A FEW FACTS ABOUT

CBS-Columbia

COLOR
TELEVISION
RECEIVERS

CBS-Columbia Inc.
(formerly Air King Products Co., Inc.)

170 53rd STREET
BROOKLYN 32, N.Y.
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
$499.95
PLUS FEDERAL EXCISE TAX AND WARRANTY
Also available in open face Console—

SPECIFICATIONS
Height 36½”
Width 32”
Depth 22½”
27 Tubes incl. rectifiers and CRT

CBS-Columbia - first in COLOR