

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



Form HV2100

Trunks ©

RCA Pioneered and Developed

Compatible Color Television

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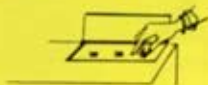
7 BIG REASONS

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 constant signal regulation; (2) new "sync" stabilizer 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 anywhere 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!

4 more reasons why you'll want to own new RCA VICTOR Television!

NEW "ALL-CLEAR" RCA SILVERAMA ALUMINIZED PICTURE TUBE

The "All-Clear" RCA Silverama picture tube is aluminized for clearer, brighter, sharper pictures. Dark-toned safety glass adds richness, reduces glare from outside the set. You get a picture sharp in 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.



FAST, ACCURATE UHF TUNING AT NEW LOW COST

UHF tuning, optional, extra, in all RCA Victor TV models, covers 70 channel positions in 2½ seconds! Tuning dial has two-speed action—fast for channel selection, slow for fine tuning. Combination UHF-VHF dial (or separate dials) lets you switch from UHF to VHF or vice versa—and back to your previously selected channel, without readjusting the fine tuning control!

NOW . . . Tune TV from your easy chair with the NEW

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 set 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.



RCA
"Magic Brain"
Remote
TV Control

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 records. Both features are included in most new RCA Victor TV models.



DEPENDABLE RCA FACTORY SERVICE

An RCA Victor Factory Service Contract (optional, extra) assures 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.



RCA VICTOR SPECIAL SERIES . . .

featuring

the **BIG CHANGE** in
BUDGET-PRICED TV!

Smart **NEW "Un-Mechanical Look"**

Convenient **NEW "Hidden Panel" Tuning**

Fine **Picture and Sound Performance**

THE THRIFTON 17

140 square inches of viewable picture

SPECIAL MODEL 17S6022—RCA Victor's lowest-priced TV . . . a bigger value than ever! Smarter cabinet is 37% smaller than previous table models—fits close to wall. Clear, steady pictures . . . new Balanced Fidelity Sound. New "Hidden Panel" tuning on top. Ebony finish. Also in mahogany grained (Model 17S6025) or limed oak grained finishes (Model 17S6027). "Rollaround" stand, optional, extra. Height, 15"; Width, 18½"; Depth, 17½".



THE TOWNE 21

261 square inches of viewable picture

SPECIAL MODEL 21S6052—Lowest-priced RCA Victor TV with new "All-Clear" RCA Silverama aluminumized picture tube! Brings you pictures of vivid clarity and lifelike new Balanced Fidelity Sound. Cabinet features "Hidden Panel" tuning—with out-of-sight controls conveniently located on top. Smart black textured finish. Also in maroon textured finish (Model 21S6053). Height, 19½"; Width, 22½"; Depth, 22½".



THE BRADY 21

261 square inches of viewable picture

SPECIAL MODEL 21S632—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 and new Balanced Fidelity Sound, plus other outstanding features. Contemporary cabinet in mahogany grained or limed oak grained finishes. Height, 36"; Width, 26"; Depth, 22".



Matching stands available for all table models, optional, extra.

THE HEADLINER 21*261 square inches of viewable picture*

SUPER MODEL 21T6082—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 aluminized tube. Stylish ebony finish. Also in handsome maroon finish (Model 21T6083). Height, 19 $\frac{1}{4}$ " ; Width, 22 $\frac{3}{4}$ " ; Depth, 23".

THE COMPTON 21*261 square inches of viewable picture*

SUPER MODEL 21T6114—The tawny gold finish of this TV adds a refreshing new look to any decor! Powerful "4-Plus" picture performance and RCA Silverama aluminized picture tube. *Spot-illuminated* dial . . . "Hidden Panel" tuning on top. Balanced Fidelity Sound, 3-point "Personalized" tone control and phono-jack. Also in mahogany grained (Model 21T6115) or limed oak grained finishes (Model 21T6117). Height, 19 $\frac{1}{4}$ " ; Width, 22 $\frac{3}{4}$ " ; Depth, 22 $\frac{3}{4}$ ".

THE HANSON 21*261 square inches of viewable picture*

SUPER MODEL 21T6125—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 aluminized tube. Also new Balanced Fidelity Sound, "Personalized" tone control, and phono-jack. In mahogany grained finish. Also in limed oak grained finish (Model 21T6127). Height, 24 $\frac{3}{4}$ " ; Width, 27" ; Depth, 22".

THE TRANSCEND 21*261 square inches of viewable picture*

SUPER MODEL 21T6225—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 quality, and new Balanced Fidelity Sound with *two* speakers. "Personalized" tone control and phono-jack. Mahogany grained finish. Available also in limed oak grained finish (Model 21T6227). Height, 36" ; Width, 22 $\frac{3}{4}$ " ; Depth, 22 $\frac{3}{4}$ ".



"Table models, consolettes, consoles . . . the 'Un-Mechanical Look' is EVERYWHERE in new RCA VICTOR Television!"

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

Newest of the SUPER SETS ... AUTOMATIC CLOCK-TV!

THE TELETIMER 21*261 square inches of viewable picture*

SUPER MODEL 21T639—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 pre-set! Perfect as program reminder and to regulate children's viewing time. Features famous "4-Plus" picture quality. Mahogany grained or limed oak grained finishes. Height, 37 $\frac{1}{4}$ " ; Width, 27" ; Depth, 22 $\frac{3}{4}$ ".

**THE PICKWICK 21***261 square inches of viewable picture*

SUPER MODEL 21T6255—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 phono-jack. Contemporary cabinet in mahogany grained finish. Also in walnut grained (Model 21T6256) or limed oak grained finish (Model 21T6257) shown. Height, 35" ; Width, 22 $\frac{3}{4}$ " ; Depth, 22 $\frac{3}{4}$ ".

**THE GLADSTONE 21***261 square inches of viewable picture*

SUPER MODEL 21T635—Super performance and Super value . . . a big-screen console TV with the *all-picture* look, at an appealingly low price! Here's new "High-Side" tuning for quick, easy channel selection, sensational "4-Plus" picture quality, new Balanced Fidelity Sound. *Plus* "Personalized" tone control . . . and a handy phono-jack. Sleek mahogany grained, walnut grained or limed oak grained finishes. Height, 37" ; Width, 27" ; Depth, 22".



(Matching stand not shown)

THE WAYLAND 24*329 square inches of viewable picture*

SUPER MODEL 24T6142—Lowest price ever! RCA Victor giant-screen table TV brings you brighter, clearer pictures of new "4-Plus" quality . . . new Balanced Fidelity Sound . . . and the added convenience of easy, new "High-Side" tuning. Offers important extras, too, with "Personalized" tone control and phono-jack. In ebony finish cabinet with the clean lines of the *all-picture* look. Height, 25 $\frac{1}{4}$ " ; Width, 25 $\frac{3}{4}$ " ; Depth, 23 $\frac{3}{4}$ ".

**THE VINCENT 24***329 square inches of viewable picture*

SUPER MODEL 24T6285—Brings you BIGGER-than-life pictures! Compact consolette . . . slimmer than many consoles with smaller screens! New "High-Side" tuning . . . "4-Plus" picture quality . . . *twin-speaker* Balanced Fidelity Sound . . . "Personalized" tone control and phono-jack. Striking in mahogany grained finish. Also in limed oak grained finish (Model 24T6287). Height, 39 $\frac{1}{4}$ " ; Width, 25 $\frac{3}{4}$ " ; Depth, 23 $\frac{3}{4}$ ".

THE WINFIELD 21

261 square inches of viewable picture
DELUXE MODEL 21D641—Yours at the lowest price in RCA Victor history . . . the peerless performance and styling perfection of Television Deluxe! Offers new "High-Side" tuning, "4-Plus" picture quality, and *twin-speaker* Balanced Fidelity Sound. Handsome Contemporary cabinet in mahogany grained finish. Also in lined oak grained finish.
 Height, 37½"; Width, 27¼"; Depth, 22½"

THE ALLISON 21

261 square inches of viewable picture
DELUXE MODEL 21D645—High-style TV, with the look that says "Deluxe!" New "High-Side" tuning gives front the *all-picture* appearance. Superb TV reception, with "4-Plus" picture quality and *twin-speaker* Balanced Fidelity Sound. New convenience features everywhere! Contemporary styling in decorative mahogany grained or lined oak grained finishes.
 Height, 37½"; Width, 27¼"; Depth, 22½"

THE ALFONSO 21

261 square inches of viewable picture
DELUXE MODEL 21D647—The grace of rich Provincial styling . . . now at an attractively low price. You'll welcome the convenience of new "High-Side" tuning. And with powerful new RCA Victor "4-Plus" picture quality and *twin-speaker* Balanced Fidelity Sound, you're assured of the finest performance in television. Warm maple finish.
 Height, 38½"; Width, 28½"; Depth, 22½"

THE RITTENHOUSE 21

261 square inches of viewable picture
DELUXE MODEL 21D648—The look decorators love! Has "High-Side" tuning . . . even *swivels*, for room-wide viewing! Unexcelled performance with new "4-Plus" picture quality and *twin-speaker* Balanced Fidelity Sound. Two-tone birch finish, and two cabinets in contrasting two-tone finishes with either natural walnut or blond tropical hardwood predominating.
 Height, 38½"; Width, 27½"; Depth, 22½"

THE GLENWOOD 21

261 square inches of viewable picture
DELUXE MODEL 21D652—A new note in Modern low-boy design! From the bold "Un-Mechanical Look" of the fashion-leader cabinet to the brilliant pictures and sound, the *Glenwood 21* is Television Deluxe in every detail. Has "High-Side" tuning, "4-Plus" picture quality and Balanced Fidelity Sound with *twin* speakers. Distinctive walnut, mahogany, or blond tropical hardwood finishes.
 Height, 35½"; Width, 36½"; Depth, 22½"

THE PRINCETON 21

261 square inches of viewable picture
DELUXE MODEL 21D667—For homes where fine furniture sets the mood, this exquisite Traditional cabinet was created. Doors are richly paneled, with lovely wood figuring added. You'll like the convenience of "Up-Front" tuning, too. Performance is TV's finest, with "4-Plus" picture quality, *twin-speaker* Balanced Fidelity Sound. Rich mahogany finish.
 Height, 37"; Width, 31½"; Depth, 24½"



The look that says "Finest TV Anywhere!" The **BIG CHANGE** in

RCA VICTOR TELEVISION *Deluxe*

More models than ever . . . masterpieces of styling . . .

TV's best pictures and sound . . . plus Illuminated "Front Window" VHF Channel Indicator

Now RCA Victor Television Deluxe offers the ultimate in home entertainment . . . unsurpassed cabinetry creations . . . in dazzling new designs that include swivel models, low-boy consoles . . . and dramatic two-tone finishes. Deluxe in performance, too! "Magic Monitor" Deluxe chassis, "4-Plus" picture quality on the new "All Clear" RCA Silverama aluminized picture tube, and multiple-speaker balanced Fidelity Sound assure finest reception possible, even in the most difficult TV areas. Every Deluxe set offers the added convenience of the "Personalized" tone control and phono-jack . . . plus other spectacular advances in TV luxury. Remember, Famous Television Deluxe now starts at the lowest prices in RCA Victor history!

**THE COLLINGSWOOD 21**

261 square inches of viewable picture
DELUXE MODEL 21D670—Today's Moderns will choose the *Collingswood 21*! Here's ultra-sophisticated flair with inlay patterned finish doors, and satin-finished brass legs. "Up-Front" tuning . . . Deluxe reception with "4-Plus" picture quality, *twin-speaker* Balanced Fidelity Sound. In contrasting two-tone finish of natural lined oak and French walnut.
 Height, 38"; Width, 31¼"; Depth, 24½"

THE EVEREST 24

329 square inches of viewable picture
DELUXE MODEL 24D655—A Deluxe console with bigger-than-life picture . . . and unusual high-fashion touches! Offers new "High-Side" tuning . . . the power of "4-Plus" picture quality . . . the richness of *twin-speaker* Balanced Fidelity Sound. Contemporary cabinet with lustrous mahogany grained finish. Also in lined oak grained finish.
 Height, 40"; Width, 30¼"; Depth, 23½"

THE HAVERTON 24

329 square inches of viewable picture
DELUXE MODEL 24D658—From the daring Modern cabinet to the giant picture, here's real luxury! The *Haverton 24* swivels—you see "4-Plus" picture quality, hear *twin-speaker* Balanced Fidelity Sound anywhere in the room! Has "High-Side" tuning. In contrasting two-tone finish of natural walnut and blond tropical hardwood, or in natural birch finish.*
 Height, 41"; Width, 30¼"; Depth, 23½"

THE BARBIZON 24

329 square inches of viewable picture
DELUXE MODEL 24D673—For those who like pictures big, styling smartly Modern, RCA Victor offers the *Barbizon 24*. Master-crafted in low-boy mood, with full-length doors and brass-tipped legs. Enjoy effortless new "Up-Front" tuning . . . new Balanced Fidelity Sound with *twin* speakers, and new "4-Plus" picture quality. Striking natural walnut finish.
 Height, 38½"; Width, 36"; Depth, 25½"

THE CHATFIELD 24

329 square inches of viewable picture
DELUXE MODEL 24D676—Beauty is only the beginning of this Traditional low-boy's appeal. With it goes exceptional performance . . . new "4-Plus" picture quality, and Balanced Fidelity Sound with *twin-speakers*. Convenient "Up-Front" tuning. Available in regal mahogany finish or contrasting two-tone finish—teak figured with walnut.
 Height, 38½"; Width, 36½"; Depth, 25½"

THE WINTHROP 24

329 square inches of viewable picture
DELUXE MODEL 24D679—Here is a gracious Provincial showpiece . . . Television Deluxe styling and performance at its best . . . with luxury in every line, superiority in every feature. New "Up-Front" tuning. Includes superb "4-Plus" picture quality, *twin-speaker* Balanced Fidelity Sound. In stunning natural walnut or maple finishes.
 Height, 40½"; Width, 36½"; Depth, 26½"

THE GAINSBOROUGH 21

250 square inches of viewable picture
DELUXE MODEL 21CT664—Combines the miracle of Color TV with the grace and charm of authentic French Provincial cabinetry. Sharp, clear black-and-white TV reception, too. Full-length doors with fine-grained veneer panels. *Twin-speaker* Balanced Fidelity Sound. Natural walnut or sunny maple finishes. Height, 38½"; Width, 35"; Depth, 30"



*Cabinets with birch finish vary slightly in style to conform with latest Modern trends.