

RCA VICTOR

first in black-and-white television
first in compatible color television

invites you to see and order

COLOR TV

at its brightest and best

Fifteen years ago, on April 30, 1939, RCA publicly introduced all-electronic BLACK-AND-WHITE TELEVISION at the opening of the World's Fair in New York. It was an almost unbelievable step forward in electronic communication—*sight* was added to sound!

Color is added to sight!

Now RCA brings you another great advance—one that was naturally expected from the pioneer and leader in black-and-white television. After spending almost \$30,000,000 in color research and development, RCA proudly presents to the public its all-electronic COMPATIBLE COLOR TELEVISION set.

Already color programs coast to coast!

Remember how thrilled you were at seeing your first color movie... how impressed you were by the first color snapshots you took? Here is a new kind of color picture—a picture transmitted through the air from miles away, brought into your home *alive* and *sparkling*—vivid, sharp, clear and bright—on an RCA Victor Color Television set.

You can't imagine what color television holds in store for you—till you see this new RCA Victor color receiver in actual performance. Already, NBC and another TV network are transmitting color programs from coast to coast. And right now—at your RCA Victor dealer's—you can see and order this newest electronic wonder of the world.

True-to-life pictures

The RCA Victor Compatible Color Television set is the ultimate in television quality. You get *every feature* that has made RCA Victor the most-wanted and highest-rated picture in black-and-white television—PLUS all the new, advanced circuits and tubes necessary to bring you the finest in color television.

Heart of the color set is the revolutionary RCA Tri-Color Picture Tube—the famous RCA development that made all-electronic compatible color television practicable. This tube electronically "paints" all the colors of the rainbow on the screen of the set. Imagine! Television pictures so true-to-life you can see the delicate skin-tones of actors and actresses... the flashing colors of ornate costumes as dancers swirl across the stage... the vivid green of the baseball diamond!

RCA Color Television is compatible

What about television programs that are transmitted in black-and-white? On the RCA Victor Compatible Color Television set, you will *automatically* see such programs in black-and-white. You don't even have to readjust the controls!

For example, if you should be watching a program in color, and then a black-and-white program comes on, the set will *automatically* put on screen superb black-and-white pictures of extremely high definition. And if the program following that should be in color, the set again will *automatically* bring you color pictures at their brightest and best.

And for the millions of people who now own

black-and-white TV receivers, RCA Compatible Color means this: programs transmitted in color will automatically be seen on the screen of a black-and-white receiver in *black-and-white*. No additional equipment—no adjustment to the set—is necessary. So even though you can't enjoy color programs in color on your present set, you are able to see them in black-and-white.

This twofold advantage of compatible color television is the principal reason why RCA chose to develop this particular system and so strongly recommended adoption by the FCC of compatible color television standards used by the RCA Color Television System.

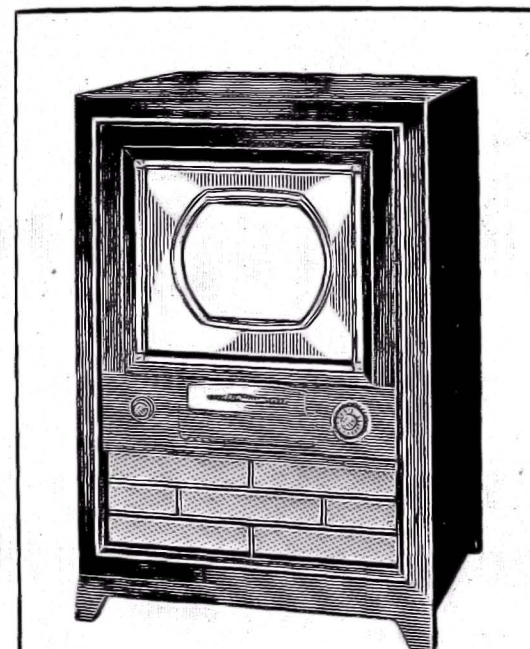
Be first to see it... and own it!

And now you can actually see and buy RCA Victor Color TV. But with only a few sets available in each area—*plan to see it soon*.

Watch for announcements by your RCA Victor dealers who now have RCA Victor Compatible Color TV on sale and display.

For the finest installation and service

Color Television... more enjoyable... more intricate... requires expert installation and maintenance service with specialized equipment. The RCA Service Company offers you both... plus the "know-how" of practical color TV servicing experience gained while color television was being developed. Ask your RCA Victor dealer about the RCA Victor Factory-Service Contract... available in nearly all television areas—exclusively for owners of RCA Victor Television.



The RCA VICTOR CT-100

COMPATIBLE COLOR TELEVISION at its brightest and best! Four color controls allow finest adjustment of color, hue, focus and convergence. Has the famous *automatic* "Magic Monitor" circuit system, exclusive "Golden Throat" Fidelity Sound, famous RCA Victor *heavily-shielded* UHF-VHF tuner. Mahogany finished cabinet in rich Contemporary-Traditional design. The Merrill, Model CT-100.

SEE YOUR RCA VICTOR DEALER



Every year more people buy **RCA VICTOR** than any other television

