

FALL-WINTER, 1950



## The Introduction of 18 New RCA VICTOR MILLION-PROOF Television Receivers

### and a statement by Mr. Frank M. Folsom President of the Radio Corporation of America

POSTWAR TELEVISION marks its fourth anniversary this Fall. Its growth in this relatively short period represents one of the most exciting and amazing commercial achievements of our times, a compression of development that other industries took years to attain. It has won:

*A continuing demand indicated by estimates of at least 3,200,000 receivers to be built and sold during the remainder of this year.*

*A position among the first ten industries, employing half a million people in manufacturing, service, distribution, broadcasting, and associated fields.*

When an industry attains such national importance, a company within the industry must consider its responsibilities to the public and be guided by certain policies.

First and foremost was the adoption by RCA VICTOR, the pioneer in television, of highest quality standards. RCA VICTOR has never deviated from its policy of building top quality into its receivers.

To assure complete satisfaction, RCA VICTOR outlined a program to provide service by factory-trained technicians for owners of RCA VICTOR instruments.

Scientists, research men and engineers throughout the industry strive constantly for better performance, more dependable operation, improved design, and more efficient manufacture, to bring about lower prices. A program of continuous research and improvement is fundamental policy with RCA.

Improvements in circuits and electron tubes have resulted in simplified assembly. Public preferences in furniture styling have been defined, and volume manufacture

has brought know-how among our own people and among our suppliers—leading to lower costs.

In keeping with its policies of quality, service, and improvement, RCA VICTOR proudly introduces its new television receivers, embodying the best values in its history.

The quality built by RCA VICTOR into more than a million receivers finds new expression in these sets, with brighter, steadier, clearer pictures than ever. This is the basis of our slogan, "MILLION-PROOF—Proven In More Than A Million Homes."

With almost 30% fewer parts, the quality of the new instruments has been substantially improved. This is indeed an engineering feat.

The designs, based on RCA VICTOR's experience with public tastes, set new standards for furniture styling and fine cabinetry.

RCA's unique nationwide television service organization offers new and more attractive Factory Service Contracts at lower prices than ever before.

The new television instruments express in every respect RCA VICTOR's undeviating policies of quality, service, and continuous improvement and bear a rich harvest for the American public.

FRANK M. FOLSOM  
President  
Radio Corporation of America



## RCA EXHIBITION HALL

ONE OF NEW YORK'S LEADING ATTRACTIONS

IN  
RADIO CITY at  
40 WEST 49th STREET



# Here's Why...

more than  
a Million of  
your neighbors  
have already  
purchased  
RCA Victor   
Television

Consider  
these facts  
before you  
buy a  
TV Receiver

**EXPERIENCE**—RCA research facilities, the largest of their kind in the world, have pioneered the growth of television. Virtually every major advance in television has been developed by scientists and engineers of RCA VICTOR. Today, as always, RCA VICTOR leads the entire world in television. The new RCA VICTOR *MILLION-PROOF* television receiver, incorporating up-to-the-minute engineering, again sets new standards for the industry.

**PRODUCTION**—RCA VICTOR produces more television sets than any other manufacturer. In 1946, 1947, 1948, 1949 and 1950—**EVERY YEAR!**—more of your neighbors bought RCA VICTOR than any other make. Only RCA VICTOR is *MILLION-PROOF*—proven in more than a million homes.

**PERFORMANCE**—RCA VICTOR television, backed by your RCA Home Owner's Contract, represents RCA VICTOR's *guarantee of satisfactory performance*. RCA VICTOR television is the standard of the industry. The addition of new *improved* circuits, *improved* chassis, and *improved* tuner in the new RCA VICTOR *MILLION-PROOF* television receivers assures you of the finest television performance obtainable. If there's a signal, RCA VICTOR television delivers it—undistorted, sharp and clear. No other set out-performs RCA VICTOR.

**FEATURES**—Only when you choose RCA VICTOR television can you get all these famous exclusive features: Eye Witness Picture Synchronizer that "locks" the picture in tune—Automatic Multi-Channel Station Selector for simple tuning—Golden Throat Tone System, the most famous tone system in the world—and the incomparable *MILLION-PROOF* chassis, proven in more than a million homes.

**STYLING**—RCA VICTOR television receivers are "at home" in more than a million American homes. Whether it's an RCA VICTOR table model, console, or combination you can be sure there's a receiver for *you* in the picture, size, style and design that fits your requirements—modern, period and functional—in walnut, mahogany and blonde finishes.

**VALUE**—In television, as in anything else you buy, you naturally seek a name you *know* you can trust... a product you can buy with confidence and own with pride. Your neighbor knows what you will know when you buy your RCA VICTOR television—dollar-for-dollar there is no greater value than RCA VICTOR *MILLION-PROOF* television.

**SERVICE**—RCA Service Company, a subsidiary of the Radio Corporation of America, installs and services more television sets than all other manufacturers combined. Only RCA VICTOR offers a national direct factory-to-you service organization, your assurance of unsurpassed performance at all times. RCA VICTOR is first in television—*first in television service*.

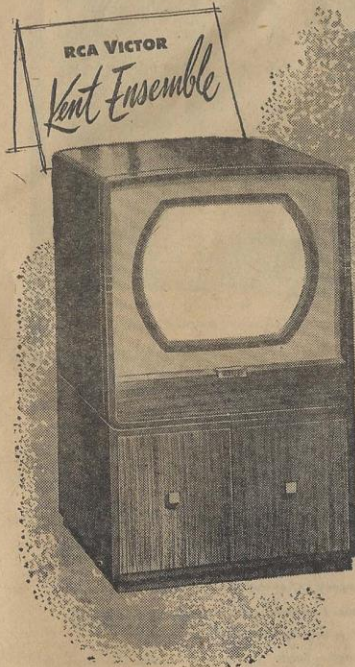
**ENDORSEMENT**—Today's surveys reveal that dealers who sell television—all brands—whose business is to know television, almost unanimously choose RCA VICTOR for use in their *own* homes by their *own* families. No greater tribute has ever been paid to any product by the men who sell it.



*The Television Set*  
**All America Has Been Waiting For!**

**RCA VICTOR 16" Television**  
**MILLION-PROOF Quality**  
**for only 199<sup>95</sup>**

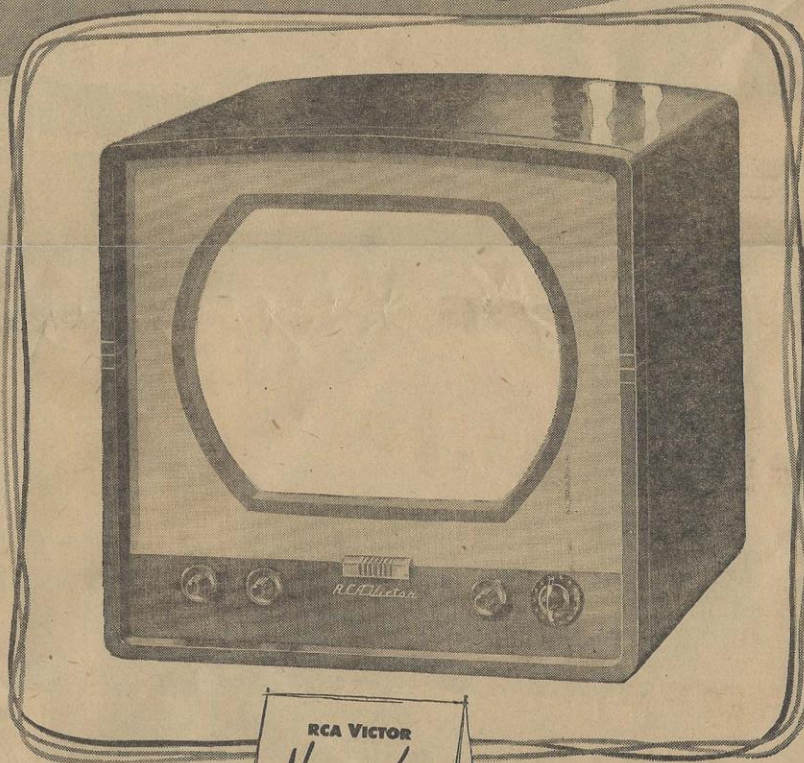
**Without a Doubt the  
 Best Performing  
 Television  
 You Can Get!**



*Complete ensemble — 16" television on a magnificent matching wood base with casters for easy placement of the receiver in the most convenient room locations. Built-in antenna. Drop panel behind which are the control knobs . . . enhancing the beauty of the receiver and helping to prevent tampering.*

**239<sup>95</sup>**

Plus \$1.17 Fed. Tax  
 Installation Extra\*



RCA VICTOR 16" quality television at the lowest price ever! Here's the finest, the best performance obtainable. Newly developed RCA Victor electronic circuits provide best possible reception in every location, including city and suburban areas which hitherto have presented problems. The cabinet is handsome and compact (height, 21"; width, 21½"; depth, 20"), beautifully finished in deep maroon.

**199<sup>95</sup>**

Plus \$1.16 Fed. Tax • Installation Extra\*

\*Ask for the only national direct factory-to-you service in television.

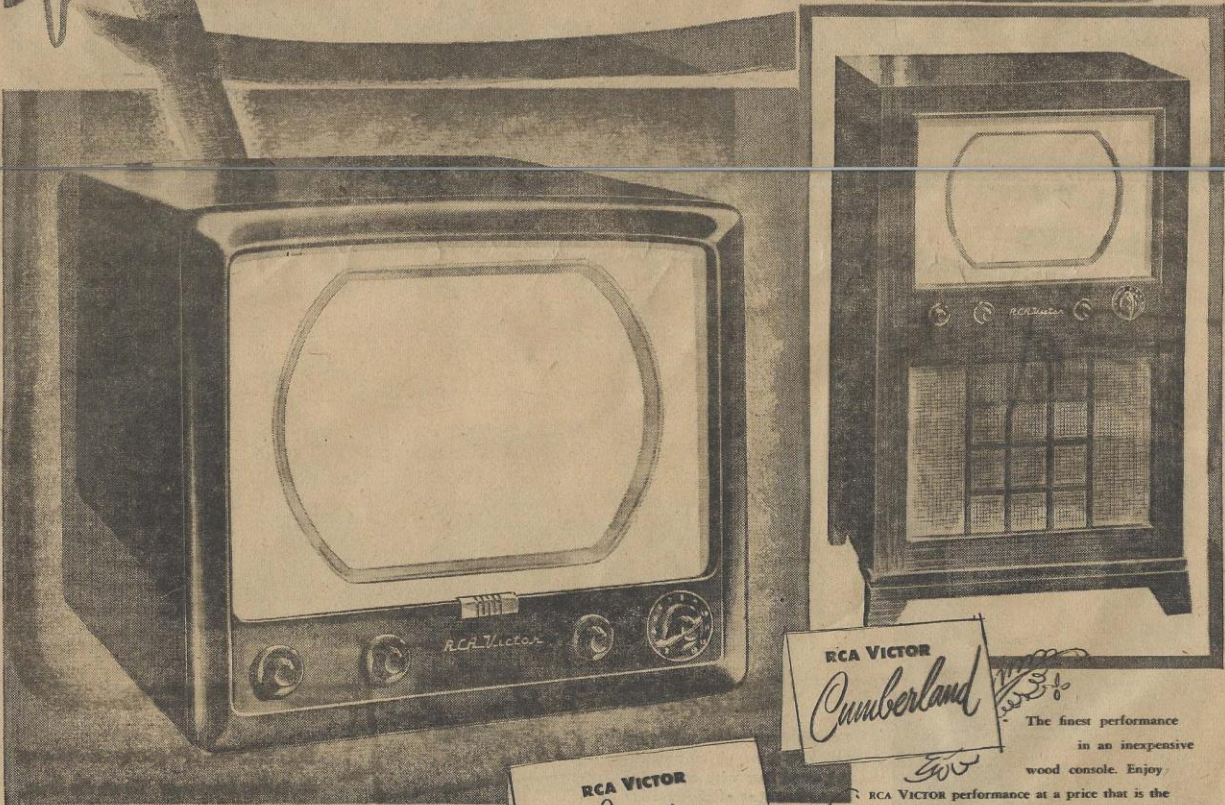
**Only RCA VICTOR is Million-Proof — proven in more than a million homes**



# MMP

## Million-Proof Performance

# at the Lowest Prices



Never before has RCA VICTOR offered greater value than the SHELBY. This 12½" receiver is amazingly compact . . . actually one-fourth smaller in cabinet size than any previous RCA VICTOR 12½" table set (height, 16½" - width, 18½" - depth, 22"). Attractive matching table with built-in antenna and shelf for record player available at small additional cost.

**159.95**

Plus \$1.14 Fed. Tax Installation Extra\*

RCA VICTOR  
*Shelby*

RCA VICTOR  
*Cumberland*

The finest performance in an inexpensive wood console. Enjoy RCA VICTOR performance at a price that is the lowest ever. This 12½" receiver with the new improved RCA VICTOR MILLION-PROOF chassis is television at its best. Rich finishes of walnut, mahogany or, at slightly higher prices, blonde. Remember, RCA VICTOR charges nothing extra for mahogany finish.

**189.95**

Plus \$1.15 Fed. Tax Installation Extra\*

Ask your neighbors why you should buy RCA VICTOR television. . . . .



# Ever for RCA VICTOR Quality Television

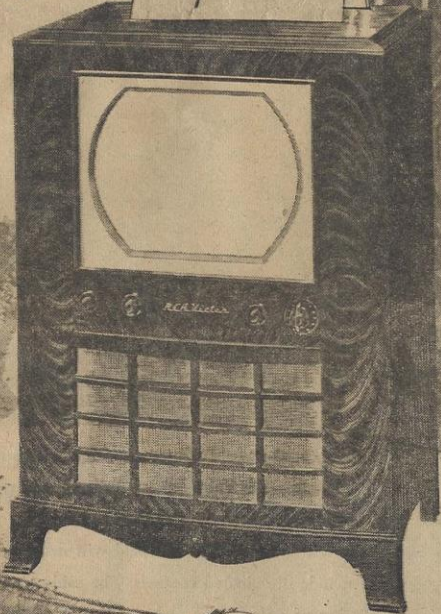


More of your neighbors buy RCA VICTOR than any other make. Only RCA VICTOR television is **MILLION-PROOF** — proven in more than a million homes — leadership that has been unchallenged since the beginning of television. Here is why: RCA VICTOR is many lengths ahead for *quality... performance... styling... value*. Today's RCA VICTOR television sets, with the new improved **MILLION-PROOF** chassis, are beyond doubt the finest, the best performing you can get.

The 16" Highland is refreshingly new and matches the decorative theme of any home. Unsurpassed performance! Has all exclusive RCA VICTOR features plus new illuminated station control. Priced surprisingly low. Cabinet in finishes of walnut, mahogany or, at slightly higher prices, blonde. Remember, RCA VICTOR charges nothing extra for mahogany finish.

Plus \$1.39 Fed. Tax Installation Extra\* **279.50**

RCA VICTOR  
*Highland*



RCA VICTOR  
*Kingsbury*

The Kingsbury proves RCA VICTOR's claim to greatest television values. Here is 16" television in a beautiful Contemporary cabinet amazingly low priced. Feature-filled and priced lower than ever for an RCA VICTOR 16" console. The Kingsbury comes in walnut, mahogany or, at slightly higher prices, in blonde finish. Remember, RCA VICTOR charges nothing extra for mahogany finish. Illustrated in Blonde

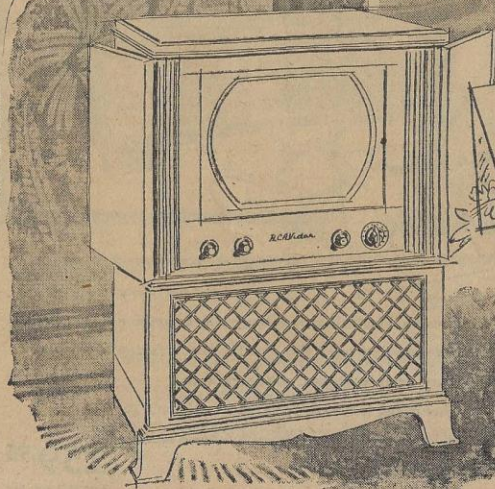
**259.95**  
Plus \$1.29 Fed. Tax Installation Extra\*

Dollar-for-dollar there is no greater value than RCA VICTOR . . . . .

\*Ask for RCA Service, the only national direct factory-to-you dealer in television.



# New Masterpieces of



RCA VICTOR  
*Fairfield*

Combine the world's finest television with a truly exquisite cabinet!  
Result — the Fairfield — a thrilling addition to your home entertainment, combining outstanding styling and superb entertainment at a price easily within reach. The Fairfield will make television history.

Features include illuminated controls. The cabinet may be selected in lustrous finishes of walnut, rich mahogany or, at slightly higher prices, blonde. Remember, RCA VICTOR charges nothing extra for mahogany finish. 16".

**299.50**

Plus \$1.41 Fed. Tax  
Installation Extra

RCA VICTOR charges nothing extra for mahogany finish . . . . .



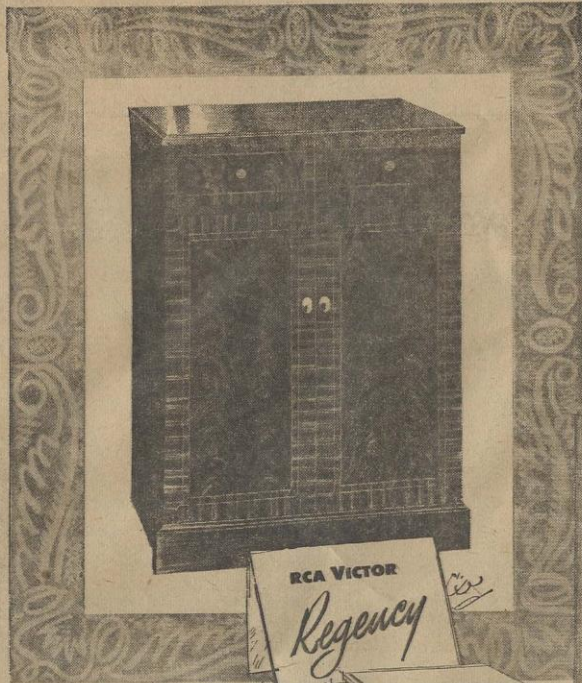
Fine Furniture

# Styling

# 16" RCA VICTOR MP 16 Inch Consoles

The best pictures of all tell you which sets are RCA VICTOR. Still another way to choose RCA VICTOR receivers is to look for the handsomest cabinets of all. They're sure to be RCA VICTOR!

You can select Traditional RCA VICTOR by accuracy of detail and faithfulness to the original. In Modern, the sets showing the use of free imagination — the sets with the sparkling flair of good Modern, are unmistakably RCA VICTOR. RCA VICTOR stylists set the cabinetry trends others follow. Master cabinet-makers translate the stylists' drawing board designs into the most beautiful cabinets in television.

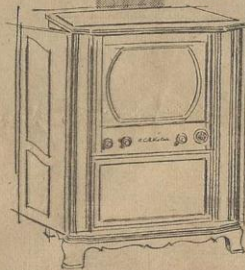


RCA VICTOR  
*Regency*

Your favorite 16" television in a truly beautiful setting. The Regency brings you the best in television and a distinctively lovely furniture piece with two full doors. Features include illuminated controls. In finishes of rich mahogany or walnut to match the decorative theme of your home. Remember, RCA VICTOR charges nothing extra for mahogany finish.

**329.50**

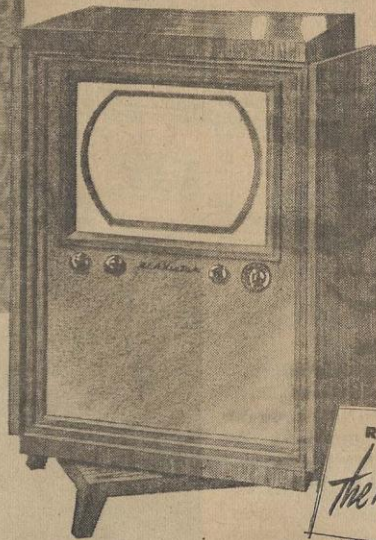
Plus \$1.44 Fed. Tax Installation Extra\*



RCA VICTOR  
*Provincial*

The loveliest Provincial styling for America's finest television! Immeasurable beauty added to your home. The rare quality of true Provincial is authentically reproduced to create a striking setting for 16" quality RCA VICTOR television. Finished in mahogany, natural walnut or maple...at one price.

Plus \$1.46 Fed. Tax Installation Extra\* **359.50**

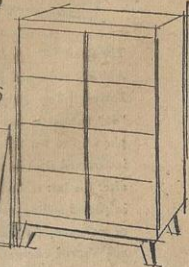


RCA VICTOR  
*The Modern*

Ultra-fine television, ultra-sophisticated cabinetry — 16" Modern! The most unique, practical advance in modern design. A touch swings the cabinet and permits viewing from various room locations. The doors swing to either side giving completely unhindered viewing. Finishes of walnut, mahogany, and blonde...all at one price.

**349.50**

Plus \$1.45 Fed. Tax Installation Extra\*



\*Ask for RCA Service...the only national direct factory-to-you service in television

Beyond a doubt the finest television ever made . . . . .



# Which

## RCA VICTOR

### 6 Way Home Entertainment TV Combination

# do You Want?



The finest 16" television plus incomparable AM-FM radio and phonograph performance including Extended Tone Range for truer, more realistic listening. "45" automatic record changer plus a 78 - 33-1/3 changer that plays up to ten 12" records or twelve 10" records... intermixed sizes in the same speeds with automatic stops after the last record. 18th Century cabinet, the ultimate in period styling, comes in walnut or mahogany finishes. Remember, RCA VICTOR charges nothing extra for mahogany finish.

**495.00**

Plus \$10.21 Fed. Tax Installation Extra\*



RCA VICTOR—world leader in radio—first



# Six Services In One Cabinet ...

Television...

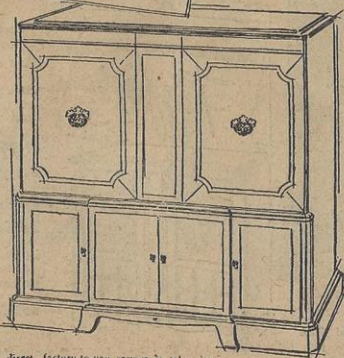
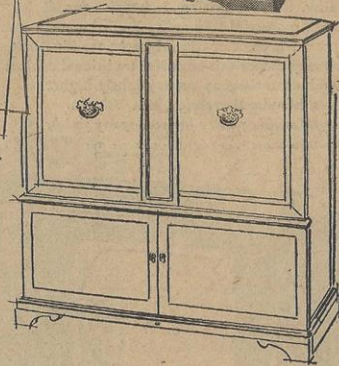
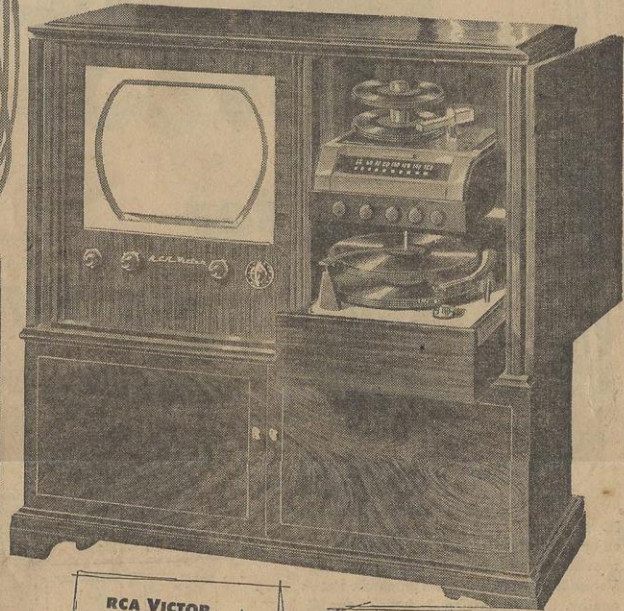
AM and FM Radio...

AUTOMATIC 3-Speed Phonographs  
2 SEPARATE  
(45 RPM and 78-33 $\frac{1}{3}$  RPM)

**MILLION-PROOF** television belongs to RCA VICTOR!

Only RCA VICTOR television is **MILLION-PROOF** —  
proven in more than a million homes.

In presenting its new combination home  
entertainment receivers, RCA VICTOR'S position  
is again assured as *world leader in radio ...*  
*first in recorded music — first in television.*



The Sedgwick is the ultimate in television-radio-phonograph combinations! The vastly improved 19" television chassis was designed with the same engineering "know-how" that has made RCA VICTOR the most famous name in television. Truly deluxe, the Sedgwick offers television, AM-FM radio and two automatic record players for all speeds. This glorious cabinet reflects a graceful dignity and beauty of styling. In walnut or mahogany finishes. Remember, RCA VICTOR charges nothing extra for mahogany finish.

**695.00**

Plus \$10.00 Fed. Tax  
Installation Extra\*

\*Ask for RCA Service... the only national direct factory-to-you service in television

RCA VICTOR stylists have captured distinction, grace and charm in this traditional cabinet design which features **MILLION-PROOF 16"** television. Has all the six entertainment services with extras that include playing intermixed sizes in the same speed on the automatic record changer, with automatic stop after the last record. Storage space for 7-10-12" records. Extended Tone Range for better listening. This impressive furniture piece comes in walnut, mahogany or, at slightly higher prices, blonde. Remember, RCA VICTOR charges nothing extra for mahogany finish.

**550.00**

Plus \$10.51 Fed. Tax  
Installation Extra\*

in recorded music—first in television



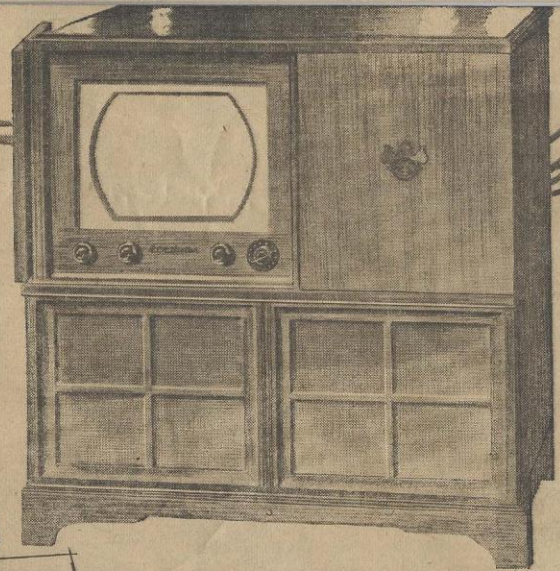
**MILLION-PROOF Quality**  
**and Lowest Prices**  
**for**  
**RCA VICTOR TV Combinations**

Invest only a modest amount—  
 enjoy an outstanding radio-phonograph-  
 television combination in the Somervell!  
 Versatile entertainment plus unmatched RCA VICTOR  
 quality. 12½" television, 2 changers for all  
 records, powerful AM radio. Record storage space  
 is provided. Selector control knobs are illuminated.  
 You may choose this beautiful traditional cabinet  
 in walnut, mahogany or, at slightly higher  
 prices, blonde. Remember, RCA VICTOR  
 charges nothing extra for mahogany finish.

*Illustrated in Blonde*

Plus \$6.43 Fed. Tax  
 Installation Extra\*

**299.50**



This superb instrument offers endless  
 variety in entertainment—16" RCA VICTOR  
 quality television, AM radio and two separate  
 automatic record changers for 45, 78, and 33½ speeds.  
 Everything you want in a television combination,  
 including price you can afford is yours in the  
 Fairfax. Cabinet of traditional styling is available  
 in mahogany, walnut or, at slightly higher  
 prices, blonde. Remember, RCA VICTOR charges  
 nothing extra for mahogany finish.

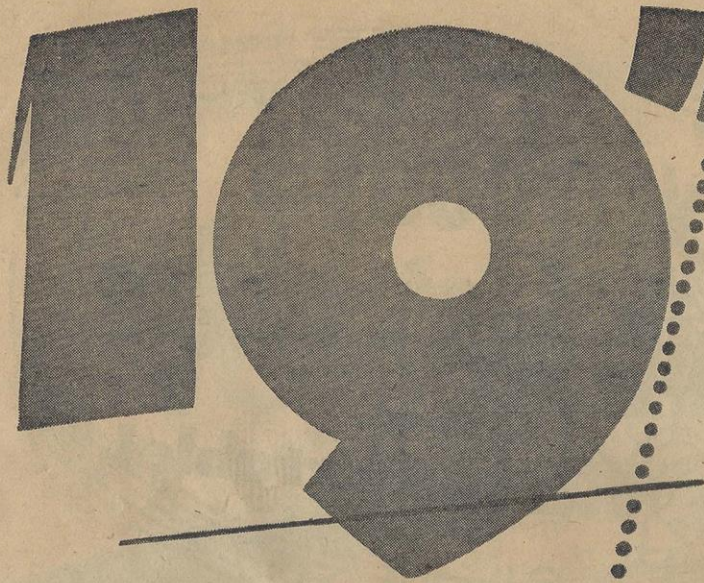
**439.50**

Plus \$7.92 Fed. Tax  
 Installation Extra\*

\*Ask for RCA Service... the only national direct  
 factory-to-you service in television

Television perfection is a thousand little things . . . . .

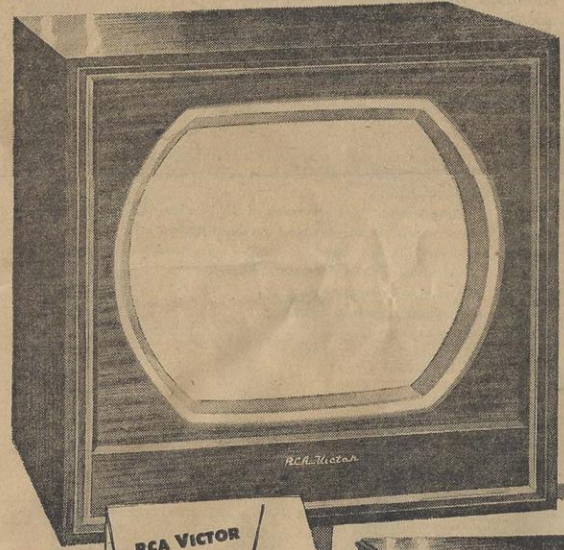




# Compact Furniture Styling

## An RCA VICTOR Engineering Achievement!

For the first time—19" television in trim, compact cabinets that take surprisingly little space. Nothing has been sacrificed to bring you the best RCA VICTOR performance. Compare with ordinary 19" receivers—judge on the basis of design and performance. There can be only one answer—RCA VICTOR!



**RCA VICTOR**  
*York*

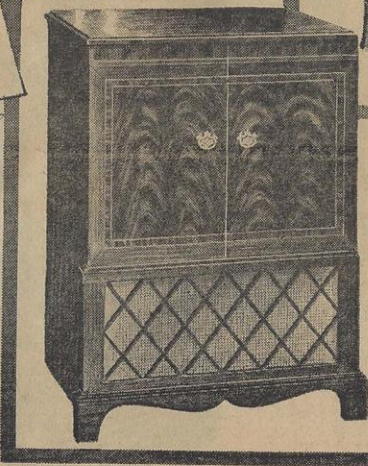
Impressive 19" table television—the pictures are big, the wood cabinet is small. Matching consolette base with doors for record player and record storage comes on casters, available at modest additional cost. Beautiful finishes of walnut, mahogany or, at slightly higher prices, blonde. Remember, RCA VICTOR charges nothing extra for mahogany finish.

**329.50**  
Plus \$1.44 Fed. Tax  
Installation Extra\*



A distinguished 19" console with RCA VICTOR performance and beauty. Particularly outstanding for its extreme grace and dignity. Included is every feature that makes RCA VICTOR the best in television. English Regency cabinet in lustrous walnut or mahogany finishes. Remember, RCA VICTOR charges nothing extra for mahogany finish.

**425.00**  
Plus \$1.40 Fed. Tax  
Installation Extra\*



**RCA VICTOR**  
*Hillsdale*

**RCA VICTOR**  
*Northampton*

The choice is clearer than ever before . . . the best buy ever in 19" console television. Largest direct view RCA VICTOR receiver . . . distinctive beauty of design, outstanding RCA VICTOR television performance! Traditional cabinet in walnut, mahogany or, at slightly higher prices, blonde. Remember, RCA VICTOR charges nothing extra for mahogany finish.

**389.50**  
Plus \$1.47 Fed. Tax  
Installation Extra\*

RCA VICTOR and only RCA VICTOR is first in television. . . . .





# Everybody's Goin' Somewhere

with an  
**RCA VICTOR Portable!**

**Model BX55.** This lightweight, beautifully trimmed RCA VICTOR portable radio is a "heavyweight" for performance. On vacation play it on its battery... for fun at home play it on AC or DC current. Wherever you go you'll find wonderful listening at a price that's amazingly low.

**29.95**

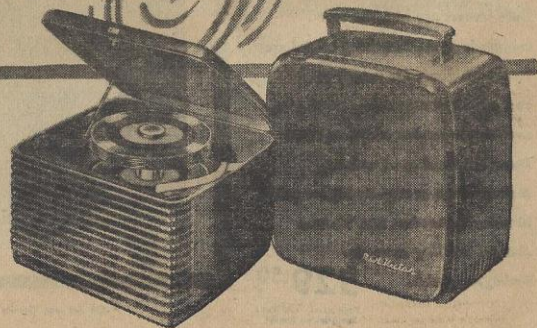
**"Globe Trotter."** Newest version of the best known, most wanted of all portables! Performs beyond compare through the thrilling "Golden Throat," finest tone system in RCA VICTOR history. Enjoy it as it plays on AC or DC current or, away from home, on its battery.

**49.95**

**Model BX57.** Carry a tune with this rugged three-way performer... a good looking companion wherever you go. Enjoy it at the seashore or the country as you play it on its battery, or at home on AC or DC current. It's a great buy!

**34.95**

**Model 45EY3.** Now, extra enjoyment for "45" music lovers!  
This fully automatic phonograph complete with plastic carrying case.  
Take it wherever you go. Outstanding, distortion-free tone.  
Plays a whole stack of records at the touch of a button.



No other set outperforms RCA VICTOR . . . . .



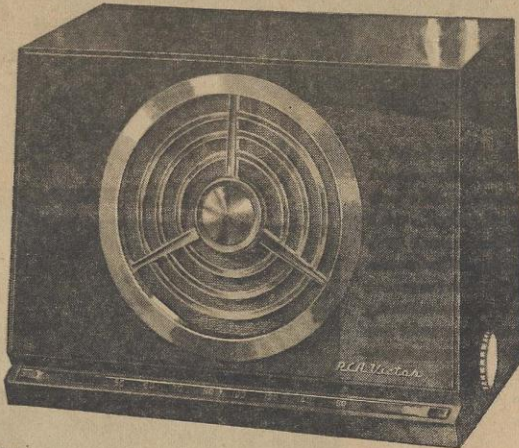
The  
Engineering  
Wizardry of  
RCA VICTOR  
Brings You  
Better Radios  
for less money

Tone and Power  
Heretofore not Even  
Found in Expensive  
Consoles...!

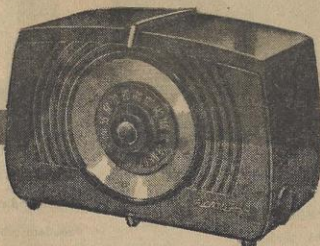


Captures top honors for styling...  
for tone... for value. This outstanding  
receiver features a big 8-inch speaker! Now you can enjoy unbelievable  
performance in a table model radio... console tone quality richly  
endowed with the world-famous "Golden Throat"  
acoustical system. Illustrated in blonde. Model 9X571. **39.95**

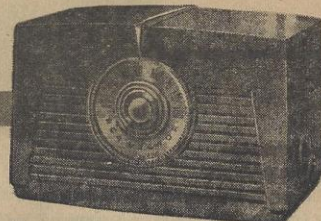
New classic design provides unsurpassed brilliance of tone through the only 8-inch console  
speaker in compact table model radios today. Truly new performance,  
new styling, new value. Never before could you get such  
quality at such a low price. Model 9X561. **29.95**



Static-free RCA VICTOR FM... plus AM radio in an at-  
tractive modern cabinet. Added power of RCA VICTOR  
Preferred Type Tubes combined with "Golden Throat"  
tone system brings unbelievably rich,  
vibrant tone to Model X711. **49.95**



Performance and quality rarely found in a table radio  
at this low price. Hear the rich, realistic tone of the  
"Golden Throat" acoustical system. See the unusually  
attractive modern cabinet of Model X551. **24.95**



Modern, smart, unique. Circular dial revolves at  
finger's touch. Hear this set perform - its volume and  
power, its fine selectivity match the performance  
of more expensive table radios. See it...  
hear it... buy it! Model 9X541. **19.95**

(TABLE RADIOS AVAILABLE IN OTHER COLORS AT SLIGHT ADDITIONAL COST)

More than ever RCA VICTOR is your best buy . . . . .





"Golden Throat" the finest tone system in RCA VICTOR history, is one of the many outstanding features you enjoy only with an RCA VICTOR receiver.

**Model A108.**

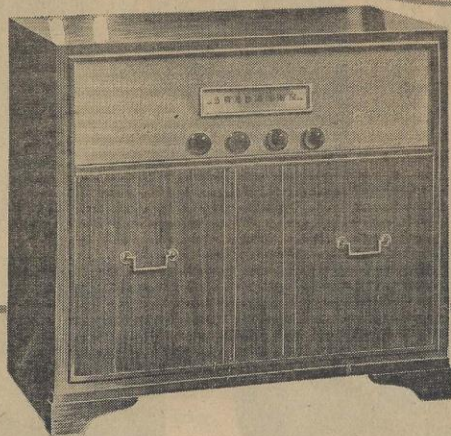
Styled in lovely Regency, the A108 is the finest RCA VICTOR radio-phonograph. Powerful AM-FM and separate changers for "45" as well as 78-33-1/3 on which you can play 10- and 12-inch records of the same speed intermixed. *New extended tone range.* In walnut and mahogany finish or, at slightly higher prices, blonde. **269.50**



RCA VICTOR 3-Speed  
**Phonograph-Radio**  
 Combinations  
 Play 45-78 and 33 1/3 RPM Recordings  
**Automatically**



**Model A91.** For the best in AM-FM radio...all-speed record pleasure...and a lovely Traditional cabinet...this is the combination for you. It stands apart in styling and performance. AM-FM radio and two record changers for finest listening pleasure. *New extended tone range.* In walnut and mahogany finish or, at slightly higher prices, blonde. **239.95**



**Model A55.**

When you see this handsome Victrola radio-phonograph, you won't believe it could be priced so low. The cabinet is smart, distinctive. Within it is a vast world of entertainment. In one drawer is an automatic 33-1/3-78 RPM record changer. The "45" automatic changer has been designed in a separate drawer. You enjoy all the advantages of the "45" system—no spindle to change—no record posts to adjust. The powerful AM radio gives unsurpassed performance. In walnut and mahogany finish or, at slightly higher prices, blonde. **159.95**



**Model A82.** Bring the charm of recorded

music and superb AM radio into your home in a striking moderna cabinet. Two separate changers for all speeds. Thrilling "Golden Throat" tones on RCA VICTOR'S 12-inch speaker. In walnut and mahogany finish or, at slightly higher prices, blonde. **199.95**

RCA VICTOR is the standard of the industry . . . . .



**Special "45" Record  
BONUS OFFER...  
Gives you Albums and  
New Releases at  
No Extra Charge**

The RCA Victor "45" system *sounds better . . . plays easier . . . costs less.* RCA Victor invites you to know the thrill of distortion-free, live-talent "45" music as played on 7-inch non-breakable records that last up to 10 times longer. Enjoy 50 uninterrupted minutes of "Golden Throat" tone at the touch of a button . . . and at the lowest prices ever for instruments with automatic changers.

# Play Them On RCA VICTOR "45"

**the finest Automatic  
Record Player System of them All!**

**START YOUR  
RCA VICTOR "45"  
RECORD COLLECTION  
WITH THIS SPECIAL  
OFFER**

37.47 VALUE  
FOR ONLY **29.95**

Complete "45" automatic phonograph and album of 24 hit tunes at one low price! Less than 10 inches square . . . small, yet "big" in performance. Just plug it in—works anywhere!

**A Complete Phonograph  
—Not an Attachment**



MODEL 45EY

**MAKE YOUR RADIO  
OR TV AN AUTOMATIC  
PHONO COMBINATION**

Plays through your present set regardless of make. Low priced, yet has all advantages of the "45" system. Enjoy the finer sound, easier playing and longer life of "45" records . . . and let their savings pay for the attachment!

RECORD PLAYER  
AND 6 BONUS  
RECORDS ALL FOR **12.95**



MODEL 45J



RCA VICTOR 45 rpm  
Record Changer Attachment

Sold to:  NAME

ADDRESS  CITY & STATE

**BONUS OFFER • 6 BONUS RECORDS WORTH UP TO 6.00**

For the unbelievably low price of \$12.95 you get the amazing "45" phonograph attachment *plus* your choice of any six

new RCA Victor "45" records—select one each month—classical or popular. **DON'T MISS THIS GREAT BONUS OFFER!**



MODEL 9Y51

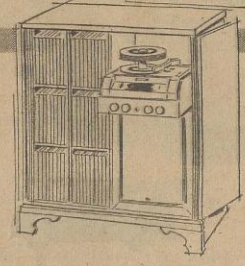
**"45" PHONOGRAPH-RADIO  
COMBINATION WITH ALBUM OF  
24 HIT SELECTIONS**

67.47 VALUE  
FOR ONLY **59.95**

Special three-in-one offer—one of the greatest radio-phonograph-record values of all time! Hear Perry Como, Vaughn Monroe, Freddy Martin, Boston "Pops" and many others. Instrument takes less than a cubic foot of space . . . completely automatic "45" phonograph . . . AM radio!



**RCA VICTOR MODEL 45W9**  
Incomparable "45" With Storage  
Space for 400 Records



**THE MODERN WAY  
TO ENJOY MUSIC**

A treasury of musical enjoyment featuring a 12-inch speaker, RCA Victor's "Golden Throat" and new extended tone range. Completely automatic "45" phonograph offering 50 minutes of distortion-free music at the touch of a button. Superb AM and FM radio. Distinctive Period cabinet. **179.95**

Every RCA VICTOR television receiver has a phonograph jack. . . . .



No Other Manufacturer Offers  
Such Extensive Direct Factory-To-You

# Television Service



"Ask Your Neighbors"—a standing invitation from the world's leading television manufacturer to get the facts from the people who own RCA Victor television and who, therefore, judge its performance day in and day out. Your RCA Victor television receiver, guaranteed by your RCA Service Contract, gives you the world's finest television—but you don't have to take our word for it. There are more than a million families you can ask. Ask *them* about RCA Victor quality, performance, value and SERVICE. Then, and only then, will *you* know what *they* know—RCA Victor, proven in more than a million homes, is first in television . . . first in television service!

## New Low Service Prices!

### PLAN 1

- 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.

### PLAN 2

- 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.

*Only* RCA VICTOR offers national direct factory-to-you installation and service—AND AT NEW LOW PRICES!

*Only* when you buy RCA VICTOR television can you get the RCA Service Contract!