

TELEVISION HISTORY

ANNOUNCES IN TV for 1957



9 Major Advances

in quality, style, performance, value, by RCA Victor,
world leader in television — Choice of portables...
swivels...rollarounds...table models...consoles...lowboys
— Prices lowest in RCA Victor history!



NEW EXTRA-POWERFUL RECEPTION

Even in fringe or problem areas RCA Victor's new powerful chassis boosts weak signals, shades down strong ones, insures correct brightness and easy-viewing contrast.



NEW "HIGH-SHARP-AND-EASY" TUNING

Lets you tune standing up, quickly, easily and accurately, with picture always in view. Turn one knob, and there's your channel. On some models channel number shows in window on top of set, others give you illuminated channel indicator on front, or on dial.



NEW "LIVING IMAGE" PICTURE

Picture is always sharp, clear, detailed thanks to RCA Victor's aluminized Silverama picture tube. It's TV's finest black-and-white picture with extra brightness, extra contrast for greater realism, increased enjoyment.



NEW TWO GREAT SOUND SYSTEMS



Room-filling, 3-speaker "Panoramic Sound" on Deluxe models, rich, realistic Balanced Fidelity Sound on others. Designed by the world's greatest sound engineers, each is a precise balance of amplifier, speaker and cabinet that re-creates the entire range of sound transmitted.

NEW SHAPES, SIZES, CONVENIENCE

TV smaller than some portable radios... TV you can roll from room to room... Swivel TV that lets you direct picture and sound in any direction... Screen sizes from 8 1/2 in. to larger-than-life 24 in. Whatever you want in TV, your RCA Victor dealer has it!

NEW CLEAN, UNCLUTTERED STYLING

From the tiny "Personal" portable to the long, luxurious lowboys, all RCA Victor TV models are exquisitely styled to blend with every decor. Finishes range from subdued woods to exotic two-tone blends.

NEW SUPER-SENSITIVE CASCODE TUNER

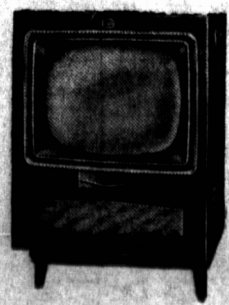
Provides greater selectivity... gives maximum amplification of incoming signals with minimum interference. Standard on all models except portables.

NEW AUTOMATIC QUALITY GUARD

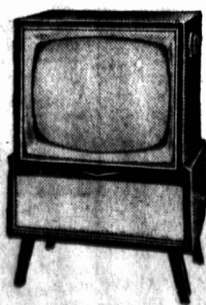
Exclusive "Synce" stabilizer kills interference jitters... keeps picture crisp, clear and steady... maintains rich sound... gives you top performance under all conditions.

NEW LOW PRICES

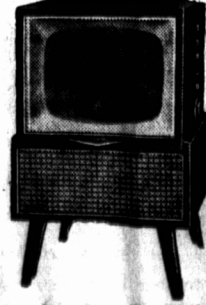
Never before has such outstanding TV quality been offered at such low prices! See... try... compare! For beauty, performance, convenience and good solid value, you'll agree... RCA Victor is First Choice in Television!



Model 21TC210. The Harbison Deluxe. Pleasing proportions in 21 in. swivel console styling. 3-speaker "Panoramic Sound," tone control, phono-jack, 21 actual tubes. Walnut, mahogany or lined oak finished cabinet. Walnut finish — \$469.95. Slightly higher in mahogany or lined oak finishes.



Model 21T193. The Youngman 37. Handsome 21 in. table top TV with Special Chassis, 19 actual tubes. Clean, uncluttered look, in walnut, mahogany or lined oak finished cabinet. Matching cradle base optional, extra. Walnut finish — \$269.95. Slightly higher in mahogany or lined oak finishes.



Model 17T190. The Berrin. High performance, 17 in. Special chassis, table TV or a budget price. Balanced Fidelity sound and handy side tuning. 19 actual tubes. Walnut, mahogany or lined oak finish in swivel-dialset Artistic. Matching cradle base optional, extra. \$199.95



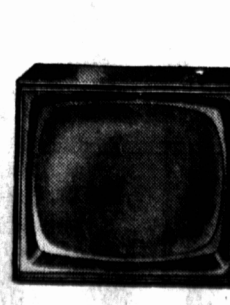
Model 21TC204. The Rustin. Stunning, modern open face styling in 21 in. Super Series console model. Twin speaker Balanced Fidelity Sound, tone control, phono-jack, 21 actual tubes. Walnut, mahogany or lined oak finished cabinet. Walnut finish — \$399.95. Slightly higher in mahogany or lined oak finishes.



Model 21T194. The Clifton. Attractive, 21 in. Super Series, table model with the clean, uncluttered front. 21 actual tubes, tone control, phono-jack, big speaker sound. Walnut, mahogany or lined oak finished cabinet. Matching cradle base optional, extra. Walnut finish — \$219.95. Slightly higher in mahogany or lined oak finishes.



Model 24TC209. The Palmer Deluxe. Contemporary styling in luxurious, 24 in. console model. 3-speaker "Panoramic Sound," tone control, phono-jack, 21 actual tubes. Walnut, mahogany or lined oak finished cabinet. Walnut finish — \$489.95. Slightly higher in mahogany or lined oak finishes.



Model 21T191. The Milton. Lowest priced RCA Victor 21 in., special chassis, table model TV. Compact cabinet with the "roll picture" look. Room-filling, Balanced Fidelity Sound, 19 actual tubes. Metal cabinet in brown finish. Toney gold stand optional, extra. \$239.95.



Model 21TC206. The Lander Deluxe. 21 in., economically priced, open faced deluxe console. Twin speaker Balanced Fidelity Sound, tone control, phono-jack, 21 actual tubes. Walnut, mahogany or lined oak finished cabinet. Walnut finish — \$429.95. Slightly higher in mahogany or lined oak finishes.

VICTOR THAN ANY OTHER TELEVISION