The 15-inch RCA Tri-Color Tube is the "heart" of RCA Victor Compatible Color Television... a new dimension in home entertainment. It provides a picture size of approximately 12" x 9".
CABINET—This new console, in gleaming mahogany finish, is a masterful blend of the best in Contemporary and Traditional styling. Its kinescope mask provides a pleasing note of subtle contrast to both the color picture and the handsome cabinet. Approximate dimensions: Height, 40"; Width, 28"; Depth, 30½".

RCA VICTOR COLOR TELEVISION CONTROLS—Special controls in new RCA Victor Color Television are: (1) COLOR Control—adjusts color saturation, or the amount of color you see on the picture screen. When knob is turned completely to the left, black-and-white pictures are seen, even though color is being transmitted. As knob is turned to the right, color gradually appears until desired intensity is obtained. (2) HUE Control—brings colors to their natural or intended shades. It is best adjusted with a picture of something familiar, such as a human face, on screen so that you may select natural flesh tones. (3) FOCUS Control—brings picture into sharp, clear focus. (4) CONVERGENCE Control—minimizes “color fringes” when tuning in black-and-white televised pictures. Both focus and convergence controls will be adjusted when set is installed. It will rarely be necessary to re-adjust them.

COMPATIBILITY IN TELEVISION—Means that color telecasts are received in color on color receivers and in black-and-white on black-and-white receivers. It means that color receivers will also receive black-and-white programs in black-and-white.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

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RCA TRI-COLOR PICTURE TUBE—The RCA Tri-Color Picture Tube has three electron guns whose electron beams scan and stimulate as many as 600,000 tiny color phosphors on the viewing screen. The phosphor dots are arranged in clusters of three, a red-glowing, a blue-glowing and a green-glowing phosphor in each group. Any or all three of the guns receiving color information fire their electrons through a shadow mask placed between the guns and the viewing screen. The shadow mask has tiny perforations in it so positioned that the stream of electrons from each gun can fall only on its appropriate color phosphor. It is this miracle of electronic engineering that produces the brightest, most distinct color picture in television.

AUTOMATIC UHF-VHF CHANNEL SELECTION—RCA Victor Color Television features a powerful UHF-VHF automatic tuner with extra circuits, extra tubes, extra power! This RCA Victor development automatically filters, intensifies and perfects incoming signals. Brings you as many as 16 stations . . . any combination of UHF and VHF channels.

“GOLDEN THROAT” FIDELITY TONE SYSTEM—The rich “Golden Throat” Fidelity Tone in RCA Victor Color Television is achieved through an exciting balance of amplifier, speaker and cabinet. You can enjoy it only with an RCA Victor!

“MAGIC MONITOR” CIRCUIT SYSTEM—The famous “Magic Monitor” Circuit System automatically ties in finest sound, screens out static and interference.

RCA VICTOR COLOR TELEVISION SETS ARE “GOOD NEIGHBORS”—RCA Victor Color Television will not interfere with picture reception on your neighbors’ TV sets. This disturbance, called oscillator radiation, has been virtually eliminated by RCA Victor’s carefully designed, heavily shielded circuit system.

AND—only RCA Victor Television owners can buy an RCA Victor Factory Service Contract for expert installation and maintenance.