

ONLY

Admiral
brings you

COLOR

TV

Optional!

ADMIRAL CORPORATION • CHICAGO 47, ILLINOIS

ADD
COLOR
ANY TIME



to **Admiral's**
Sensational New
Television Sets



Now! Another terrific "first" from Admiral...the most exciting news since television took America by storm. It's Color Television Optional...a revolutionary achievement by Admiral engineers.

Admiral's sensational, new television receivers have been specially engineered so that color can be added tomorrow... a year from now...any time, at your option.

Color Television Optional by Admiral offers three distinct advantages: Bigger Pictures...Lower Cost...Freedom from Obsolescence.

Bigger picture because Admiral brings you today's big name black-and-white programs on a big 16, 17 or 20" picture screen...not just a 10" tube as in sets with color built-in.

Lower Cost because even with color added to a 20" Admiral Table Model, your combined investment will be substantially less than the cost of a 10" color set.

Freedom from Obsolescence because these amazing new Admiral television receivers are so engineered that color can be added regardless of what system of telecasting is ultimately adopted. You can buy an Admiral with Color Television Optional with complete confidence.

Answers to Questions
everyone is asking about
COLOR TELEVISION

Question—What is meant by "Color Television Optional"?

Answer—Simply that Admiral's sensational new television receivers have been specially engineered so that color can be added tomorrow...a year from now... any time...*at your option!*

Q.—What's the advantage of making color optional?

A.—There are three advantages. Bigger Picture...Lower Cost...Freedom from Obsolescence.

Q.—A bigger picture...why?

A.—The biggest television sets now available with *color built-in* have only a 10" picture tube. With the aid of a magnifier lens, they give you an image comparable to a 12½" tube.

Q.—Isn't that rather small?

A.—Yes, especially when compared with today's popular 16, 17 or 20" black-and-white sets.

Q.—Can't bigger color sets be built?

A.—Theoretically yes, practically no. At least not with the mechanism currently employed in television sets with color built in. To house the mechanism, or "Color Wheel," that operates a 10" color set requires a cabinet 32 inches wide, which is considerably bigger than that used for a 20" black-and-white console.

Television engineers are in general agreement that a larger mechanism, such as might be required for a 16, 17 or 20" set, is utterly impractical.

Q.—Can you get black-and-white programs on a television set with color built-in?

A.—Yes, of course...but remember, that *both* color and black-and-white programs will be seen on a 10" tube.

With Color Television Optional, as engineered by Admiral, you will be able to enjoy the big name black-and-white programs on a big 16, 17 or 20" tube. Color pictures, of course, will be equivalent in size to that of a 10" tube.

stead of a 10" tube? You can, if it's an Admiral with Color Optional!

Q.—You mentioned lower cost. How do I save money with an Admiral?

A.—Because only Admiral gives you color television *optional*. You may not want color for months or perhaps years to come, depending upon where you live. If so, you can hold your initial investment to a minimum...and you can buy with complete confidence that when you want color it can always be added. Today, for example, you can buy a 20" Admiral table model with color television optional for less than *half* the price of a 10" television set with color built-in.

Q.—But suppose I want color now?

A.—You'll still save money with an Admiral! Even with color added, your total investment will be substantially less than the cost of a set with built-in color. And don't forget that with an Admiral, black-and-white pro-

Q.—What about programs? Why should the big name programs continue to be telecast in black-and-white?

A.—For obvious reasons. Over 15 million black-and-white television sets, with a potential audience of 50 million people, will be in use at the end of 1951. Only with a big audience like that can sponsors afford to pay for the excellent programs now being telecast in black-and-white.

In many cities, unavoidable delays in the installation of studio equipment will postpone the telecasting of color programs possibly for years. Even where color telecasting facilities are available, desirable programs will be few and far between, and for the most part limited to a few "off" hours.

The simple fact is this: Regardless of what kind of a set you own, you will be looking at *black-and-white programs* most of the time. Wouldn't you rather see them on a big 16, 17 or 20" picture tube in-

grams...*the programs you'll be looking at most of the time*...will come to you on a big 16", 17" or 20" tube...not a 10" tube!

Q.—Just how am I protected from obsolescence when I buy an Admiral with color optional?

A.—The FCC decision, which gave approval to the present system of color telecasting, left the door open for other systems should they prove more desirable...a compatible system, for example.

Q.—What do you mean by a "compatible" system?

A.—With a compatible system, color programs can be received in black-and-white on *any* set without the need for an adapter.

Q.—What would happen to a television set with built-in color if a compatible system were approved?

A.—It would become partially, if not completely, obsolete.

Q.—Suppose I buy an Admiral today. Just what do I have to do to get color programs when I want them?

A.—There are two things you can do. First of all, Admiral engineers have developed an Electronic Adapter-Converter specially designed for installation *within* your Admiral set.

Q.—Just what does this Adapter-Converter do?

A.—Three things. It is easily operated by a simple three-position switch. In Position One, you get black-and-white programs in the usual way. In Position Two, you get color programs in black-and-white. In

Position Three, picture is prepared for conversion to color by means of a Color Wheel.

Q.—Then if I want pictures in color, I must also get a Color Wheel?

A.—That is true. A Color Wheel is needed for conversion to color exactly the same as in sets that have color already built-in.

Q.—What do these Color Wheels cost?

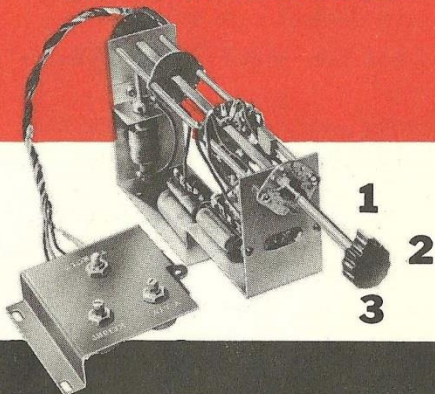
A.—Recent announcements indicate that Color Wheels will be available shortly at a cost of approximately \$100.

Your total investment, therefore, including, for example, a 20" Admiral table model, with Adapter-Converter installed and Color Wheel added will undoubtedly be considerably less than the cost of a 10" set with color built-in.

But even more important than the money you will save is this outstanding fact. By far the major part of your TV viewing will be on a big 20" picture screen instead of a 10".

Admiral

3-Way Electronic Adapter-Converter for Color Television



Does Three Things...



POSITION

1

Receives black-and-white programs in the usual way.



POSITION

2

Adapts set to receive color programs in black-and-white utilizing practically the full size of the picture tube.



POSITION

3

Reduces picture size to that of a 10" tube for conversion to color by means of a color wheel.

Q.—You mentioned that there were two things I could do if I wanted color. What else?

A.—Admiral also manufactures a 10" Color Television Companion Console. It is a completely self-contained unit with built-in Adapter-Converter and Color Wheel. Nothing else is required. You simply plug it into your main set from which it derives its power. An attractive furniture-piece, Admiral's Color Companion Console can be placed alongside your main set or in another room if desired.

Q.—What about those new UHF stations that I've been hearing about? Will I be able to receive them?

A.—Absolutely!

Q.—How do I get them?

A.—All Admiral television sets are equipped with the famous Turret Tuner, originated and developed by Admiral engineers. This turret tuner, with its twelve replaceable tuning strips, provides for reception on all

present as well as future Ultra High Frequency channels.

To receive a desired station, one of the twelve tuning strips (channels) not being used is simply replaced by a strip for the UHF station wanted. It's done in minutes...as easily as plugging in a light fixture.

Admiral television is built for the future. You can buy an Admiral today with complete confidence that when you want color, it can always be added...that when UHF stations are in operation you will be able to receive them.