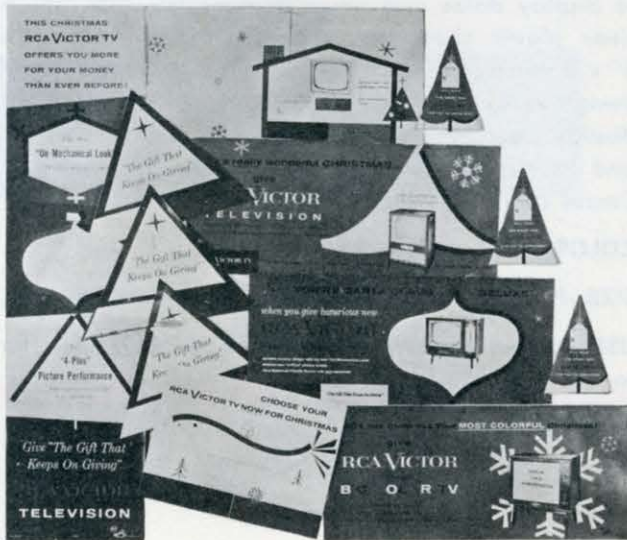
COLORS—Green and brown.

SIZE—8½" x 11".

USE—Authoritative reference for TV salesmen.

Form HV1971

BANNERS, CHARTS, STREAMERS



CHRISTMAS TV STREAMER KIT

CONTENTS—A 23-piece kit (see below) aimed at showing customers the many ways RCA Victor Television is their best Christmas buy. One of the four horizontal Streamers features BIG COLOR TV. There are 12 self-adhesive Christmas Tree Stickers with space for dealer to write in price information. Kit emphasizes newest RCA Victor TV selling features, stresses lay-away service, and plays up "early shopping" theme.

COLORS—Red, yellow, green and black.

SIZE—Easel-back Counter Card 8¾" x 12"—five easel-back Christmas Tree Cards 11" x 8¾"—four Streamers (one on BIG COLOR TV) 8½" x 20"—fifteen self-adhesive Christmas Tree Stickers 4" x 5¾"—Window Streamer (vertical) 9" x 36".

Form HV1962



"SEE COLOR TV" CLOTH BANNER

DETAILS—Invites people to see shows "here" on RCA Victor BIG COLOR TV . . . "big as life—real as life." This colorful banner on satiny white cloth is trimmed with a gold fringe at the bottom, and supported by dowel and cord at the top.

COLORS—Red, yellow, blue and green.

SIZE—18" x 24".

USE—Dealer window and in-store display; also for tavern use.

Form HC1975



COLOR TV VINYL PLASTIC PROGRAMMER

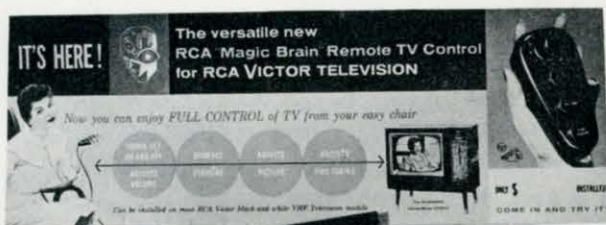
DETAILS—This handy plastic Programmer is designed to display dates and times of color telecasts. It's a clear plastic sheet that clings to glass, holding a 5" x 8" card in place. "Selling" copy and the colorful design make it a fine RCA Victor BIG COLOR TV display piece even without the program card inserted, and its size is ideal for use on doors or windows. Comes complete with 12 blank schedule cards.

COLORS—Red, yellow, blue and black.

SIZE—Programmer 11¼" x 12¾", Insert Cards 5" x 8".

USE—Dealer window and in-store display; also for tavern use.

Form HC2003



RCA "MAGIC BRAIN" REMOTE TV CONTROL STREAMER KIT

CONTENTS—A two-piece kit consisting of a Streamer and an easel-back Counter Card. Together they tell a rapid, graphic-story about the new RCA "Magic Brain" Remote TV Control and what it does. They also play up convenience of using remote control for TV. Streamer has space for dealer to write in price.

COLORS—Yellow, green, black and pink.

SIZE—Streamer 12" x 36"; Counter Card 12" x 16".

USE—Window and in-store display.

Form HV1970



MILTON BERLE SHOW STREAMER KIT

CONTENTS—This dual-purpose kit enables dealers to cash in on the drawing power of "Mr. Color Television" and new RCA Victor Big Color TV. Milton Berle stars in an all-new series of Color TV shows co-sponsored by Radio Corporation of America. The large, colorful streamer and big easel-back card invite customers to "see it here—see it best on RCA Victor Big Color TV." It's a tailor-made combination to boost sales for RCA Victor TV dealers.

COLORS—Blue, yellow, red and black.

SIZE—Streamer, 11½" x 46"; easel-back card, 12" x 16".

Form HC1954



MARTHA RAYE SHOW STREAMER KIT

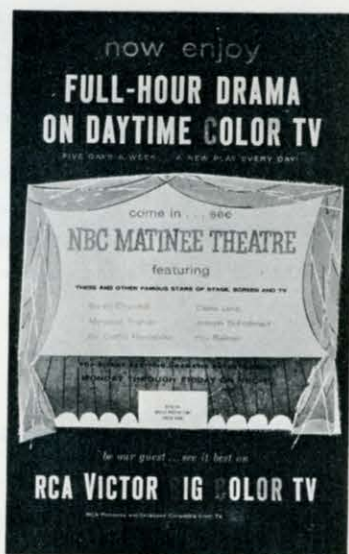
CONTENTS—This bright, two-piece kit shouts an invitation to enjoy America's favorite Comedienne on America's favorite TV! Ties the entertainment appeal of the new Martha Raye Show with "selling" copy on new RCA Victor Television—including "Big Change" features such as the "Un-Mechanical Look," new "High-and-Easy" tuning, and new "4-Plus" Picture Performance.

COLORS—Red, yellow, blue and black.

SIZE—Streamer, 11½" x 46"; easel-back card, 12" x 16".

USE—Window and in-store display.

Form HV2039



"NBC MATINEE THEATRE" STREAMER

DETAILS—Large, multi-color poster-type streamer featuring RCA Victor Big Color TV and the first hour-long dramatic colorcast in the daytime . . . Mondays through Fridays. On NBC-TV during store hours, it is a made-to-order opportunity for dealers to pull customers in to see RCA Victor Big Color TV in action!

COLORS—Blue, red, yellow and black.

SIZE—23½" x 34".

USE—For window or wall display.

Form HC2034

DISPLAYS



CHRISTMAS TV-RADIO-PHONO LITHO DISPLAY KIT

DETAILS—A color-bright multi-unit display consisting of a large Christmas tree center piece with deer cutouts . . . ladder-design radio merchandising rack . . . floor pole sign unit . . . standing Santa television unit . . . cutout deer and Christmas ornament easel-back cards . . . plus two die-cut TV Santas for on-set use. The tie-in copy theme of "Give RCA Victor—'The Gift That Keeps On Giving'" promotes RCA Victor Television, Radios, and "Victrola" Phonographs. Excellent attention-getter for in-store or window display of RCA Victor merchandise to make the most of the Christmas gift-buying season!

Form HB1945



ON-SET TV-RADIO-PHONO SANTA KIT

CONTENTS—This versatile kit of six easel-back Santa cutouts promotes RCA Victor Television, Radios, and "Victrola" Phonographs. Each of these cards is designed to be placed on the top edge of any of these sets. Four Santas carry a copy message featuring RCA Victor TV and the other two boost RCA Victor Radios and "Victrola" Phonographs. Ideal merchandise identification and Christmas tie-in promotion for every dealer's store.

COLORS—Four bright colors.

SIZE—Each Santa approx. 12" high, 8" wide.

USE—On sets in store and window displays.

Form HB2042



ON-SET CHRISTMAS ANGELS—CHOIR BOYS KIT

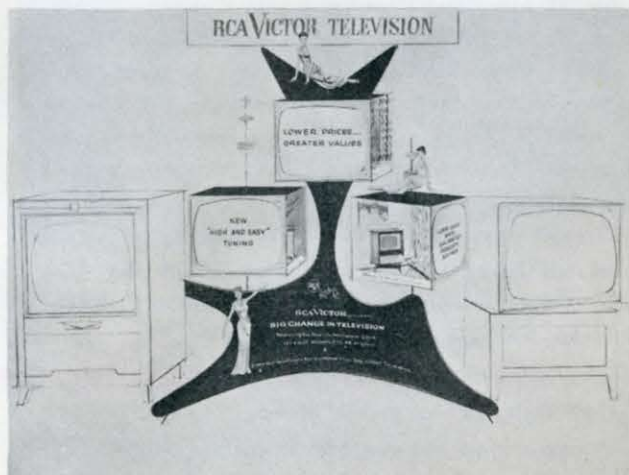
CONTENTS—This is a five-piece, versatile display kit to add color and Christmas atmosphere to dealer showrooms. Includes three of the famous RCA Victor TV angels and two of the new RCA Victor TV choir boys. All are bright eye-catchers of three-dimensional design. Each is a self-supporting cardboard display piece.

SIZE—Height: one angel, 26"; two angels, 8½"; and two choir boys, 8½".

USE—For display on TV sets, also on counters and in windows.

Form HV2049

ITINERANT DISPLAYS



"BIG CHANGE" TV ITINERANT DISPLAY

DETAILS—Here's a strikingly designed display that has everything . . . motion, color, dramatic lighting! It commands attention to the "Big Change in Television" by RCA Victor. The three revolving cubes are activated by an electric motor concealed in the base. Sides of each cube show the RCA Victor trade-mark, and a full-dimension, miniature room setting with a TV set. Viewers see a continually changing arrangement of these elements. Attractive cutout figures add extra eye-appeal to the display. Lights that flash upwards spotlight the "RCA Victor Television" embossed and gold-finished panel at the top. In every way, it's a terrifically effective display for RCA Victor TV.

SIZE—Overall, approx. 89" high, 82" wide, 36" deep.

Form HV1946



REVISED MODERN ABSTRACT TV ITINERANT DISPLAY

DETAILS—This ultra-modern display now has been brought up-to-the-minute with new selling copy on the "Big Change in TV" by RCA Victor! (It is a revision of the display shown on page 23 of the RCA Victor TV Advertising and Sales Promotion Catalog, 1955-56, Vol. 1—No. 1.) Provides a luxurious setting for new RCA Victor Television and calls attention to outstanding features of the sets. Center unit: 87½" high, 90" wide, 35" deep; and side units: 61" high, 60" wide, 28" deep.

Form 2A7740 Rev.

SIGNS



4' INDOOR LIGHTED VALANCE SIGN

DETAILS—Brilliant day and night window identification for RCA Victor TV and Radio dealers. Translucent top and bottom panels make effective "night light". This long, slender valance sign is also excellent identification for in-store purposes . . . it can be hung with "S" hooks and chains, or fastened to wall with screws (fixtures provided). Plastic face is framed in sturdy sheet metal cabinet, and brightly lighted by two 40-watt daylight fluorescent lamps.

(Replaces Form 1A3031 on page 26 of the RCA Victor TV Advertising and Sales Promotion Catalog, 1955-56, Vol. 1—No. 1.)

COLORS—Red, yellow, black and white.

SIZE—14" high, 48" long, 3½" deep.

USE—Window and in-store identification.

Form HB2001



6' INDOOR LIGHTED VALANCE SIGN

DETAILS—A full six feet of brilliant day-or-night window identification for RCA Victor TV and Radio dealers. Dealer Panel attached at bottom (optional, Form HB2036) is illuminated by spill light from the sign's four 30-watt fluorescent lamps. Sign makes a good "night light" with or without Dealer Panel attached . . . can be installed on chains and "S" hooks, or fastened to wall with screws (fixtures provided). Face is sturdy embossed plastic, in sheet metal cabinet.

COLORS—Red, yellow, black and white.

SIZE—14" high, 72" long, 3½" deep.

USE—Window or in-store identification.

Form HB2002 (Sign only)

Form HB2036 (Dealer Panel only)



NEW 1' x 2' INDOOR-OUTDOOR ELECTRIC SIGN

DETAILS—Vivid outdoor or indoor, round-the-clock RCA Victor TV and Radio dealer identification! This handsome new sign has faces of weatherproof plastic in a non-rust aluminum cabinet. It is brightly lighted by four 15-watt incandescent bulbs, and installed on "scroll" bracket, or with guy wires (fixtures provided).

(Replaces Form 3B5391 on page 25 of the RCA Victor TV Advertising and Sales Promotion Catalog, 1955-56, Vol. 1—No. 1.)

COLORS—Red, yellow, black and white.

SIZE—12" high, 24" long, 8" deep.

USE—Outdoor or in-store identification.

Form HB2010



NEW LIGHTED MULTI-COLOR TV BOX SIGN

DETAILS—A "rainbow" of colors shines through the face of this sign when it's lighted—ties in perfectly with RCA Victor BIG COLOR TV, as well as black-and-white TV displays. Sign face is white with "RCA Victor" in bright red, "Television" in blue. Cabinet is galvanized iron with brown hammertone finish; heat-resistant plastic face is framed by polished aluminum. Cabinet has rubber "feet" for use on top of TV set or counter, and "S" hooks and chain for hanging (fixtures provided). Lighted by one 24" fluorescent lamp.

(Replaces Form 2A5500 on page 26 of the RCA Victor TV Advertising and Sales Promotion Catalog, 1955-56, Vol. 1—No. 1.)

SIZE—6" high, 24" long, 3" deep.

USE—In-store identification.

Form HV1961



NEW 2' x 4' OUTDOOR ELECTRIC SIGN

DETAILS—This big, colorful outdoor sign provides eye-catching RCA Victor TV and Radio dealer identification for blocks in both directions! Optional Dealer Panel (Form HB2035) also has double face, and is lighted by spill light through bottom of sign cabinet. Four 48" T-12 daylight fluorescent lamps shine through vividly embossed plastic faces. Cabinet is heavy-duty extruded aluminum with fluted design—installed on mast arm or end arm (fixtures provided).

(Replaces Form HB1541 on page 25 of the RCA Victor TV Advertising and Sales Promotion Catalog, 1955-56, Vol. 1—No. 1.)

COLORS—Red, yellow, black and white.

SIZE—24" high, 48" long, 8" deep.

USE—Outdoor identification.

11 **Form HB1978 (Sign only)**

Form HB2035 (Dealer Panel only)

CUSTOMER PROMOTION ITEM



TELEVISION POCKET SECRETARY

DETAILS—Top quality, genuine saddle leather Pocket Secretary stamped with the RCA Victor "Nipper" trade-mark and the copy line: "Every Year More People Buy RCA Victor Than Any Other Television". A real "prestige" item with zipper-closed bill compartment, leather-covered address book, and a separate leather postage stamp holder—comes complete with mechanical pencil and note pad.

COLORS—Tan leather stamped in gold.

SIZE—3¾" x 7".

USE—Wallet and note pad; "prestige" give-away.

Form HV2043

Refill note pads, min. order 25—larger orders in multiples of 25 pads.

Form HV1977

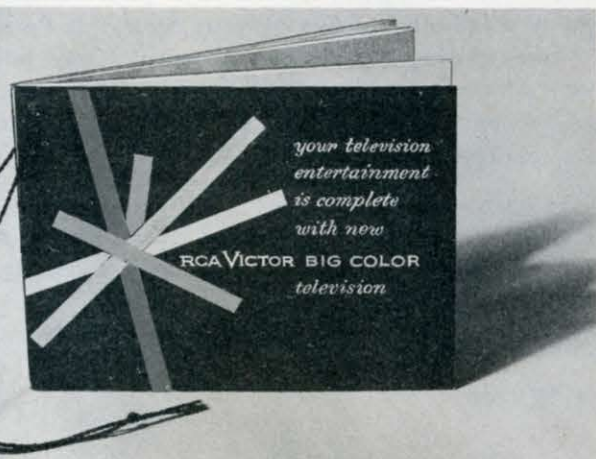
MISCELLANEOUS PROMOTION MATERIAL



COLOR TV TAVERN PROMOTION KIT

CONTENTS—A timely and long-term combined selection of promotional pieces to help taverns capitalize on RCA Victor Big Color TV. Includes 3 items featuring the World Series; 4 streamers and 1 easel-back card on colorcasts of NCAA College Football Games; a "See Color TV" cloth banner; a transparent plastic programmer with cards for listing Color TV show schedules; newspaper mats inviting customers; plus a folder telling "how to use" this complete kit to promote business for taverns . . . with RCA Victor Big Color TV!

Form HC2024



COLOR TV ON-SET TAG

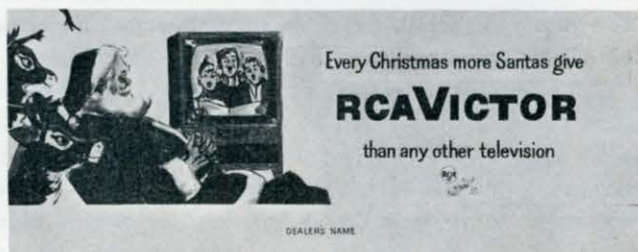
DETAILS—An impressively deluxe on-set tag printed in six colors, it invites customer attention to the superb features of RCA Victor Big Color TV. Copy emphasizes the complete entertainment offered by color television, high-fashion styling of the sets, and the rich quality of RCA Victor Color TV performance. Easily attached to control knob on the set.

SIZE—3" x 4" (8 pages).

USE—On RCA Victor Color TV sets in store.

Form HC1973

BILLBOARDS AND CAR CARDS



CHRISTMAS TV 24-SHEET POSTER

DETAILS—As "Christmasy" as a Christmas tree, this billboard makes a warm-hearted appeal to viewers with a merry-faced Santa Claus. Copy featured is one of RCA Victor TV's most popular advertising lines: "Every Christmas More Santas Give RCA Victor . . .". It's a sure-fire sales starter for the holiday season. Dealer imprint space provided.

COLORS—Full color.

Form HV2027

Also available as a CAR CARD.

Form HV2028



COLOR TV 24-SHEET POSTER

DETAILS—The focal point of this new Color TV billboard is a full-color picture of Mary Martin as Peter Pan—taken during the famous colorcast! Copy hits quickly with message that **BIG COLOR IS HERE**. Also promotes the new RCA Victor 21-Inch Color TV sets. Dealer imprint space provided.

(This billboard and car card described (but illustrated in layout form) on page 42 of the RCA Victor TV Advertising and Sales Promotion Catalog, 1955-56, Vol. 1—No. 1.)

COLORS—Full color.

Form HC1869

Also available as a CAR CARD.

Form HC1870



NEW RCA VICTOR TV 24-SHEET POSTER

DETAILS—Plays up "The Big Change in TV" by RCA Victor. Full-color illustration of a beautiful girl draws attention to the quick-selling "Big Change" message. Dealer imprint space provided.

COLORS—Full color.

Form HV1919

Also available as a CAR CARD.

Form HV1920



TV DELUXE 24-SHEET POSTER

DETAILS—A strikingly designed poster that commands attention . . . promotes new RCA Victor Television Deluxe with sales-inviting copy and eye-catching illustration. Dealer imprint space provided.

(This billboard and car card described (but illustrated in layout form) on page 43 of the RCA Victor TV Advertising and Sales Promotion Catalog, 1955-56, Vol. 1—No. 1.)

COLORS—Full color.

Form HV1860

Also available as a CAR CARD.

Form HV1921

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*The contents of this book are subject to change as conditions may warrant.
Distributors will be notified of the availability and final specifications of new items.*

