

RCA Dealer News

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1974 consoles 'leapfrog' industry

"RCA's 1974 console model color sets will outperform any other receivers on the market!"

That confident prediction comes from Rolly Fahl, Manager, Television Products, at RCA who supports his contention by pointing to the many improvements in this year's consoles.

"In the first place," he says, "all but two of our color consoles now have 100 percent solid state chassis' and tuners — 'AccuColor 100', we call it — and they're equipped with the advanced Super AccuColor negative black matrix picture tube."

"Furthermore," he continues, "new circuit designs and greatly increased chassis voltage are giving us the sharpest, clearest, brightest pictures we've ever had — and that's what sells television sets."

Styling helps too, of course, and this year's consoles place

emphasis on the currently popular down-to-the-floor models in a well-balanced selection of Spanish, Traditional and Modern that will blend perfectly with any interior.

RCA's exclusive AccuTouch push-button tuning has also been improved this year to provide for twelve UHF channels rather than the previous four. AccuTouch is still an important top-line console feature and Fahl says that it is being used more widely this year in response to consumer demand.

Another important change in the 1974 consoles is the new "AccuMatic 4" color control (see story on page two) that takes all the guesswork out of color tuning. This enhanced AccuMatic 4 is being built into most color sets in the RCA line and Fahl believes that it will be an important selling point in this year's models.

In its 26-inch consoles, RCA has come up with a particularly attractive and practical idea by locating the picture controls so that they swing out conveniently when the concealing door is opened. This will eliminate the groping and peering that has always been an aggravating aspect of recessed controls.

"I honestly believe that we have leapfrogged the industry this year," Fahl concludes, "and I think that the success of our QRS quality control program has been such that we have not only made great improvements in performance, but have greatly increased the overall quality of all our sets."

The entire console line is made completely in Canada at RCA's Prescott, Ontario plant — a fact that Fahl believes is of growing importance in the minds of Canadian consumers.



RCA's Rolly Fahl really loves his new consoles.

Made in Canada All-new solid state portables boast console performance

This year, for the first time, RCA is introducing 100 percent solid state circuitry into its Canadian-made 20-inch color portables. These new portables will be available in Spanish, Colonial and Contemporary designs with optional matching pedestal bases.

Rolly Fahl, Manager, Television Products, sees a ready market for these new receivers, all of which feature RCA's new "AccuMatic 4" color locking system, solid state tuners and plug-in modules for easy servicing.

"This is the first time that we've been able to offer our AccuColor 100 circuitry in a Canadian-made portable," he says, "with the result that we can now give console performance in a 20-inch set. We think that customers will love them."

The picture tubes in these new portables are all Super AccuColor negative black matrix and produce the brightest, sharpest pictures ever.

A measure of RCA's confidence in this new line of portables is the fact that fully 40



percent of its 1974 portable production will be AccuColor 100s. The remaining 60 percent will be composed of sets featuring the less expensive but equally reliable Super 90 chassis and leader models with the conven-

tional AccuColor chassis'.

All of the 1974 portables are equipped with solid state tuners and Fahl predicts that by the spring of 1974, virtually all of RCA's television output will be 100 percent solid state.

Advertising RCA buys CTV National News

RCA has just purchased advertising time on one of Canada's top-rated television programs, the CTV National News. The company's new commercials will begin on June 1 and continue on a three-a-week basis for 13 weeks. This frequency will increase to four spots a week during the fall and winter months.

"We're getting a head start on the rest of the industry," says Laurie Small, Manager, Advertising, "and we intend to stay ahead. We want to give our dealers the maximum support in their drive for a larger share of the market this year and we're mounting the most extensive advertising campaign in our history to do it."

Small elaborates by revealing that RCA is now negotiating for as many as 12 additional television spots a week in 15 major markets across the country. A similar buy will be made on French language stations throughout Quebec.

"We are also going heavily into print advertising for our audio products," he continues,

"and this will include a series of full-page color ads in national magazines in both French and English."

The theme of RCA's seven new television commercials will be simple and straightforward.

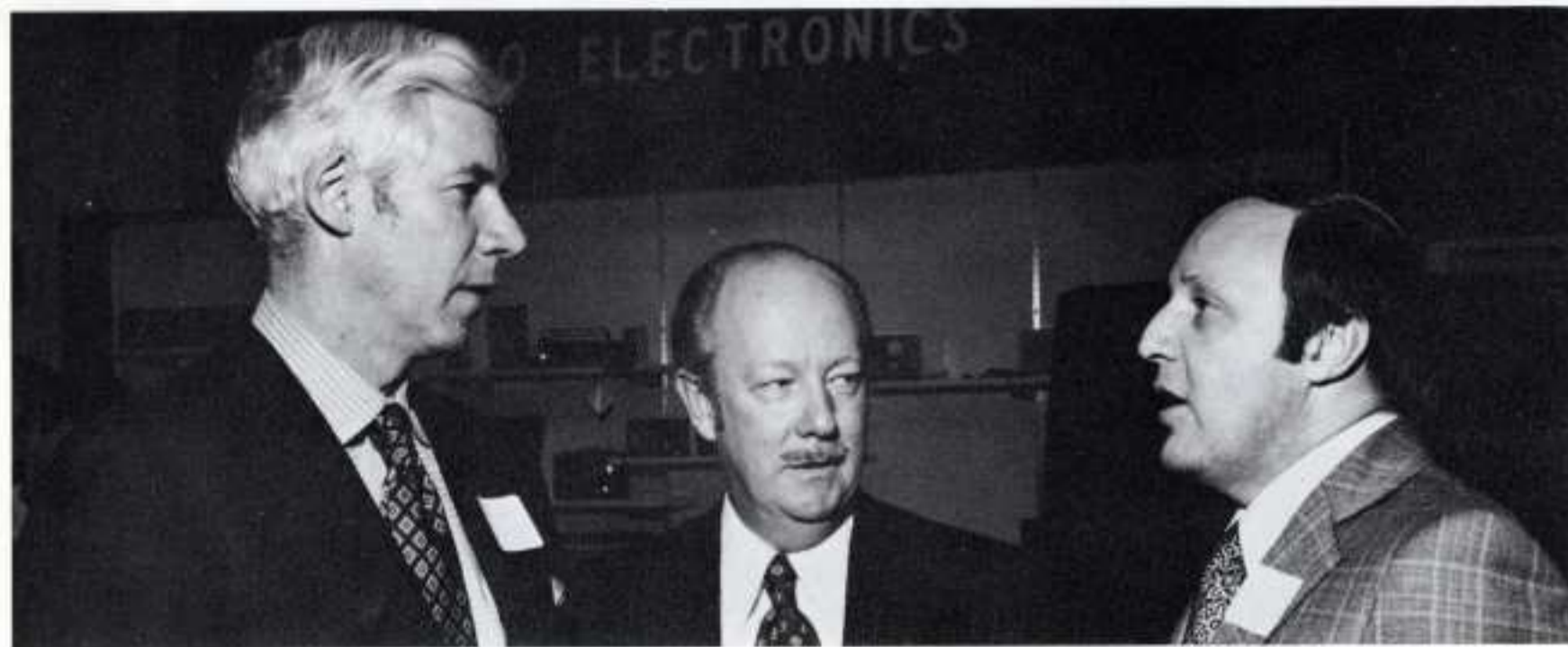
"Our market surveys show that people buy television sets for beautiful color, not for gadgets and doo-dads," Small declares. "We've got beautiful color, so were just going to tell people about it. It's as simple as that... and as effective."

**Imports
could hurt
Canadian
dealers**

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QRS program

RCA talks Quality, Reliability, Service to Canadian suppliers



John D. Houlding, President, RCA Limited (left) discusses the company's QRS program with Phil Trudel, Manager, Quality and Consumer Services and Norm Herchak (right) Sales Manager of Synthane-Taylor, an RCA supplier during an all-day meeting in Toronto.

Top executives from more than 50 of the Canadian companies that supply materials, parts and components for RCA television sets learned about the company's comprehensive new QRS (Quality, Reliability, Service) program at a recent meeting in Toronto.

The purpose of the meeting was to establish a closer relationship between RCA and its suppliers with the ultimate aim of improving the quality of components that go into its Canadian-made television receivers.

John D. Houlding, President, RCA Limited, opened the meeting by emphasizing the company's continuing commitment to a "buy Canadian" policy, but warned against the increasing pressures being brought to bear on all aspects of the Canadian electronics industry by off-shore

competition.

"In 1967," he said, "80 percent of the television receivers sold in Canada were made in this country." "Five years later," he continued, "in the first 10 months of 1972, this share of the market had dropped from 80 percent to 53 percent. This means that non-Canadian producers have more than doubled their share of our market."

"At RCA, we are satisfied that we can at least reduce and possibly eliminate further incursions into our markets by improving the quality of our products and service, while holding down costs to a competitive level. . . success will depend to a large extent on the cooperation of you, our suppliers."

The message was clear and several of the vendors present at the all-day meeting responded

by offering to share their facilities with RCA engineers and technicians in order to produce components which are more specifically matched to their function in RCA television sets.

The suppliers said they welcomed the opportunity of working more closely with RCA, since it has sometimes been difficult in the past for them to know immediately when problems arise and the steps that should be taken to deal with them. The QRS program has also led to a much closer coordination between the company's own manufacturing plants. This, in turn, has produced some dynamic solutions to previous problems relating to quality and every plant now has its own comprehensive QRS program with as many as 10 different projects in operation at each location.

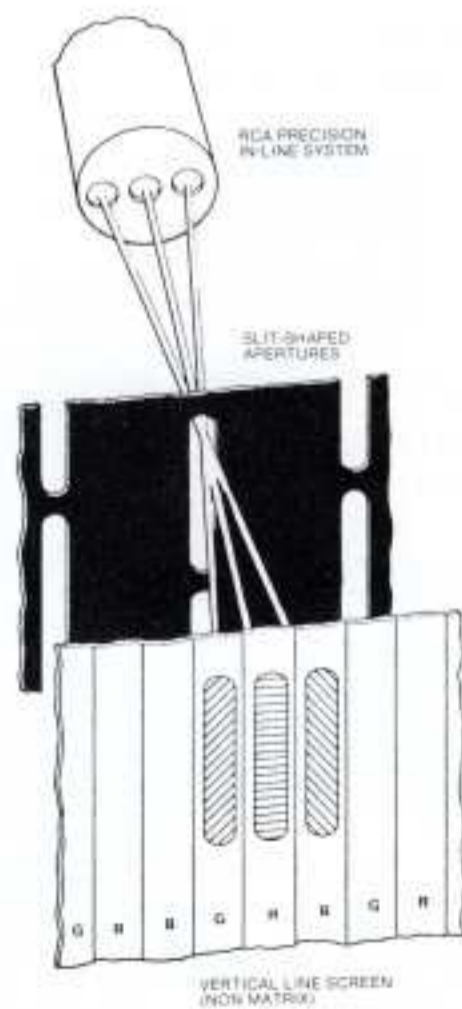
New TV tube concept

'AccuLine' color picture tube eliminates components, simplifies servicing

RCA is ushering in a new generation of solid state color TV this year with the introduction of the "Projecta" line of 15-inch and 17-inch portables. Both models feature the radically new AccuLine picture tube system which incorporates the first major color tube design changes at RCA in almost 20 years.

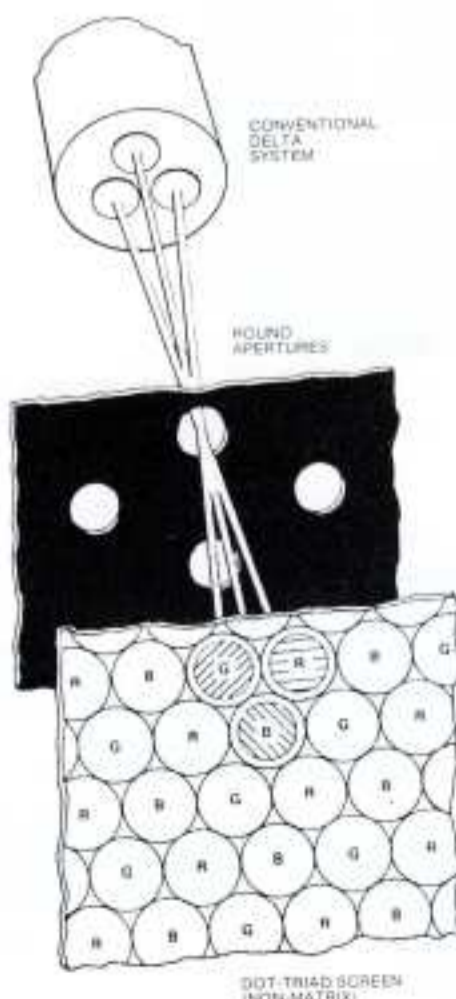
This new tube utilizes a unique precision, in-line, triple-beam gun structure and employs vertical phosphor lines to form the color TV picture, instead of the tri-color phosphor dots used in conventional tubes. The result is excellent overall color performance, picture sharpness and brightness. In contrast to the conventional tri-color-dot picture tubes, the new AccuLine system eliminates up to 12 separate, time-consuming color tube alignments both at the factory and in the home. It also eliminates many complex circuit components and simplifies servicing.

In addition to innovative engineering, the Projecta portables feature trim, shallow cabinetry which is made possible by



the comparative shortness of the new tube. Both sets have a smart, contemporary look and come in a choice of white finish or charcoal bronze with walnut graining.

Comparison between new RCA precision in-line and conventional tri-color-dot delta color television tube systems.



Audio

RCA adds to modular stereo line

RCA is introducing five totally new modular stereo units to its 1974 line. This represents a major shift of emphasis for RCA, but Alex MacLellan, Manager, Audio Products, says it reflects changes in consumer preferences. "Modular systems will out-sell console stereo by at least 2 to 1 this year," he says, "and with a full range of seven different models varying in price from \$239.95 up to \$599.95, we expect to capture a good share of the market." All but two of these modular stereos come equipped with a built-in Stereo 8 cartridge player, while one of the others feature a built-in cassette recorder. "More and more people are putting Stereo 8 units in their cars," says MacLellan, "and they want to be able to play their tapes at home as well. Consequently, I think this added feature will be very popular."

Audiophiles have responded favorably to RCA's Dimensia IV Enhanced Four Channel Sound System and the effect it produces, so five of the new modular units will be equipped with this

capability. Two other top-line models have been designed for easy adaptability to 4 channel stereo at a later date.

"We're proud of these new modular designs," says MacLellan, "especially since they were all designed right here in Canada by our own people."

Consoles coming!

A complete line of decorator designed furniture stereo consoles will be forthcoming from RCA in the late summer. These new consoles will feature today's best-selling furniture designs, hand-crafted by skilled cabinet makers at RCA's Owen Sound, Ontario plant.

Gerry Shier, Manager, Marketing, says that the company has conducted extensive consumer surveys to be sure that these new consoles are in tune with market demand.

"We are now convinced," he says, "that we have a line of real winners here and I would hate to see any dealers committing themselves too early, before they've had a chance to look at what we've come up with. Dealer open houses for the new consoles will begin in late August or early September. . . so don't be too hasty, you might just miss the boat."

He's got our number



RCA Dealer Bill Mione of Port Colborne, Ontario isn't one to miss a promotional opportunity. When Ontario's new five year license plates were offered with a "personalised" option, he wasted no time applying for the "RCA 100" designation. Mione, who is one of the largest RCA dealers in the Niagara Peninsula, says his new plates are still attracting lot's of attention.

AccuMatic 4

New four-function automatic color picture control

RCA's highly successful AccuMatic color control system has been expanded for 1974 to include two new automatic functions. Now, for the first time, one button automatically brings brightness and contrast within a normal pre-set range, as well as color and tint. All four functions can be "tailored" individually within the pre-set range to conform to personal preference or various viewing conditions.

Automatic Fine Tuning, however, still remains a separate function from AccuMatic 4, since experience has shown that many customers like to use AFT independently from the automatic color control. In a cable area, for example, or if two adjacent stations cause interference, AFT can be disengaged to allow manual fine tuning without sacrificing any of the convenience of AccuMatic 4.

Imports threaten Canadian jobs

TV dealers could also be seriously affected

by R.A. Phillips, Vice-President and General Manager, Consumer Electronics and Appliances

As the largest manufacturers of consumer electronics in Canada, we at RCA Limited are gravely concerned about the future of this essential national industry. After more than 50 years in this country and with more than 5,200 employees working at seven major Canadian plants and installations, we are committed to the growth and development of Canadian communications technology. Now that commitment and the future it represents are in serious danger.

Low-priced imports employing highly advanced technology and competitive quality are challenging Canadian manufacturers and are seriously compromising the continued viability of the Canadian electronics industry as well as the long term prospects of Canadian retail dealers.

Exactly how serious the situation has become can be seen from the fact that last year, approximately 40% of the color television sets and 60% of the black & white sets sold in Canada were imported, while sales of Canadian-made sets suffered accordingly.

It is a depressing situation, since for every foreign set sold in Canada, we, as a country, lose

much more than just the assembly of a television receiver. We lose the manufacture of the glass that goes into the picture tube, of the copper wire that goes into the circuitry, of the steel that goes into the chassis and cabinet, of the wooden furniture that goes into the consoles and even of the cartons used for packing and shipping. At RCA Limited, for example, we spend \$25 million every year on Canadian made materials and components for television alone. This represents employment for three times as many people as the assembly of a finished set.

We, as Canadians, stand to lose all of this if we cannot improve our competitive position in the consumer electronics industry within our own country. To do this means lowering cost, improving quality and enlisting the active support of our dealers since, from the dealers' point of view, any deterioration in our Canadian manufacturing capability would have serious long-term effects.

Without a domestic source of supply, dealers in this country would be forced to rely almost entirely on foreign producers for their inventory. This, in turn, would put them at the mercy of suppliers far beyond their



sphere of influence and would subject them to the uncertainties of such things as changing currency values, shipping strikes and delays, as well as shifting national priorities in various countries of origin. It is obviously an unattractive prospect and one we all wish to avoid.

At RCA Limited, we believe that with the support of our dealers we can reverse present trends and recapture much of the ground we have lost in the past few years. To this end, we have introduced far-reaching programs aimed at improving the quality of our products and increasing our efficiency of manufacture, while doing our utmost to hold costs at competitive levels in the face of severe inflationary pressure.

Our IBS (Integrated Business Systems) program, for example, brings a building block approach to television manufacturing similar to that used in the auto industry. By designing chassis assemblies that are common to a wide variety of models, we have eliminated the need to undergo a new learning process each time we produce a different model.

Another important step toward improving our competitive position was the introduction of

the radical QRS (Quality, Reliability, Service) program. This unusually comprehensive quality control concept is now working effectively to eliminate costly quality problems before they arise.

But all of this will be of limited value unless the buying public is made aware that our Canadian-made television is as good as and probably better than most imports in the same price range. We, at the manufacturing level, can try but in the final analysis it is you, the dealers, who can do the most to sell Canadian quality, service and reliability.

At RCA Limited we are deeply committed to manufacturing as much in Canada for Canadians by Canadians as we possibly can. Last year at our Prescott, Ontario Plant, we made close to 30% of all television sets produced in Canada. In fact, just about 99% of all the television sets we sold were made in this country. We are a Canadian team at RCA and we want to keep on designing and building electronic products in Canada to meet Canadian requirements. But if we are to do so, we will need the continuing active support of you, our dealers.

Dishwashers So you think you know television!

1974 models incorporate important customer features

RCA's new "E" line dishwashers have been completely redesigned for 1974 to include what Ray Girouard, Manager, Appliances, calls "the most customer-appealing array of features we've ever offered."

"For one thing," he says, "all seven models in the new line are equipped with a Sanitizer that kills bacteria during both the wash and rinse cycles, guaranteeing virtually germ-free dishes."

"We designed our Sanitizer system to guarantee a minimum of 10½ minutes of wash time at no less than 140 degrees," he continues, "and this is in complete accordance with the requirements specified for properly sanitizing dishes."

Another important improvement in these Canadian-built machines is that all of the front-loading portables can now be converted to under-the-counter installation without the need of a conversion kit. The conversion instructions are taped to the left rear legs.

"We've also designed our convertible models so that they are impossible to tip, no matter how much weight is placed on the open front door," says Girouard. "This means that they easily meet CSA requirements of a 50 lb. door weight capacity."

"Of course our multi-level jet

spray washing action is the real heart of these new dishwashers," he continues. "We've designed two levels of jets that are so powerful, there's no more need for prerinsing. Furthermore, six of these seven models have a soft food disposer that pulverizes small food particles and washes them away. The seventh model has a self-cleaning filter system that performs the same function."

"All this," declares Girouard, "along with other features like pushbutton programming, automatic detergent dispensers, a 'no-flood' safety system and a cooler drying system that is safe for plastics or bakelite, are the kind of things people want in a dishwasher these days."



RCA's new power drying system is cooler for thorough, safe drying.

Do you know as much as you should about color television? Try answering the following multiple choice questions and find out. The questions are designed to test your basic knowledge of fundamentals and require no special technical background or engineering skill. Answers appear on page four, if you have fewer than six correct answers it might be time to brush up with a little homework.



1. A negative black matrix picture tube is better because

- it gives brighter pictures.
- it reduces color shift when changing channels.
- it requires less chassis power.

2. RCA television tuners are specially shielded to prevent

- picture interference from passing aircraft.

- overlapping of cable signals by local stations.
- audio interference from automobiles.

3. RCA's new "AccuMatic 4" Color control allows for small personal adjustments to

- color, tint.
- brightness, contrast.
- color, tint, brightness and contrast.

4. The use of solid state circuitry in RCA's new AccuColor 100 portables

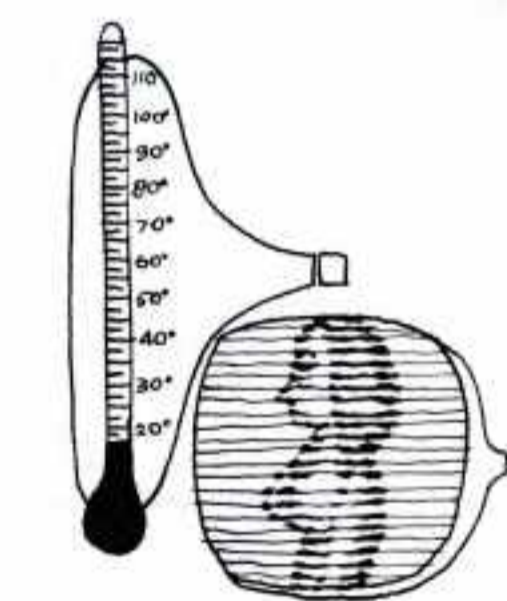
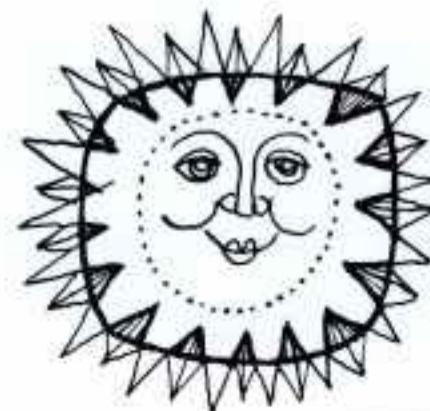
- delivers more power to the picture tube.
- makes them easier to align at the factory.
- makes them less expensive to manufacture.

5. The only complete color picture tube manufacturing plant in Canada is located at

- Midland, Ontario.
- Prescott, Ontario.
- Ste-Anne-de-Bellevue, Quebec.

6. Greater Chassis power can result in

- better fringe area reception.
- brighter pictures.
- warmer, more lifelike color.



7. RCA's new precision in-line picture tube is revolutionary because

- it operates at lower temperatures with less power.
- it requires fewer scanning lines to create a picture.
- it is simpler to align and service.

8. The integrated circuits in an AccuColor 100 television chassis are

- silicon wafers containing an equal number of black, white, red and yellow components.
- a complex assembly of transistors and diodes wired together to perform especially complex functions.
- a microscopic assembly of components bonded to a silicon wafer.

9. RCA's unique AccuTouch tuning was designed and developed

- by engineers at the company's Princeton labs.
- by a Canadian engineering team in Montreal.
- by the National Research Council in Ottawa.

QUIZ

