The New York Times

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 3,000,000 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 50% fewer parts, the quality of the new instruments has been substantially improved. This is indeed an engineering feat.

The design, based on RCA Victor's experience with public tastes, sets 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
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-Power 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-Power—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-Power 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-Power chassis, proven in more than a million homes.

STYLING—RCA Victor television receivers are “in 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-Power 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 199.95

Without a Doubt the Best Performing Television You Can Get!

RCA Victor Kent Ensemble

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.

239.95

RCA Victor Newport

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.

199.95

Only RCA Victor is Million-Proof — proven in more than a million homes.
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, 27½").
Attractive matching table with built-in cabinet and shelf for record player available at small additional cost.

159.95

189.95

Ask your neighbors why you should buy RCA Victor 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.

![Highland](279.50)

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

Dollar-for-dollar there is no greater value than RCA Victor
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 handsome finishes of walnut, rich mahogany or, at slightly higher prices, blonde.

Remember, RCA VICTOR charges nothing extra for mahogany finish.

RCA VICTOR charges nothing extra for mahogany finish
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 handsome 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, 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.

The low-price Provincial styling for America's finest television immensurably 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, walnut or maple—$329.50.

Regency

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

Provincial

The low-price Provincial styling for America's finest television immensurably 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, walnut or maple—$359.50.

Regency

RCA Victor

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 unsurpassed realism.

2-45" automatic record changer plus a 78-33-1/3 changer that plays up to six 12" records or twelve 10" records...

Instantized times in the same speed 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

RCA Victor—world leader in radio—first
**Six Services in One Cabinet**

- Television...
- AM and FM Radio...
- Automatic 3-Speed Phonographs (45 RPM and 78.35th 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.

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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

*Ask for RCA Service, the only national direct factory-in-one service in television*

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RCA Victor stylists have captured distinction, grace and charm in this traditional cabinet design which features Mission Pearson 16'' television. Has all the six entertainment services with extras that include playing personalized tapes 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

*Ask for RCA Service, the only national direct factory-in-one service in television*

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 unequaled RCA Victor quality. 12½" television, 2 changers for all records, powerful AM radio. Record storage space is provided. Selective 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 COLORS.

Somervell

299.50

Fairfax

439.50

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.

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!

Impressive 19" table television—the pictures are big, the wood cabinet is small. Matching console base with doors for record player and record storage comes on cabinet, 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

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

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 handsome walnut or mahogany finish. Remember, RCA Victor charges nothing extra for mahogany finish. 425.00

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

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

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

RCA Victor and only RCA Victor is first in television.
Everybody's Goin' Somewhere
with an
RCA VICTOR Portable!

Model 855. 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. Whenever you go
you'll find wonderful listening at a price
that's amazingly low.

29.95

"Golden Truth." Newest version of the best known,
most wanted of all portables! Performs beyond
comparison through the thrilling "Golden Truth,"
front tune system in RCA VICTOR history.
Saves it as it plays on AC or DC
current or, away from home,
on its battery.

49.95

Model 105. Carry a tone with this rugged
dual-tone performer... a good looking companion
wherever you go. Enjoy it at the waterfront
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 450. Now, extra enjoyment for "55" 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...

New classic design provides unsurpassed brilliance of tone through the only 6-inch console speaker in compact table model radio today. Truly new performance, new styling, new values. Never before could you get such quality at such a low price. Model 92561. 29.95

Captures topListen for styling... for tone... for value. The newsmall receiver features a 6-inch speaker! Now you can enjoy unbelievable performance in a table model radio... console tone quality richly endowed with the world-famous "Golden Throne" acoustical system. Illustrated in blonde. Model 92571. 39.95

Sturdy, fine RCA Victor PM5... plus AM radio in an attractive modern cabinet. Added power of RCA Victor Preferred Tube. Tuned with "Golden Throne" tone system brings unbelievably rich, brilliant tone to Model 9251. 49.95

Performance and quality rarely found in a table radio at this low price. Hear the rich, realistic tone of the "Golden Throne" acoustical system. See the unusually attractive modern cabinet of Model 9255. 24.95

Modern, smart, unique. Circular dial revolves at finger's touch. These set features—in volume and power, in fine selectivity—match the performance of more expensive table radios. See it... hear it... buy it! Model 9254. 19.95

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

More than ever RCA Victor is your best buy.
RCA Victor 3-Speed Phonograph-Radio Combinations
Play 45-78 and 33 1/3 RPM Recordings Automatically

Model 408.
Stylish in lovely Regency, the
AI8R is the finest RCA Victor
radio-phonograph. Powerful
AM-FM and separate changers
for "45" as well as 78-33-1/3 or
which you can play 10- and 12-inch
records of the same speed inten-
minated. New extended tone range.
In walnut and mahogany finish or,
or slightly higher prices, blonde.
269.50

RCA Victor "Golden Throat!"
"Golden Throat," the home
true system in RCA Victor stereo,
as one of the many outstanding
features you enjoy only with
an RCA Victor receiver.

Model 491. For the best in
AM-FM radio...all-speed record
pleasure...and a lovely
Traditional cabinet...this is
the combination for you. It stands
apt in style and performance.
AM-FM radio and two-speed
changer for finest listening
pleasure. New extended tone
range. In walnut and mahogany
finish or, at slightly
higher prices, blonde.
239.95

Model 485.
When you see this handsome
Victor radio-phonograph, you
won't believe its price 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 482. Bring the charm of recorded
music and superb AM radio into your home in a striking
modern cabinet. Two separate changers for all speeds.
Thrilling "Golden Throat" tone on RCA Victor's 13-inch speaker.
In walnut and mahogany finishes 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.

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

27.47 Value
FOR ONLY 29.95

Complete "45" monaural phonograph and album of 24
hit tunes at one low price! Less than 10 inches square
... tall, yet "big" in performance. Just plug it
in—work sees itself!

A Complete Phonograph
—Not an Attachment

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

47.47 Value
FOR ONLY 59.95

Special three-in-one offer—one of the greatest sales
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

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

MAKE YOUR RADIO
OR TV AN AUTOMATIC
PHONOGRAPH COMBINATION

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

RECORD PLAYER
AND 6 BONUS
RECORDS ALL FOR

BONUS OFFER = 6 BONUS
RECORDS WORTH UP TO $8.00
For the unbelievable low price of $12.95
you get the amazing "45" phonograph
attachment plus your choice of any six
new RCA Victor "45" records—what one
each month—Educated at popular. DON'T
MISS THIS GREAT BONUS OFFER!

THE MODERN WAY
TO ENJOY MUSIC

A treasury of musical masterpieces featuring
a 13-inch speaker, RCA Victor's "Golden
Throat" and new extended-tune range.
Completely-automatic "45" phonograph
offering 50 minutes of distortion-free
music at the touch of a button. Superb
AM and FM radio.
Executive Period
model. 179.95
No Other Manufacturer Offers Such Extensive Direct Factory-To-You

Television Service

rca VICTOR
FACTORY SERVICE CONTRACT

"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 1 million families you can ask. Ask about RCA Victor quality, performance, value and SERVICE. Then, and only then, will you know what they know—RCA Victor, proven in more than 1 million homes, is first in television . . . first in television service!

New Low Service Prices!

Only RCA Victor offers national direct factory-to-you installation and service—AND AT NEW LOW 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; $3.75 if out of town.

PLAN 2
- Complete installation.
- Instruction of customer.
- Parts and tube protection, including picture tube, for one full year.
- Unlimited service for 90 days.

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Extra for Radio and Phonograph
- $10.00

Extra for Portable Indoor Antennas
- $3.50

Above prices apply for Zone A; for Zone B add $7.50; for Zone C add $15.00

When you buy RCA Victor television, you get the RCA Service Contract!