The BIG CHANGE in BLACK-and-WHITE TV

rca victor
invites you to see...
The BIG PARADE in BIG COLOR TV

Every Year More People Buy RCA VICTOR Than Any Other Television

SEE YOUR rca victor television DEALER

RCA VICTOR RADIO CORPORATION OF AMERICA

RCA Pioneered and Developed
Compatible Color Television

Printed in U.S.A.
7 BIG REASONS
why everyone is excited
about the
BIG CHANGE in Television
by RCA VICTOR

THE NEW "UN-MECHANICAL LOOK"
TV's first complete re-styling! A wide selection
of striking new cabinets in exciting new finishes
—masterpieces of fine-furniture design.

NEW "HIGH-AND-EASY" TUNING!
3 convenient new ways to dial—(1) New "Hidden
Panel" tuning; (2) New "High-Side" tuning;
(3) New "Up-Front" tuning! Each lets
you tune standing up!

NEW "4-PLUS" PICTURE PERFORMANCE!
High-priced picture quality in low-priced sets
with (1) 100% automatic gain control for con-
stant signal regulation; (2) new "sync" stabil-
izer that kills interference jitters; (3) 7% extra
brightness; (4) 33% extra contrast.

NEW BALANCED FIDELITY SOUND!
RCA Victor's exclusive "Golden Throat"
re-creates in your home the entire range of sound
sent out by the largest TV networks.

NEW ILLUMINATED
"FRONT WINDOW" VHF CHANNEL INDICATOR!
Lets you see your channel number on RCA
Victor Television Deluxe clear across the room!
Only the selected VHF channel number shows!

NEW CLOCK-TV . . .
SWIVEL MODELS . . . ROLLAROUNDS!
Clock-TV that automatically turns programs on
and off—sets that swivel easily for room-wide
viewing. Rollaround TV you can enjoy any-
where in your home!

LOWER PRICES—GREATER VALUES!
For example, RCA Victor Television Deluxe,
with TV's finest reception, starts at a lower
price than ever before. Also a new RCA Victor
BIG COLOR TV table model at a new low
price!

7 MAJOR ADVANCES IN STYLING, PERFORMANCE AND VALUE!
NEW "ALL-CLEAR" RCA SILVERAMA ALUMINIZED PICTURE TUBE

The "All-Clear" RCA Silverama picture tube is aluminumized for cleaner, brighter, sharper pictures. Dark-toned safety glass adds richness, reduces glare from outside the set. You get a picture in sharp detail with ideal gradations of tone—from vivid whites to deep blacks. It's a 90-degree deflection tube, used in all RCA Victor TV 21 Series and 24 Series, with 261 and 329 sq. in. viewable picture areas, respectively.

PHONO-JACK AND "PERSONALIZED" TONE CONTROL

Built-in phono-jack and switch lets you plug in a record changer (like "Victrola" 45 or 3-Speed attachment) and play records through the new Balanced Fidelity Sound system of RCA Victor Television. The 3-point "Personalized" tone control permits individual tone adjustment of sound from television or new RCA Victor TV models. Both features are included in all new RCA Victor TV models.

DEPENDABLE RCA FACTORY SERVICE

An RCA Victor Factory Service Contract (optional, extra) insures expert TV installation and maintenance by RCA's own technicians. Terms include replacement of any parts (including picture tube) if necessary through normal use, during the term of your contract. Standard antenna provided where necessary. Only RCA Victor TV owners can buy an RCA Victor Factory Service Contract.

FAST, ACCURATE UHF TUNING AT NEW LOW COST

UHF tuning, optional, extra, in all RCA Victor TV models. Cover TV channel positions in 2½ second tuning! Tuning dial has improved action—fast for channel selection, slow for fine tuning. Rubberized dial knob (or separate dial) lets you switch from UHF to VHF or vice versa—and back to your previously selected channel, without readjusting the fine tuning control!

THE THRIFTON 17

140 square inches of viewable picture

SPECIAL MODEL 175522—RCA Victor's lowest-priced TV—a bigger value than ever! Quarter cabinet is 37% smaller than previous table models—fits close to wall. Clear, steady pictures...new Balanced Fidelity Sound. New "Hidden Panel" tuning for the "Dyno" dial. Mahogany or inlay cabinet (Model 175505); or limed oak, grained finish (Model 175507). "Reproduction" stand, optional, extra. Height, 16"; Width, 18½"; Depth, 17½".

THE TOWNE 21

261 square inches of viewable picture

SPECIAL MODEL 2158852—Lowest-priced RCA Victor TV with new "All-Clear" RCA Silverama aluminumized picture tube! Brings you pictures of vivid clarity and fidelity new Balanced Fidelity Sound. Cabinet features "Hidden Panel" tuning—out-control knobs conveniently located on top. Smart black textured finish. Also in plain painted finish (Model 2158052); Height, 19½"; Width, 22½"; Depth, 22½".

THE BRADY 21

281 square inches of viewable picture

SPECIAL MODEL 2158832—New budget-priced console TV of famous RCA Victor quality! Here's family-size television with new "All-Clear" RCA Silverama aluminumized picture tube, convenient "Hidden Panel" tuning, new Balanced Fidelity Sound, plus other outstanding features. Contemporary cabinet in mahogany grained or limed oak grained finishes. Height, 36½"; Width, 26½"; Depth, 23".

NOW...Tune TV from your easy chair with the NEW RCA "Magic Brain" Remote TV Control

Relax in your favorite easy chair and have full control of RCA Victor TV from across the room! The new RCA "Magic Brain" Remote TV Control turns on, changes stations, adjusts volume, picture, and fine tuning, turns set off. Won't interfere with use of controls on the set. Can be installed on most RCA Victor black-and-white: VHF Television models (optional, extra), 30-foot connecting cord can be easily concealed under the rug.

Smart NEW "Un-Mechanical Look"

Convenient NEW "Hidden Panel" Tuning

Fine Picture and Sound Performance

featuring the BIG CHANGE in BUDGET-PRICED TV!
THE HEADLINER 21
261 square inches of viewable picture
SUPER MODEL 217083 — Fashion-smart table TV at a budget-easy price! You'll enjoy the clean, all-picture look of the cabinet front. New "Hidden Panel" tuning puts controls on top — at your fingertips. New "4-Plus" picture performance gives brighter, clearer viewing on the new "All-Clear" RCA Silverama picture tube. Spot-illuminated dial — "Hidden Panel" tuning on top — Balanced Fidelity Sound, 3-position "Personalized" tone control and phone-jack. Available also in mahogany finished cabinet (Model 217083). Height, 19 1/2"; Width, 22 1/2"; Depth, 23".

THE COMPTON 21
261 square inches of viewable picture
SUPER MODEL 217014 — The twenty-first-century TV adds a refreshing new look to any decor. Powerful "4-Plus" picture performance and RCA Silverama picture tube. Spot-illuminated dial — "Hidden Panel" tuning on top — Balanced Fidelity Sound, 3-position "Personalized" tone control and phone-jack. Available also in mahogany finished cabinet (Model 217015). Height, 19 1/4"; Width, 22 1/4"; Depth, 22 1/4".

THE HANSON 21
261 square inches of viewable picture
SUPER MODEL 2170618 — The accent's on versatility — here's styling that blends easily with any room setting! Has new "4-Plus" picture performance, new "High-Side" tuning. Extra-bright picture with new "All-Clear" RCA Silverama picture tube. Also new Balanced Fidelity Sound, "Personalized" tone control and phone-jack. Available also in mahogany finished cabinet (Model 2170611). Height, 24 1/4"; Width, 27"; Depth, 22 1/4".

THE TRANSETTE 21
261 square inches of viewable picture
SUPER MODEL 2170225 — Moves at a touch on easy-rolling wheels! Enjoy TV anywhere in your home! New "Hidden Panel" tuning with spot-illuminated tuning dial. Powerful "4-Plus" picture performance and new Balanced Fidelity Sound with two speakers. "Personalized" tone control and phone-jack. Mahogany finished cabinet. Available also in mahogany finished cabinet (Model 2170227). Height, 36"; Width, 23 1/4"; Depth, 22 1/4".

Matching stands available (not shown) for all table models, optional extra.

RCA VICTOR
SUPER SETS

Highly-styled top-value TV with new "4-Plus" picture quality — the new "Un-Mechanical Look" — New "High-and-Easy" Tuning

THE PICKWICK 21
261 square inches of viewable picture
SUPER MODEL 2170255 — The Pickwick 21 swivels at a touch for room-wide viewing of new "4-Plus" picture quality! Gives room-wide Balanced Fidelity Sound, too, with two speakers. Offers "Hidden Panel" tuning with spot-illuminated dial. "Personalized" tone control and phone-jack. Contemporary cabinet in mahogany finished cabinet. Also in walnut finished cabinet (Model 2170265). Height, 35"; Width, 22 1/2"; Depth, 22 1/4".

THE GLADSTONE 21
261 square inches of viewable picture
SUPER MODEL 217035 — Super performance and Super value ... a big-screen, console TV with the all-picture look, at an unbelievably low price! Here's new "High-Side" tuning for quick, easy channel selection, sensational "4-Plus" picture quality, new Balanced Fidelity Sound. "Personalized" tone control and a handy phone-jack. Sleek mahogany cabinet, walnut cabinet or lined oak cabinet (Model 217015). Height, 37 1/2"; Width, 27"; Depth, 22 1/4".

THE WAYLAND 24
329 square inches of viewable picture
SUPER MODEL 217034 — Lowest price ever! RCA Victor giant-screen table TV with the all-picture look, at an unbelievably low price! Here's new "High-Side" tuning for quick, easy channel selection, sensational "4-Plus" picture quality, new Balanced Fidelity Sound, and the added convenience of easy, new "High-Side" tuning. Offers important extra features, too, with "Personalized" tone control and phone-jack. In ebony finish cabinet with the clean lines of the all-picture look. Height, 35 1/4"; Width, 25 1/4"; Depth, 23 1/4".

THE VINCENT 24
329 square inches of viewable picture
SUPER MODEL 2170285 — Brings you BIGGER-than-life pictures! Compact console ... simmer and enjoy with smaller screens! New "High-Side" tuning ... "4-Plus" picture quality ... twin-speaker Balanced Fidelity Sound ... "Personalized" tone control and phone-jack. Striking in mahogany cabinet. Also in lined oak cabinet (Model 2170287). Height, 39 1/4"; Width, 23 1/4"; Depth, 23 1/4".

Newest of the SUPER SETS...

AUTOMATIC CLOCK-TV!

THE TELETIMER 21
261 square inches of viewable picture
SUPER MODEL 217039 — Here's up-to-the-minute luxury! RCA Victor Clock-TV! Specially designed, built-in clock automatically turns TV on and off at the times you preset! Perfect as program reminder and to regularize children's viewing time. Features famous "4-Plus" picture quality. Mahogany cabinet, walnut cabinet or lined oak cabinet. Height, 37 1/4"; Width, 27"; Depth, 22 1/4".

Matching stand not shown.
The look that says "Finest TV Anywhere!" The BIG CHANGE in RCA VICTOR TELEVISION

More models than ever... masterpieces of styling... TV's best pictures and sound... plus Illuminated "Front Window" VHF Channel Indicator

RCA Victor Television Deluxe offers the ultimate in home entertainment. Uncorssed cabinet cabinets... in the newest designs that include swivel, swing-down consoles... and dramatic new lines. Deluxe is powered by RCA's "Magic Mirror" Deluxe Deluxe "A Plus" picture clarity on the new "Wizard" Color RCA Victor color television sets. And, no longer hear your favorite dirrty sound audio and vision reception possible, even in the most difficult TV areas. RCA Deluxe offers the added convenience of the "Front Window" frame panel... plus one spectacular advance in TV luxury. Remember, RCA Television Deluxe now starts at the lowest prices in RCA Victor history!