

Three Good Reasons Why You Should Buy An RCA VICTOR Factory Service Contract!

- 1 YOU WILL KNOW that you get installation and service by expert factory technicians who are specialists on RCA Victor receivers exclusively.
- 2 YOU WILL KNOW that these specialists will select the best RCA antenna combination for your location—and provide and install the antenna which will produce the best possible picture.
- 3 YOU WILL KNOW that you are buying a Contract backed by the knowledge, experience and resources of the Radio Corporation of America.

AMERICA'S FINEST RECEIVERS
Deserve
AMERICA'S FINEST SERVICE!

A "Standard" antenna installation as provided for by the Factory Service Contract rates includes a single section mast not more than 12 feet long, an antenna consisting of a dipole, or dipole with reflector, or a folded dipole with reflector, a high-frequency element (where necessary for reception of established television transmitters within their normal service range) necessary mounting brackets, up to 100 feet of RCA Bright Picture transmission line, lightning arrestor, insulators and accessories.

RCA VICTOR Factory Service Contract PRICE LIST

These prices apply to all customers—residential and commercial

PLAN I			PLAN II	
<ul style="list-style-type: none"> • Complete installation. • Instruction of customer. • Parts and tube protection, including picture tube, for one full year. • Unlimited service for 90 days. • After 90 days: Service-as-needed by RCA Factory Technicians at preferred flat rate of \$5.75 per call in the home; \$3.95 if set is brought to branch. 			<ul style="list-style-type: none"> • Complete installation. • Instruction of customer. • Parts and tube protection, including picture tube, for one full year. • Unlimited service for a full year. 	
TELEVISION ONLY	With Built-in Antenna	*With Standard Outdoor Antenna	With Built-in Antenna	*With Standard Outdoor Antenna
All 10" and 12½"	\$19.95	\$39.95	\$39.95	\$59.95
All 16"	29.95	49.95	49.95	69.95
All 19"	39.95	59.95	59.95	79.95
Projection	39.95	59.95	75.00	95.00
Extra for Radio and Phonograph	\$10.00	\$10.00	\$15.00	\$15.00
Extra for Portable Indoor Antenna	\$ 3.50	—	furnished at no additional cost when needed	—

Above prices apply for Zone A; for Zone B add \$7.50; for Zone C add \$15.00
 *Built-in antenna prices apply when existing antenna is used.



RCA SERVICE COMPANY, INC.

A Radio Corporation of America Subsidiary • Camden, N. J.

Prices Subject to Change Without Notice

Form SP36

RCA VICTOR

Radio and Phonograph Instruments

Effective July 6, 1950

AC-DC TABLE MODELS

8X541	\$19.95
8X542	22.95
8X547	22.95
X551	24.95
X552	27.50
9X641 (6 tubes).....	29.95
9X561 (8 in. speaker) ..	29.95
9X562 (8 in. speaker) ..	32.95
9X571 (8 in. speaker) ..	39.95
9X572 (8 in. speaker) ..	42.95

LONG and SHORT WAVE

9X651 (6 tubes).....	\$34.95
9X652 (6 tubes).....	37.50

AM-FM TABLE MODELS

X711 (AC-DC)	\$49.95
8R71 (AC)	59.95

45 RPM RECORD ATTACHMENT

45J	\$12.95*
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45 RPM TABLE MODELS

45EY	\$29.95†
9Y51 (Radio-Phono) ..	59.95†

CONSOLE MODELS 45 RPM PHONO- GRAPH-RADIO

45W9 (Mah.-Wal.).....	\$179.95
45W9 (Limed Oak) ..	189.95

CONSOLE MODELS 45 & 78 RPM—33¹/₃ PHONO-RADIOS

A-55	\$159.50
A-82	199.95
A-91	239.95
A-106	269.50
A-108	269.50

These models also available
in Limed Oak at slight extra
cost.

PORTABLE RADIOS

BX55	\$29.95
BX57	34.95
BX6	49.95

Portable Radio Prices less
batteries.

†Price includes Anniversary Album of 10—45 RPM records.

*Price includes bonus of 6—45 RPM records — choice of
any one new monthly release for 6 months.

Prices subject to change without notice.

RCA VICTOR

Million-Proof Television Instruments

Effective July 6, 1950

RCA VICTOR 12¹/₂ INCH

2T51	Shelby	\$159.95	(\$1.14*)
2T60	Cumberland	189.95	(\$1.15*)
†2T81	Somervell	299.50	(\$6.43*)

RCA VICTOR 16 INCH

6T53	Newport	\$199.95	(\$1.16*)
6T54	Kent Ensemble	239.95	(\$1.17*)
6T64	Kingsbury	259.95	(\$1.29*)
6T65	Highland	279.50	(\$1.39*)
6T72	Fairfield	299.50	(\$1.41*)
6T74	Regency	329.50	(\$1.44*)
6T75	Modern	349.50	(\$1.45*)
6T76	Provincial	359.50	(\$1.46*)
†6T84	Fairfax	439.50	(\$7.92*)
†6T86	Rutland	495.00	(\$10.21*)
†6T87	Hartford	550.00	(\$10.31*)

RCA VICTOR 19 INCH

9T57	York	\$329.50	(\$1.44*)
9T77	Hillsdale	389.50	(\$1.47*)
9T79	Hartford	425.00	(\$1.49*)
†9T89	Sedgewick	695.00	(\$10.99*)

†TV-Radio Victrola Combinations.

Most models available in limed oak finish, slightly higher.

Custom designed RCA Victor Tables available
for all Table Models.

Owner Contract additional.

*Federal Excise Tax

Prices subject to change without notice.

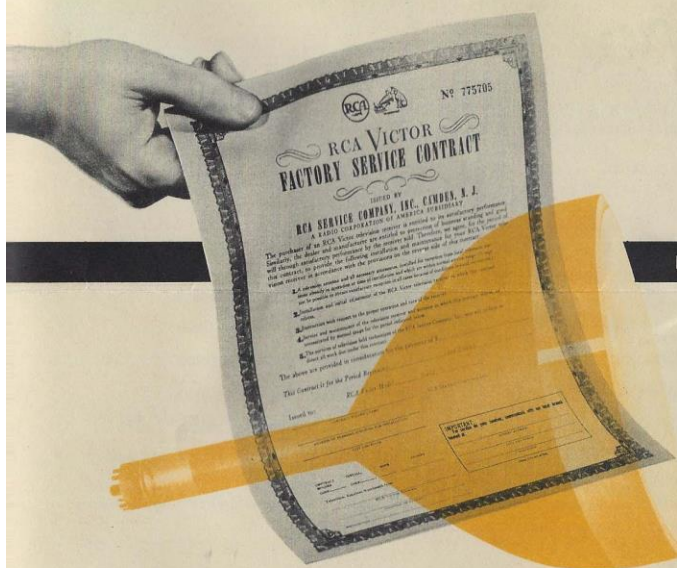
ONLY WHEN YOU CHOOSE RCA VICTOR TV CAN
YOU GET THE RCA VICTOR TV OWNER CONTRACT.

THE ONLY GUARANTEE OF ITS KIND IN TELEVISION



A guarantee which brings to RCA Victor television owners all of the knowledge, experience and resources of the Radio Corporation of America.

THE RCA VICTOR FACTORY SERVICE CONTRACT GUARANTEES



- 1 Replacement of all tubes or other parts that wear out or become unserviceable through normal use. **THIS INCLUDES THE PICTURE TUBE . . . heart of your television receiver.**
- 2 Repair and adjustment of your television receiver to maintain the sharp, steady pictures and crisp sound that characterize RCA Victor Eye Witness reception.
- 3 Repair and adjustment of your television antenna and its accessories when made necessary by normal wear.
- 4 Installation of genuine RCA factory parts and tubes, equal to or better than the original parts, when replacements are necessary.
- 5 Prompt attention to service needs. Special efforts made to meet subscriber requests of an urgent nature.

ISSUED ONLY THROUGH RCA'S FACTORY SERVICE BRANCHES

All RCA Service Company technicians carry this identification.

You can be sure that RCA's own factory branch technicians are servicing your set when they present this identification of the RCA Service Company, Inc., a Radio Corporation of America Subsidiary.



LOOK FOR THESE SIGNS OF GOOD SERVICE

Some RCA Victor dealers maintain their own excellent television service departments. RCA Victor helps them render quality service by keeping them up-to-date with technical aid and advice. Other dealers subcontract their service responsibilities to service agencies.

But remember only RCA Victor dealers displaying this plaque or wall chart sign provide genuine RCA Factory Branch Service, rendered by RCA's own technicians. Be sure to ask for complete details about the RCA Victor Factory Service Contract.

YOUR RCA VICTOR DEALER
Recommends **RCA VICTOR FACTORY-TO-YOU SERVICE**

At Your Service
with a Guarantee backed by the knowledge, experience and resources of the Radio Corporation of America.
Only when you buy RCA VICTOR TELEVISION can you buy the RCA VICTOR FACTORY SERVICE CONTRACT

NEIGHBORHOOD BRANCHES
in every television market

A FLEET OF TRUCKS
Readied for speedy installation and service

RCA'S OWN TECHNICIANS
at your service

THE FINEST LABORATORY EQUIPMENT
Insures best performance in your home

THE RIGHT ANTENNA
Tailored for your location

PROMPT SERVICE
when you need it for a full year!

INSTRUCTION AND ADVICE
by RCA experts in your home

ALL GENUINE RCA PARTS AND TUNES
installed in your contract (including every picture tube)

The only Guarantee of its kind in TELEVISION

A GUARANTEE THAT PLACES THE KNOWLEDGE, EXPERIENCE AND RESOURCES OF THE RADIO CORPORATION OF AMERICA at your service

RCA Victor dealers
who display either this plaque

or wall sign recommend

and sell the RCA Victor

Factory Service Contract.

7 out of 10 Prefer RCA Victor Factory Service

As Reported by 4 Leading
N. Y. Daily Newspapers

Some television dealers furnish their own service, others use an independent service agency, but—7 out of 10 television owners and prospective purchasers prefer RCA Victor factory branch service.

This overwhelming preference is reported by 4 leading New York daily newspapers as the result of a recent survey.

The report proves again that the public relies on RCA and the RCA Victor Factory Service Contract . . . the only television performance guarantee backed by the knowledge, experience and resources of the Radio Corporation of America.

Be sure you

GET THIS RECEIPT

for the RCA Victor
Factory Service Contract
when you buy your
RCA Victor Television Receiver

Form 2W6473

CUSTOMER'S RECEIPT
No 000
FOR
RCA VICTOR
FACTORY SERVICE CONTRACT

Check type of service required
☐ Factory Service Contract—P
☐ Factory Service Contract—P
☐ Installation Only

Type of antenna to be supplied
☐ Outdoor ☐ Indoor
ZONE ☐ "A" ☐ "B"

Received for the RCA Victor
Factory Service Contract requested

NAME _____ \$ _____
ADDRESS _____
CITY _____
DEALER _____ BY _____
ADDRESS _____
SIGNED _____
DATE _____

Warning!
You ONLY GET
GENUINE
RCA VICTOR
Factory-to-You
Service
when the technician presents
this identification card

RCA SERVICE COMPANY, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY
CAMDEN, N. J.
Employee Identification Card

Signature of Holder _____
This Card must be surrendered before receiving final wages

Printed in U.S.A.