Gisèle MacKenzie ... Star of "Your Hit Parade"

COL-R-TEL
Color converter

YOUR ANSWER TO COLOR TV
NOW! MAGNIFICENT NATURAL COLOR TV

at a price you can easily afford!

COL-R-TEL Color converter

Thrill to the exciting beauty of full-color reception with your present black and white television set! When color is broadcast you will receive programs in all the glorious hues and tones that the finest color-casting can produce.

The quality of color reception is excellent and the COL-R-TEL color converter is unbelievably low in price. If your TV receiver now produces a good black and white picture, and your local TV stations transmit good color quality . . . you are ready for COL-R-TEL.

FOR ALL SIZES OF BLACK AND WHITE CONSOLE OR TABLE MODEL TV SETS

COL-R-TEL converts any black and white set for color. The complete picture is electronically sized to the picture area for fine-texture color viewing. When programs are viewed in black and white, the set is used with normal screen size in the conventional manner. You turn a switch to reduce the picture to converter size or to restore the original size for black and white.

EASILY INSTALLED . . . NO SERVICE PROBLEMS

The COL-R-TEL electronic unit may be installed behind the cabinet by your dealer. The color-viewing screen is a portable, plug-in, lightweight unit that rests on rubber cushions on top of the cabinet when color programs are viewed. The electronics and mechanics of COL-R-TEL are simplified to permit easy, low-cost servicing or replacement of parts by any television serviceman.

CONVERT YOUR PRESENT TV SET TO COLOR!
ONLY $149.95
READY TO INSTALL

Complete... NO EXTRAS TO BUY...

The cost of COL-R-TEL is so low you would expect hidden “extras.” There are none. If you can afford black and white TV... you can now afford COLOR with COL-R-TEL, your answer to color TV.

RECEIVE COLOR TELECASTS NOW!
Superb Color

AND THE FINEST BLACK AND WHITE

are yours when you
own a low cost . . .

COL-R-TEL
Color converter

COL-R-TEL gives you magnificent color yet costs
but a fraction of a separate color receiving set.
With COL-R-TEL you save TWO ways because
you need only one receiver . . . your present
black and white set. There is no need to wait for
color. It’s here . . . and you owe it to yourself to
have it now.

Because the COL-R-TEL converter in no way
affects black and white reception, you receive black
and white as perfectly as your present set is capable
of receiving it. You sacrifice neither size of pic-
ture or quality, nor does COL-R-TEL impair the
life of tubes or circuits of your receiver.

COL-R-TEL is sold, installed and serviced by reliable dealers
Mfg. by COLOR CONVERTER, INC., Columbia City, Indiana

BULK RATE

YOUR ANSWER TO
Color-TV

for: