

Raytheon's first color set on display at a department store in San Francisco, January 24, 1954.

another
Hale's FIRST!

amazing!
stupendous!
unbelievable!

Ratheon
Radarange

- cooks 10-oz. steak
in 45 seconds!
- bakes potatoes
in 2 minutes!
- fries eggs
in 12 seconds!

not for sale, but

**SEE IT
DEMONSTRATED**

Monday—noon till 9 p.m.
Tuesday—9:30 till 5:30

Hale's 3rd floor
Television Dept.

**also see
Radarange on**

KPIX Monday, January 25,
9:30 to 10:30 A. M.
on Faye Stewart's program.

See Raytheon's
first Color Television
Receiver in our 3rd
floor television dept.

San Francisco Examiner
January 24 1954

A Raytheon with a 19 inch color CRT described as the "first 19 inch color color set to be made available to the general public." Note the date of the article, June 26, 1954, Hagerstown, Maryland. A very early showing of the 19 inch color tube.

Local Distributor Sees New Color TV

A. H. Warne, of Bohman-Warne, Inc., this city, distributors of Raytheon television, was the first person from Hagerstown to see the new Raytheon 19-inch color set, the first 19-inch color receiver to be made available to the general public, which was unveiled here by Raytheon.

He was shown "industry firsts" in both color and black and white TV by Henry F. Argento, vice president and general manager of the Television and Radio Operations of Raytheon at the national convention of the company's television distributors at Chicago's Sheraton Hotel.

Hagerstown Daily Mail, June 26 1954

A "give away" of 4 Raytheon color sets at a Thrifty Drug store in Los Angeles, CA. on May 29, 1954.
Ad published April 26, 1954.



GIVEN AWAY
4 RAYTHEON
COLOR
TV SETS

• NO PURCHASE NECESSARY!
Ask Any Thrifty Salesperson for
details . . . To be given away May
29th at THRIFTY DRUG STORE, La Brea
and Rodeo, L. A. Nothing to solve.

Palm Springs Desert Sun, April 26 1954

A Raytheon color set reduced to \$399.95 and offered for sale at a Chicago department store on September 20, 1954.

New TV Thriller

*King Size Picture
in a Queen Style Set*

Another *New Kind of* TV
from RAYTHEON

\$199.⁹⁵



Huge 21"
SCREEN

Startlingly realistic,
deeply defined
picture clearly
focused from edge
to edge of beautiful
big screen.



*Modern
Proportions*

Styled slimly, trimly,
to save precious
space, harmonize
with any setting.



Model C-2164
Mahogany Finish
\$199.95

The giant size RAYTHEON Aristocrat picture fills the whole huge screen—edge to edge in perfect focus. The trim, neat cabinet is a beautiful American classic, styled to grace its surroundings whether they are modern or traditional. All built and backed by RAYTHEON, acknowledged supreme in electronics for more than a quarter century.

RAYTHEON

Aristocrat

See the Magnificent Raytheon Color Set . . . Reg. \$1250 . . . Sale Price, \$399.95

Radio and Television Department

Chicago Tribune, September 30, 1954