

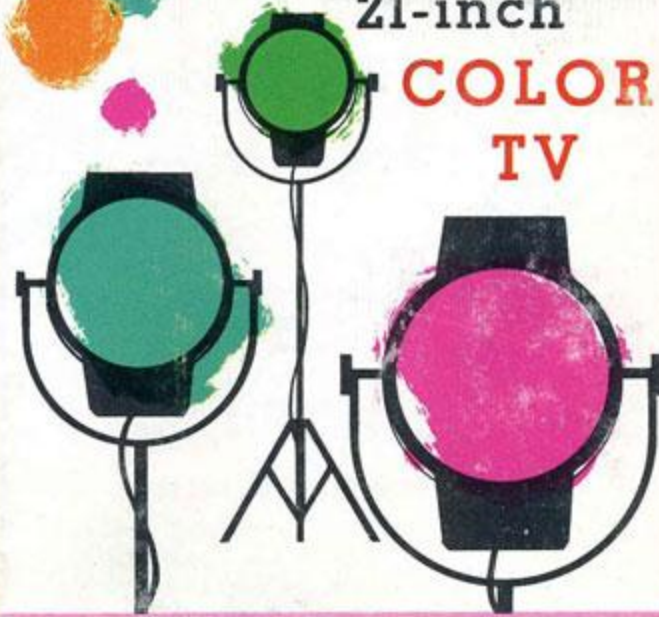
# BIG COLOR

IS HERE!

New RCA VICTOR

21-inch

COLOR  
TV



Look what RCA VICTOR COLOR  
adds to your TV enjoyment



See pictures as big as life . . . as real as life . . .  
on the most thrilling television set in America!

Presenting the NEW

**RCA VICTOR**

21-INCH **COLOR** TV



You get all this with New  
**RCA VICTOR 21-inch COLOR TV**

Now you can enjoy the world of TV entertainment as never before! Exciting new RCA Victor 21-inch Color Television brings you huge, life-size pictures of life-like beauty—in full natural color.

You'll see spectacular musicals . . . dramas . . . sports . . . history-making events . . . and a growing host of other color telecasts . . . see them all with breathtaking brilliance as real as life! And through the magic of RCA Victor

Compatible Color Television, you'll also see black-and-white telecasts in black and white—with greater-than-ever detail and depth.

You get all this, plus tasteful Contemporary styling in a compact console cabinet finished in luxurious mahogany. In every way, new RCA Victor Color Television is your finest investment in home entertainment. See it yourself . . . and you'll agree!

# Great New Features

## Assure Finest Color TV Performance

### **RICH, NATURAL COLOR!**



The new RCA 21-inch Tri-Color Picture Tube in this set achieves clear, true color reproduction . . . brings you pictures of thrilling realism, big as life! It has more viewing area than any other color tube previously produced.

### **SIMPLIFIED COLOR TUNING!**



In addition to the regular TV controls, there are just two simplified controls for color. One knob adjusts for color intensity or strength . . . the other adjusts color to true or desired shades . . . assuring the clearest, richest picture possible.

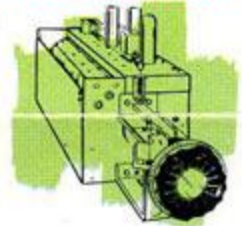
### **RECEIVES BLACK-AND-WHITE TV TOO!**

You not only receive color telecasts in color on RCA Victor Compatible Color TV, but also black-and-white programs in black-and-white . . . in greater detail and depth than ever before.



### **AUTOMATIC UHF-VHF CHANNEL SELECTION!**

As many as 16 stations, any combination of UHF and VHF channels, can be dialed easily. Turn selector knob to channel desired—automatically, there's your station. Ready for fine tuning and color adjustments.



RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION



### **FULL, RICH SOUND FROM DUAL SPEAKERS!**

Through RCA Victor's exclusive "Golden Throat" Fidelity Tone System, sound with concert-like realism accompanies television's finest picture.



### **CLEAR, STEADY RECEPTION!**

Color, as well as picture and sound, is held steady by the powerful RCA Victor "Magic Monitor" Chassis . . . which automatically boosts weak signals and screens out interference.



### **"GOOD NEIGHBOR" PERFORMANCE!**

RCA Victor Color Television, with its carefully designed, heavily shielded circuit system, will not cause interference on nearby sets. This special design also assures you of clearer pictures.

Another big  
**RCA VICTOR plus...**  
 the finest installation  
 and service



For your complete enjoyment, Color Television requires expert installation and maintenance service with specialized equipment. With an RCA Victor Factory-Service Contract, your set is installed and serviced by RCA's own technicians... backed by the "know-how" of practical Color TV servicing experience gained while Color TV was being developed.

RCA Victor Color Television and the RCA Victor Factory-Service Contract (optional, extra) are a combination of the finest Color TV and the best installation and service. And only RCA Victor Television owners can buy an RCA Victor Factory-Service Contract.

See **RCA VICTOR**  
**COLOR TV** here!

*Low or lower sale*  
*Get coupons on foreign travel.*  
*Mowers and more, 11/5/53.*  
*Patrons M/1/5.*

Form HC1156

TMKS.\*

Printed in U.S.A.

Specifications subject to change without notice.

