

RCA Accessories Center

show
it!
sell
it!



A self-service merchandising display rack that helps you cash-in on additional sales and profits.

RCA
Parts and
Accessories

it's smart! it's stylish!

Use just one, or many units around your showroom. RCA Accessories Center's clean, bright colors fit any situation, complement any interior color scheme.

AND, IT TAKES UP ONLY 3½ SQ. FT. OF YOUR VALUABLE SELLING SPACE.

Features . . .

- Overall width is 36-inches
- Overall height is 54-inches
- Locked steel base shelf, 14-inches deep.
- 1¼-inch perforated, tempered, white pegboard back.
- Attractive "RCA Accessories Center" display sign is part of the design.
- Bright yellow "Reminder" cards hang last on all package hangers—to remind you when it's time to reorder.
- Two-tone beige, perma-baked enamel finish. Sturdy structural supports.
- Designed for fast and easy assembly.
- 6-inch and 10½-inch heavy-duty, chrome-plated, steel peg hooks.

Here's the colorful, sturdy, built-to-last merchandising display with the brand new RCA Blister Pack design that'll stop your customers . . . and then sell them.

The complete self-service center, with RCA accessories especially selected for quick sales, fast turnover, and high profits. Fast movers in the product assortment include . . .

1. Universal replacement antennas
2. Antenna hardware
3. Couplers
4. Splitters
5. Lightning arresters

All products proven by customer demands! ! !

Attention Distributors:



show it! sell it!

RCA Accessories Center Rack \$36.00 value—FREE! FREE! FREE!

With your purchase of 10Y1000 Accessories Assortment.

The **10Y1000** is a valuable self-service Accessories Merchandising Display that comes complete with re-order cards, hooks, instructions and 270 beautifully packaged products.

This handsome new rack holds a full assortment of specially selected, fast moving merchandise.

All products are beautifully packaged in colorful new "blister-packs" for customer appeal.

28 items 280 cards

10Y1000 Distributor cost: \$149.25

Rack is FREE! (\$36.00 value) with your purchase of RCA Accessories Center merchandise.

Freight Prepaid! You can drop ship the 10Y1000 RCA Accessories Center direct to your dealers!

10Y1000 Dealer Cost: \$220.05

Distributor Cost 149.25

Distributor profit (32%) \$ 70.80

Retail Value of assortment \$363.05.

10Y1000 is a permanent Accessory Merchandising Display that will provide you with fast turnover . . . less handling . . . bigger profits for years to come.

Cash-in now on packaged sales with RCA's Accessories Center, the modern way to sell for volume sales and profit.

RCA Parts and
Accessories

DISTRIBUTOR PRICE SCHEDULE

10Y1000 RCA Accessory Center Rack

| Stock No. | Description | Retail Guide Price Per Card | Dist. Cost Per Card | No. Cards on Rack | Dist. Total Cost |
|-----------------|--|-----------------------------|---------------------|-------------------|------------------|
| 10E100 | Universal Replacement Antenna—4 section 1 to a card | \$1.90 | \$.75 | 10 | \$ 7.50 |
| 10E101 | Universal Replacement Antenna—5 section 1 to a card | 2.10 | .90 | 10 | 9.00 |
| 10A135 | VHF/UHF Splitter 1 to a card | 3.00 | 1.00 | 10 | 10.00 |
| 10J577 | Test Clip Leads 30" 5 to a card | 1.58 | .57 | 10 | 5.70 |
| 10E300 | Universal Replacement Antenna—6 section 1 to a card | 2.45 | .95 | 10 | 9.50 |
| 10A180 | Two Set Coupler—300 ohm 1 to a card | 2.39 | .80 | 10 | 8.00 |
| 10Y260 | Insulated Wiring Nails (Tacks) | .95 | .38 | 10 | 3.80 |
| 10Y152 | "U" Type Cable Clamp 3 to a card | 1.34 | .59 | 10 | 5.90 |
| 10Y156 | Guy Ring & Collar 1 to a card | .58 | .25 | 10 | 2.50 |
| 10Y157 | Low Loss Standoff Inserts 6 to a card | .36 | .17 | 10 | 1.70 |
| 10Y143 | 3½" Mast Standoff with Strap 2 to a card | .58 | .25 | 10 | 2.50 |
| 10Y141 | Masonry Nail-In Standoff 2 to a card | .52 | .23 | 10 | 2.30 |
| 10Y140 | 3½" Standoff—4 to a card | .42 | .19 | 10 | 1.90 |
| 10Y142 | Snap-On Standoff—2 to a card | .52 | .23 | 10 | 2.30 |
| 10Y146 | Hook Screw—3 to a card | .58 | .25 | 10 | 2.50 |
| 10Y153 | Turnbuckles—2 to a card | .97 | .43 | 10 | 4.30 |
| 10Y147 | U-Bolt Clamp Assy.—1 to a card | .58 | .25 | 10 | 2.50 |
| 10Y255 | Antenna Lead-In Wire Switch 1 to a card | .54 | .30 | 10 | 3.00 |
| 10Y144 | 7½" Mast Standoff with Strap 2 to a card | .67 | .29 | 10 | 2.90 |
| 10Y154 | 7½" Standoff—4 to a card | .67 | .29 | 10 | 2.90 |
| 10Y148 | 4" Wall Bracket—1 to a card | 1.34 | .58 | 10 | 5.80 |
| 10Y158 | 5½" Standoff—3 to a card | .81 | .35 | 10 | 3.50 |
| 10Y251 | Antenna Lead-In Wire Clip 2 to a card | .75 | .28 | 10 | 2.80 |
| 10Y145 | Wood Screw Eyebolt—3 to a card | .58 | .25 | 10 | 2.50 |
| 10Y151 | Guy Wire, 100 Ft. Sleeve | 2.19 | .96 | 10 | 9.60 |
| 10Y150 | Z Mount—1 to a card | 4.72 | 2.08 | 10 | 20.80 |
| 10Y155 | Ground Wire, 50 Ft. Sleeves, 8 gauge | 2.17 | .95 | 10 | 9.50 |
| 10Y149 | Mast Clamp—1 to a card | .87 | .39 | 10 | 3.90 |
| 28 Items | | | | 280 | \$149.25 |

Plus FREE rack (\$36.00 Value)

Order your assortment now. Just order **10Y1000** at \$149.25 each (28 different products, 280 items) for a complete Accessories Center. Freight PREPAID!

Optional Deal: While the 10Y1000 product selection has been based on proven best sellers, you may wish to make your own selection of items. You can omit certain items, or increase quantities as you desire. As long as your order is \$150.00 or more (from 10Y numbers only) you still get the Accessories Center Rack (\$36.00 value) free!!

Attention Dealers:



show it! sell it!

RCA Accessories Center Rack \$36.00 value—FREE! FREE! FREE!

With your purchase of 10Y1000 Accessories Assortment.

A complete assortment of specially selected, fast moving RCA Accessories Merchandise, beautifully packaged for quick sales, fast turnover, and high profits.

All products proven by customer demand.

28 items 280 cards

Plus . . . a beautiful self-service rack (\$36.00 value) *absolutely free* with your purchase of RCA Accessories Center merchandise.

| | |
|----------------------------------|-----------------|
| Retail Price of all merchandise: | \$363.05 |
| 10Y1000 Dealer Cost: | <u>220.05</u> |
| 10Y1000 Dealer Profit (40%): | \$143.00 |

FREIGHT PREPAID!

Cash-in now, on packaged accessories sales. It's the modern, efficient way to greater profits!

Your beautiful, permanent RCA Accessories Center will give you faster turnover . . . less handling . . . and bigger profits for years to come.

RCA

**Parts and
Accessories**

DEALER PRICE SCHEDULE

RCA Accessory Merchandising Rack

| Stock No. | Description | Retail Guide Price Per Card | Dealer Cost Per Card | No. Cards on Rack | Dealer Total Cost |
|-----------------|--|-----------------------------|----------------------|-------------------|-------------------|
| 10E100 | Universal Replacement Antenna—4 section 1 to a card | \$1.90 | \$1.15 | 10 | \$ 11.50 |
| 10E101 | Universal Replacement Antenna—5 section 1 to a card | 2.10 | 1.50 | 10 | 15.00 |
| 10A135 | VHF/UHF Splitter 1 to a card | 3.00 | 1.80 | 10 | 18.00 |
| 10J577 | Test Clip Leads 30" 5 to a card | 1.58 | .95 | 10 | 9.50 |
| 10E300 | Universal Replacement Antenna—6 section 1 to a card | 2.45 | 1.46 | 10 | 14.60 |
| 10A180 | Two Set Coupler—300 ohm 1 to a card | 2.39 | 1.43 | 10 | 14.30 |
| 10Y260 | Insulated Wiring Nails (Tacks) | .95 | .57 | 10 | 5.70 |
| 10Y152 | "U" Type Cable Clamp 3 to a card | 1.34 | .81 | 10 | 8.10 |
| 10Y156 | Guy Ring & Collar 1 to a card | .58 | .34 | 10 | 3.40 |
| 10Y157 | Low Loss Standoff Inserts 6 to a card | .36 | .21 | 10 | 2.10 |
| 10Y143 | 3½" Mast Standoff with Strap 2 to a card | .58 | .34 | 10 | 3.40 |
| 10Y141 | Masonry Nail-In Standoff 2 to a card | .52 | .31 | 10 | 3.10 |
| 10Y140 | 3½" Standoff—4 to a card | .42 | .26 | 10 | 2.60 |
| 10Y142 | Snap-On Standoff—2 to a card | .52 | .31 | 10 | 3.10 |
| 10Y146 | Hook Screw—3 to a card | .58 | .34 | 10 | 3.40 |
| 10Y153 | Turnbuckles—2 to a card | .97 | .59 | 10 | 5.90 |
| 10Y147 | U-Bolt Clamp Assy.—1 to a card | .58 | .34 | 10 | 3.40 |
| 10Y255 | Antenna Lead-In Wire Switch 1 to a card | .54 | .41 | 10 | 4.10 |
| 10Y144 | 7½" Mast Standoff with Strap 2 to a card | .67 | .40 | 10 | 4.00 |
| 10Y154 | 7½" Standoff—4 to a card | .67 | .40 | 10 | 4.00 |
| 10Y148 | 4" Wall Bracket—1 to a card | 1.34 | .81 | 10 | 8.10 |
| 10Y158 | 5½" Standoff—3 to a card | .81 | .48 | 10 | 4.80 |
| 10Y251 | Antenna Lead-In Wire Clip 2 to a card | .75 | .38 | 10 | 3.80 |
| 10Y145 | Wood Screw Eyebolt—3 to a card | .58 | .34 | 10 | 3.40 |
| 10Y151 | Guy Wire, 100 Ft. Sleeve | 2.19 | 1.31 | 10 | 13.10 |
| 10Y150 | Z Mount—1 to a card | 4.72 | 2.84 | 10 | 28.40 |
| 10Y155 | Ground Wire, 50 Ft. Sleeves, 8 gauge | 2.17 | 1.30 | 10 | 13.00 |
| 10Y149 | Mast Clamp—1 to a card | .87 | .52 | 10 | 5.20 |
| 28 Items | | | | 280 | \$220.05 |

Total retail value of all items listed: \$363.05 plus Free Rack (\$36.00 value)