

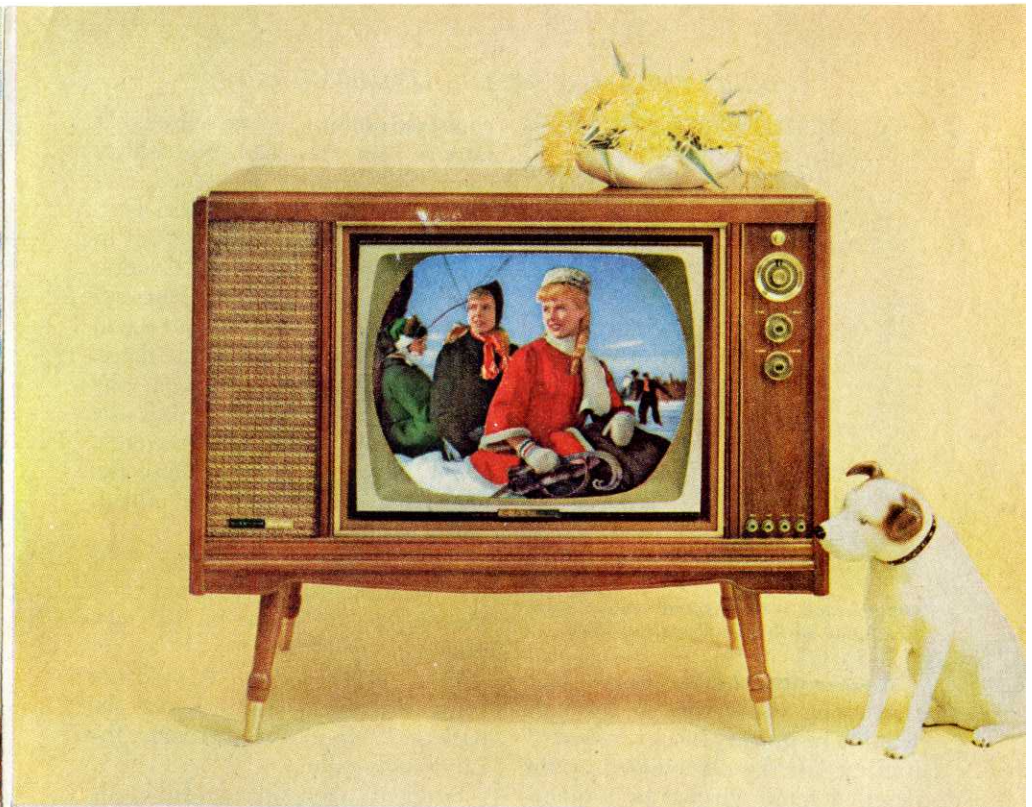


WALT DISNEY SAYS:

“Every day you’re missing more and more if you don’t have **COLOR TV!**”

“Look at today’s TV programming and you’ll know color is here! It adds so much to so many fine programs that I’m happy we’re part of it. Our new TV series, ‘The Wonderful World of Color,’ begins on NBC-TV Sunday, Sept. 24. Network and local programming this Fall offer great color dramas, musicals, sports events, and spectacles. Of all the innovations in entertainment, one of the greatest is Color TV.”

RCA VICTOR **COLOR TV** —you have to see it to believe it!



Be sure to see Walt Disney’s “Wonderful World of Color” on NBC-TV Network



Look what RCA Victor does for Color television! RCA’s new High-Fidelity tube gives you gloriously life-like color in a picture up to 50% brighter! Color so realistic you really have to see it to believe it. Outstanding black-and-white picture, too!

RCA Victor’s *New Vista* tuner has extra pulling power for a sharper pic-

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You can change channel, adjust picture and graduate the volume by *Wireless Wizard* remote control . . . even turn the set *completely* off!

See your RCA Victor Color TV dealer—and see what Walt Disney hails as “one of the greatest of all the innovations in entertainment—Color TV!”

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