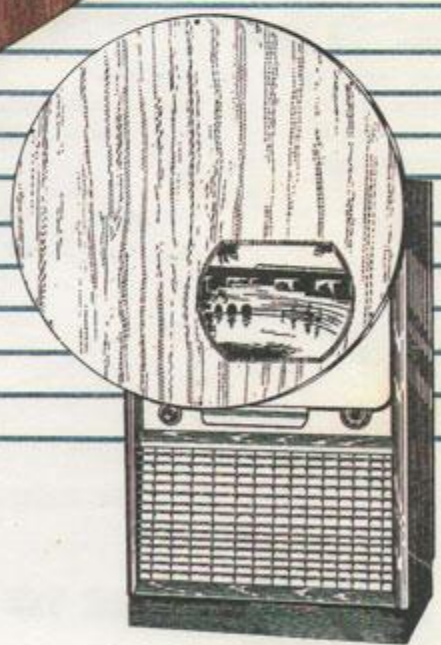




Gisele MacKenzie . . . Star of "Your Hit Parade"



COL-R-TEL

Color converter

YOUR ANSWER TO COLOR TV

NOW! MAGNIFICENT NATURAL COLOR TV

at a price you can easily afford!

COL-R-TEL PERMITS
EITHER COLOR OR
BLACK & WHITE
RECEPTION.

COL-R-TEL RESTS
ON TV CABINET
ON SOFT RUBBER.
NO MARRING.

COL-R-TEL EASILY
LIFTS ON OR OFF
TV CABINET. ONE
PLUG CONNECTION.

COL-R-TEL IN NO
WAY AFFECTS LIFE
OR PERFORMANCE
OF THE TV SET
OR TUBES.

COL-R-TEL ELECTRONIC
UNIT ADAPTS PICTURE
SIZE TO FIT COLOR
PICTURE AREA.

COMPLETE PICTURE
IS RESIZED AND CONVERTED
TO COLOR WHEN COLOR
IS BROADCAST.



Thrill to the exciting beauty of full-color reception with your present black and white television set! When color is broadcast you will receive programs in all the glorious hues and tones that the finest color-casting can produce.

The quality of color reception is excellent and the COL-R-TEL color converter is unbelievably low in price. If your TV receiver now produces a good black and white picture, and your local TV stations transmit good color quality . . . you are ready for COL-R-TEL.

FOR ALL SIZES OF BLACK AND WHITE CONSOLE OR TABLE MODEL TV SETS

COL-R-TEL converts any black and white set for color. The complete picture is electronically sized to the picture area for fine-texture color viewing. When programs are viewed in black and white, the set is used with normal screen size in the conventional manner. You turn a switch to reduce the picture to converter size or to restore the original size for black and white.

EASILY INSTALLED . . . NO SERVICE PROBLEMS

The COL-R-TEL electronic unit may be installed behind the cabinet by your dealer. The color-viewing screen is a portable, plug-in, lightweight unit that rests on rubber cushions on top of the cabinet when color programs are viewed. The electronics and mechanics of COL-R-TEL are simplified to permit easy, low-cost servicing or replacement of parts by any television serviceman.

CONVERT YOUR PRESENT TV SET TO



VIEWING UNIT MAY BE STORED WHEN SET IS USED FOR BLACK AND WHITE TELECASTS.

ONLY THREE CONTROLS. OPERATION IS AS SIMPLE AS TUNING A BLACK & WHITE TV SET.

QUALITY OF COLOR PICTURE IS EQUAL TO QUALITY OF AREA RECEPTION AND CONDITION OF TV SET.

SERVICE UPKEEP IS NEGLIGIBLE BECAUSE COL-R-TEL PARTS ARE INEXPENSIVE.

ANY COMPETENT TV SERVICEMAN CAN SERVICE A COL-R-TEL UNIT.

COL-R-TEL IS THE LOWEST COST, FINE QUALITY COLOR INSTRUMENT AVAILABLE.

ONLY
\$149⁹⁵
READY
TO INSTALL



Complete... **NO EXTRAS TO BUY**

Installation cost varies with TV sets and local conditions. Ask your COL-R-TEL dealer.

The cost of COL-R-TEL is so low you would expect hidden "extras." There are none. If you can afford black and white TV . . . you can now afford COLOR with COL-R-TEL, your answer to color TV.

RECEIVE COLOR TELECASTS NOW!



Superb Color

AND THE FINEST BLACK AND WHITE

are yours when you
own a low cost . . .

COL-R-TEL *Color converter*



COL-R-TEL gives you magnificent color yet costs but a fraction of a separate color receiving set. With COL-R-TEL you save TWO ways because you need only one receiver . . . your present black and white set. There is no need to wait for color. It's here . . . and you owe it to yourself to have it now.

Because the COL-R-TEL converter in no way affects black and white reception, you receive black and white as perfectly as your present set is capable of receiving it. You sacrifice neither size of picture or quality, nor does COL-R-TEL impair the life of tubes or circuits of your receiver.

**COL-R-TEL is sold, installed and serviced by reliable dealers
Mfg. by COLOR CONVERTER, INC., Columbia City, Indiana**

BULK RATE

YOUR ANSWER TO

Color-TV

for: