

CBS-Columbia Inc.

formerly Air King Products Co., Inc.

170 53rd STREET
BROOKLYN 32, N. Y.

A FEW FACTS

ABOUT

CBS-Columbia

COLOR

TELEVISION

RECEIVERS

CBS-Columbia

COLOR TELEVISION RECEIVERS

- First and original Color Television Receivers... Engineered and manufactured by CBS-Columbia Inc.
- Here combined in one receiver is the most sensational development in the history of the television industry... a choice of color or black-and-white reception on your CBS-Columbia Dual Color Television Receiver at the flick of a switch... natural, vivid color as never seen before... transmitted and received on the only system approved by the Federal Communication System.
- Complete simplicity of operation is the keynote of this revolutionary CBS-Columbia Color Television Receiver, using only one additional knob to switch from color to black-and-white.
- CBS-Columbia, first with the original Dual Color Television Receivers, have from the beginning engineered into every CBS-Columbia black-and-white receiver a simple socket through which a color unit may be added at any time. Available today is a complete line of CBS-Columbia black-and-white receivers plus the original Dual Color Television Receiver.
- See your CBS-Columbia dealer as soon as possible and arrange to see color television. See it on the original CBS-Columbia Color Television Receivers and see it best.

...Designed for the future!



CBS-Columbia
COLOR TELEVISION RECEIVER
 Model 12CC2

SUGGESTED LIST PRICE

MODEL 12CC2

\$499⁹⁵

PLUS FEDERAL EXCISE TAX
 AND WARRANTY

Also available in open face Console —

SPECIFICATIONS

Height 36¹/₈"

Width 32"

Depth 22¹/₈"

27 Tubes incl. rectifiers and CRT

CBS-Columbia - **first in COLOR**