



RCA VICTOR
RADIO CORPORATION OF AMERICA



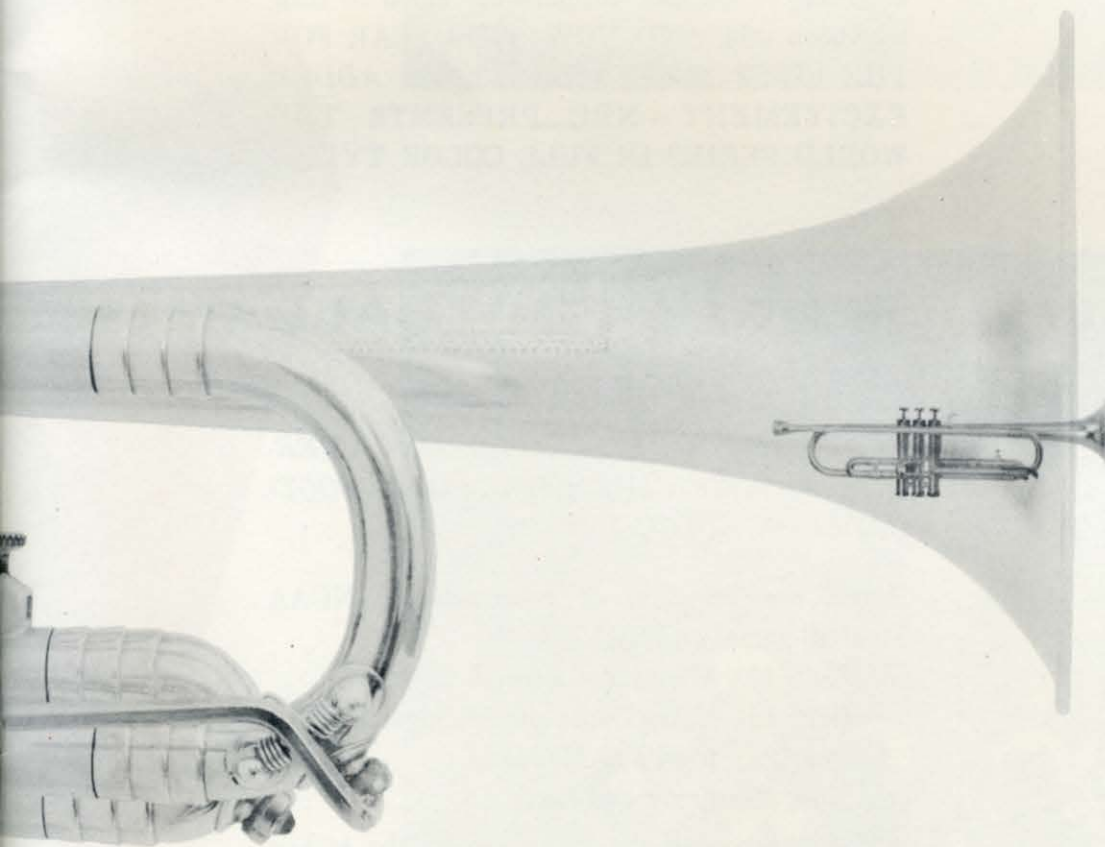
HERE!
COLOR TV is coming



COLOR TV

is coming

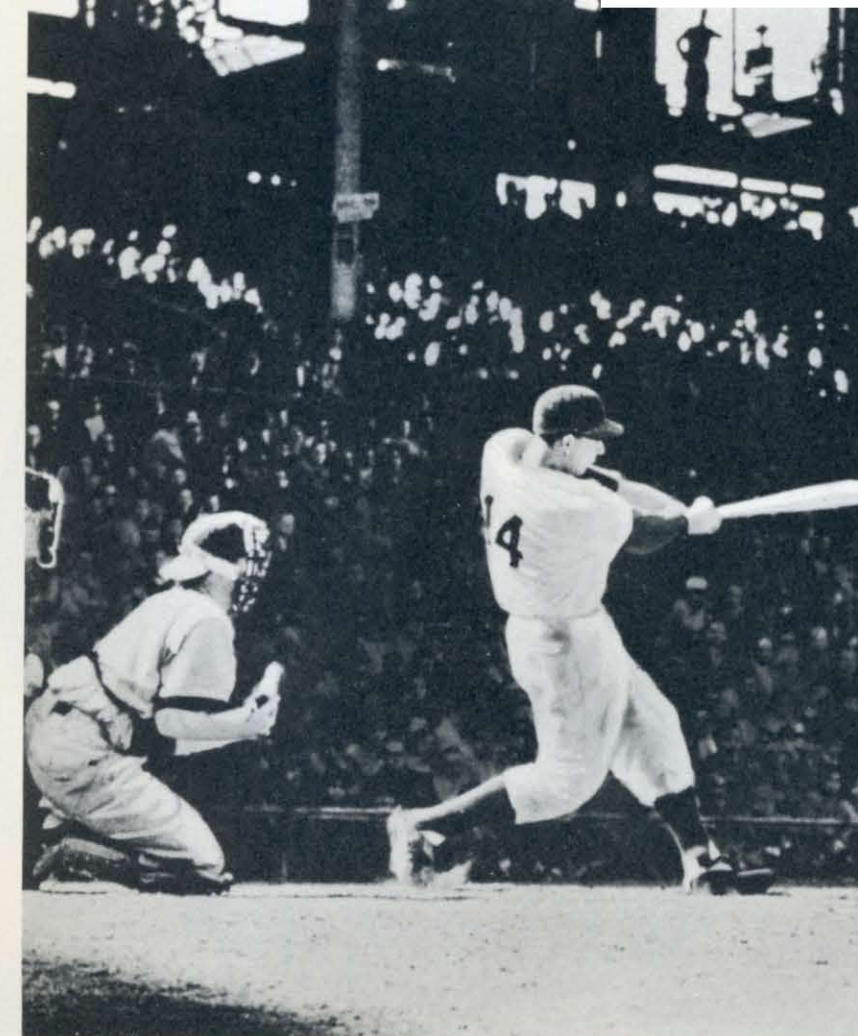
HERE!



see for yourself...

Millions will see the **WORLD SERIES**

During the World Series, all America becomes a baseball fan. The air tingles with excitement . . . every play is closely followed . . . scores are the big topic of the day. Millions are glued to their television sets. **AND NOW, THIS YEAR FOR THE FIRST TIME, THERE'S BIG ADDED EXCITEMENT—NBC PRESENTS THE WORLD SERIES IN FULL COLOR TV!**



Millions will watch **NCAA FOOTBALL GAMES**

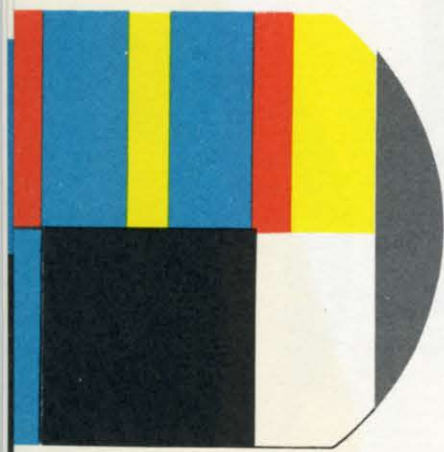
IT'S HERE FOR THE FIRST TIME—AMERICA'S FAVORITE AUTUMN SPORT—FOOTBALL—ON COLOR TV!

Here's the schedule of colorcasts of NCAA Football games on NBC-TV.

- Sept. 17 Miami and Georgia Tech
- Oct. 15 Notre Dame and Michigan State
- Oct. 29 Iowa and Michigan
- Nov. 26 Army and Navy

. . . And when all the scores are in, the *highest* score will be the number of enthusiasts gained for RCA Victor Big Color TV!





Millions will see . . .

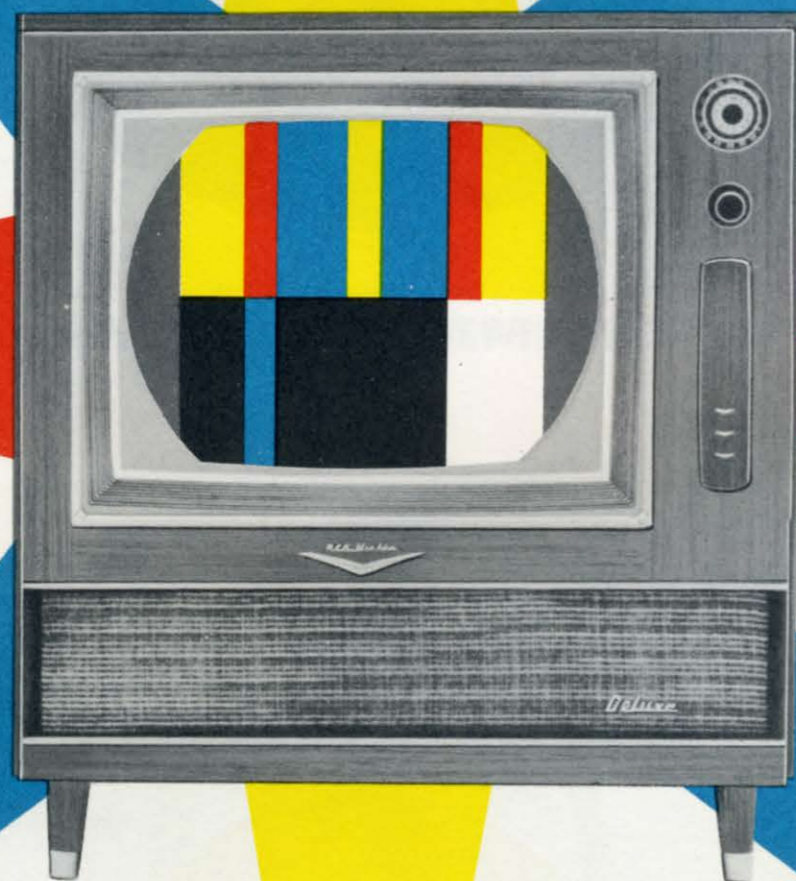
The popular NBC-TV Spectacular series—PRODUCERS' SHOWCASE in *Compatible Color*—has piled up astronomical audience figures. Nearly all of the NBC-TV Spectaculars have been in the top 15 highest rated shows (Nielsen survey). One of the nation's "top salesmen" for Color TV, the Spectaculars cover the whole sweep of fine entertainment . . . at its *best* in exciting full color.

Now NBC sets out to capture the *daytime* audience for Color TV with its new NBC MATINEE THEATRE featuring drama of nighttime quality for a full hour *five afternoons a week*. Big-name stars in top-quality dramas will bring housewives into dealer stores for a daytime demonstration of Color TV. The inevitable result: big sales of RCA Victor Big Color TV.



DRAMATIC SHOWS





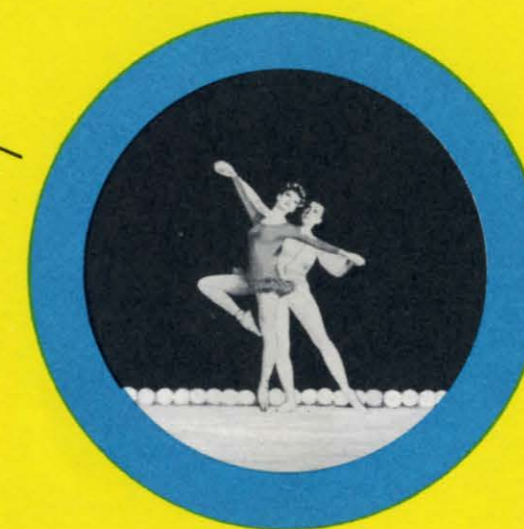
The daring and ingenuity of the NBC-TV network reached a history-making high on June 27 with telecasting of the most complicated TV show ever conceived. This was "Wide Wide World"—a 90-minute panoramic show with live pickups from Mexico, Canada, and nine widely scattered parts of the U.S. It brought a flood of congratulatory phone calls . . . wires . . . a ton of rave reviews in newspaper columns from coast to coast. Here was NBC's "magic carpet" sample of great world events in store for America—on Color TV.



Millions will see **SPECIAL EVENTS**



everything from bullfights to ballet on color TV



Millions will enjoy **OUTSTANDING COMEDY**

Television trailblazer Milton Berle, America's "Mr. Television," is well on the way to become "Mr. *Color* Television." His new series of color shows on NBC-TV is sure to spur the sale of RCA Victor Big Color TV receivers, just as his performances sparked black-and-white TV. Other great comedy stars will be seen on NBC-TV in color, too—Bob Hope, Imogene Coca, Red Buttons . . . the real "pros" of comedy who keep America television-happy.





Now—Compatible Color comes to Doodyville, with Howdy Doody and his pals on Color TV five days a week! All the small fry with their snub noses glued to TV sets every afternoon, Monday through Friday, will be clamoring to see their beloved Howdy Doody friends the *new* way—in color. They'll see it best on RCA Victor Big Color TV.



© KAGAN CORP.

Millions will see KIDDIE SHOWS

For an hour every day, Monday through Friday, NBC-TV's popular daytime show, HOME, is welcomed into more than 1,130,000 homes. Every day portions of this big-audience show are telecast in Color.

The popular NBC-TV program, TODAY, goes into 818,000 homes five days a week. Excerpts from this two-hour show are telecast in Color.

Wide coverage of the market and growing emphasis on Color in these daytime home shows will continue to stimulate public demand for RCA Victor Big Color TV.



Millions will see FAMILY SHOWS

HERE'S WHAT'S AHEAD IN COLOR

- HOWDY DOODY
- PRODUCERS' SHOWCASE
"Our Town"
- MILTON BERLE
- NCAA FOOTBALL GAME
Miami and Georgia Tech
- ▲ COLOR SPREAD
"The Skin of Our Teeth"
- ▲ VAUGHN MONROE
Plus portions of the
HOME and TODAY shows

ON NBC-TV

- HOWDY DOODY
- MATINEE THEATRE
- PRODUCERS' SHOWCASE
"Cyrano de Bergerac"
- MILTON BERLE
- NCAA FOOTBALL GAME
Notre Dame and Michigan
State
Iowa and Michigan
- MAX LIEBMAN PRESENTS
"Heidi"
- ▲ COLOR SPREAD
"Show Biz"
- ▲ MAURICE EVANS
"Alice in Wonderland"
- Plus portions of the
HOME and TODAY shows

September

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
				▲ 1	2	3
4	5	▲ 6	7	▲ 8	9	10
▲ 11	■ 12	■ 13	■ 14	■ 15	■ 16	● 17
18	■ 19	■ 20	■ 21	■ 22	■ 23	24
25	■ 26	■ ● 27	■ 28	■ 29	■ 30	

NOTE: Because new color shows may be added, and some shows may not be televised in color from coast to coast, check your local newspaper for latest listings of color programs on NBC-TV and other networks.

October

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
						● 1
2	■ 3	■ 4	■ 5	■ 6	■ 7	8
▲ 9	■ 10	■ 11	■ 12	■ 13	■ 14	● 15
16	■ 17	■ ● 18	■ 19	■ 20	■ 21	22
▲ 23	■ 24	■ 25	■ 26	■ 27	■ 28	● 29
30	■ 31					

NOTE: Because new color shows may be added, and some shows may not be televised in color from coast to coast, check your local newspaper for latest listings of color programs on NBC-TV and other networks.

A SMASH CLIMAX FOR A GREAT **COLOR** YEAR

ON NBC-TV

- HOWDY DOODY
 - MATINEE THEATRE
 - PRODUCERS' SHOWCASE
 - MILTON BERLE
 - NCAA FOOTBALL GAME
Army and Navy
 - MAX LIEBMAN PRESENTS
"The Great Waltz"
"Dearest Enemy"
 - ▲ COLOR SPREAD
"The Constant Husband"
 - ▲ MAURICE EVANS
"Devil's Disciple"
- Plus portions of the
HOME and TODAY shows

- HOWDY DOODY
 - MATINEE THEATRE
 - PRODUCERS' SHOWCASE
"Sleeping Beauty"
 - MILTON BERLE
 - MAX LIEBMAN PRESENTS
"Babes in Toyland"
 - ▲ COLOR SPREAD
 - ▲ MAURICE EVANS
- Plus portions of the
HOME and TODAY shows

November

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
		■ ■	■ ■	■ ■	■ ■	●
		1	2	3	4	5
▲ 6	■ ■	■ ■ ●	■ ■	■ ■	■ ■	12
13	■ ■ ■	■ ■	■ ■	■ ■	■ ■	19
▲ 20	■ ■	■ ■	■ ■	■ ■	■ ■	● ■
27	■ ■	■ ■ ●	■ ■			
	28	29	30			

NOTE: Because new color shows may be added, and some shows may not be televised in color from coast to coast, check your local newspaper for latest listings of color programs on NBC-TV and other networks.

December

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
				■ ■	■ ■	
				1	2	3
▲ 4	■ ■	■ ■	■ ■	■ ■	■ ■	10
▲ 11	■ ■ ■	■ ■	■ ■	■ ■	■ ■	17
18	■ ■	■ ■ ●	■ ■	■ ■	■ ■	●
25	■ ■	■ ■	■ ■	■ ■	■ ■	
	26	27	28	29	30	31

NOTE: Because new color shows may be added, and some shows may not be televised in color from coast to coast, check your local newspaper for latest listings of color programs on NBC-TV and other networks.

National Advertising on
NBC-TV Network Shows



Here's what RCA Victor and NBC are doing to give

BIG AD CAMPAIGN IN CONSUMER MAGAZINES

23 ads devoted exclusively to RCA Victor Big Color TV in 14 mass magazines, plus 5 ads in 5 mass magazines in which Color sets are shown—all concentrated in the 4th Quarter. This adds up to the impressive total of:

28 insertions in 19 magazines with a total circulation of 44,489,000!

AD CAMPAIGN IN NEWSPAPERS

RCA Victor ran big space newspaper ads in all Color TV markets . . . featuring RCA Victor Big Color TV sets. This ad was perfectly timed to tie in with the beginning of the big Fall selling season and colorcasts of the World Series, N.C.A.A. football games and other major NBC-TV Color programs.

Ads announcing PRODUCERS' SHOWCASE programs are run in daily newspapers in cities with NBC Owned and Operated Stations.

COLOR TV the **BIG PUSH**

ADS ON BIG-AUDIENCE TV SHOWS

Strong commercials are scheduled for RCA Victor Big Color TV on such outstanding shows as PRODUCERS' SHOWCASE, the Milton Berle Show, and the Martha Raye Show.

PROMOTION BY LOCAL NBC STATIONS

Local stations are being encouraged to give special advertising and promotion to NBC Color TV Shows.

... **COLOR TV** IS GETTING

Bigger

AND

BIGGER

AND

BIGGER

Every factor points to one result

COLOR TV will zoom up to the high sales brackets,

as did black-and-white TV

EVERY DAY MORE AND
MORE PEOPLE ARE BEING
EXPOSED TO COLOR TV

NBC-TV is now providing the kind of programs that will make more and more people conscious of Color TV. And these people are already sold on television—they are the present owners of black-and-white television.

They have the money to *buy* Color TV. They are receptive to the *new, fresh* entertainment values that Color TV offers. They are *ready* for RCA Victor Big Color TV.

IT HAS BEEN PREDICTED THAT:

During the next five years the

public will spend THREE BILLION

DOLLARS MORE on color sets than it

spent on black-and-white sets

in the past five years.





For the First Time...

Here's your big chance to cash in by demonstrating Color TV to prospects during *daytime store hours*.

These two NBC-TV shows are "made to order" for demonstrating and selling RCA Victor Big Color TV.



There's HOWDY DOODY—the all-time favorite of kiddies—in full color five afternoons a week! When you expose youngsters to HOWDY DOODY in Color, you create a *demand* for RCA Victor Big Color TV.

Two Big Afternoon Shows On NBC-TV for Daytime Demonstration of Color Television

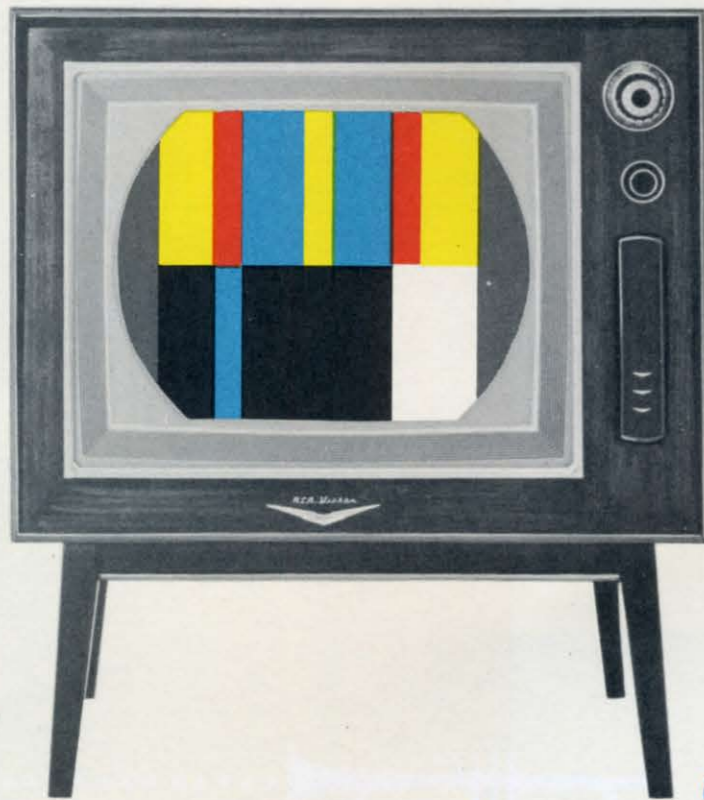
There's NBC MATINEE THEATRE—a full hour of top-rate drama five afternoons a week—a different drama each day. It's a "sure-fire" sales-maker for you.

that's the
plan
...here's
the
product

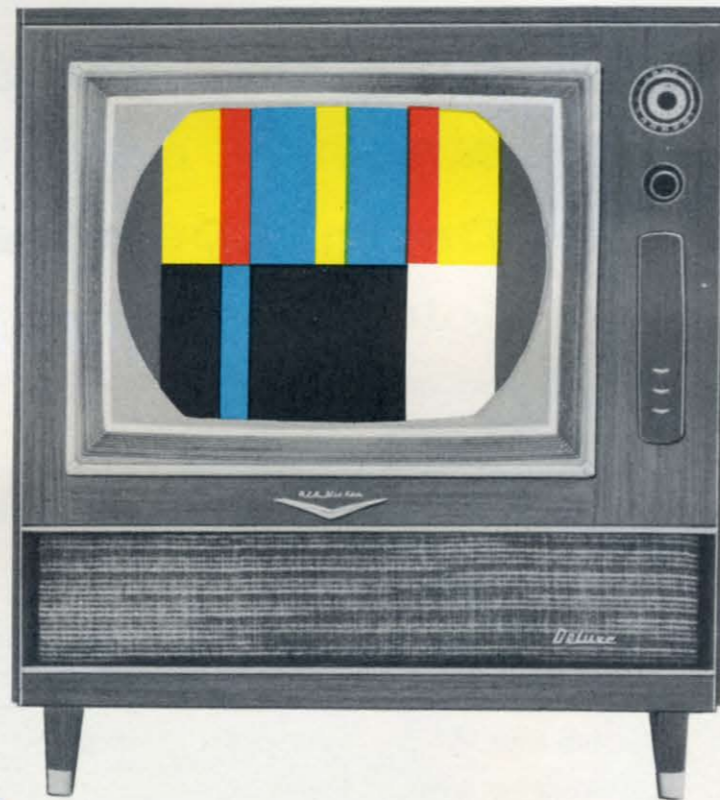


RCA VICTOR **BIG COLOR** TELEVISION

like these . . .



21-inch Deluxe Model 21CT661
The SEVILLE



21-inch Deluxe Model 21CT662
The DIRECTOR

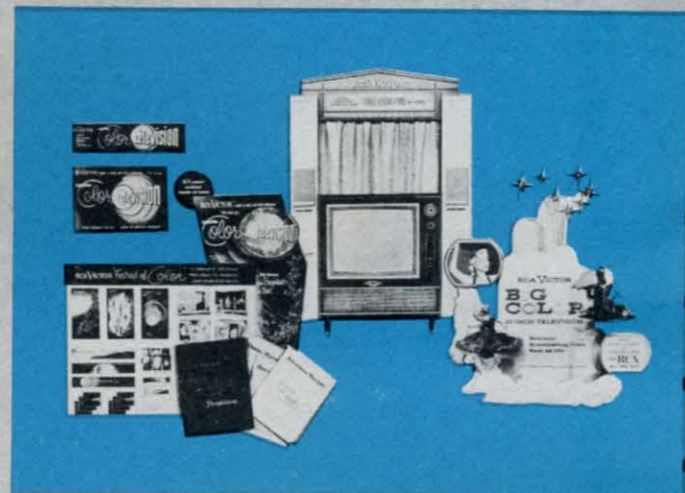
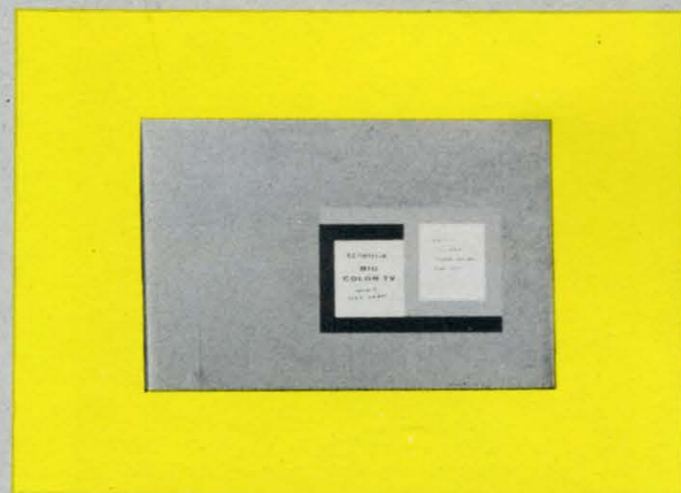
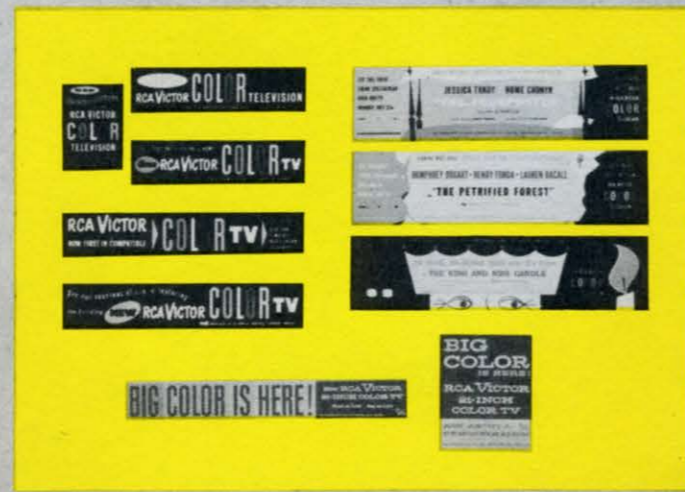
put you miles ahead of competition

and **NOW**

you've got the

SALES TOOLS





Here's a Complete Program

to help you build



RCA VICTOR

BIG COLOR TV sales now!

Banners, Charts, Streamers

- Color TV Streamer Kits
- NCAA Football Streamer Kit
- World Series Streamer Kit
- "Spectacular Shows"—Streamers
- "NBC Matinee Theatre" Streamer
- Milton Berle Streamer Kit
- "See Color TV" Cloth Banner
- Color TV Indoor Banner
- Color TV Wall Chart

Special Sales Campaign

- Tavern Promotion Kit

Signs and Displays

- Color TV Background Display
- Color TV Wrap-Around Display Kit
- Color TV Plastic Programmer
- Color TV On-Set Tag
- Big Color TV Itinerant Display
- Festival of Color TV Promotion Kit

Literature

- Big Color TV Full-Color Line Folder
- Color TV Compatibility Folder
- Color TV Booklet
- Color TV Question & Answer Booklet
- Color TV Invitation Card

Catalog Sheets

- All Current Models

24-Sheet Posters and Car Cards

- Big Color TV Billboard
- Big Color TV Car Card
- New Color TV Billboard
- New Color TV Car Card

Co-Op Ads Color TV Radio and TV Commercials



and remember...

RCA FACTORY

SERVICE IS A

BIG PLUS

Expert installation and maintenance with specialized equipment assure complete enjoyment of Color TV. With an RCA Victor Factory Service Contract (optional, extra) your customers' Big Color TV sets are installed by RCA's own technicians . . . backed by the experience gained while Compatible Color TV was being developed. Only RCA Victor TV owners can obtain this contract.

It's a big plus you can sell.

THE RICHEST GOLD MINE
EVER
CAN BE YOURS

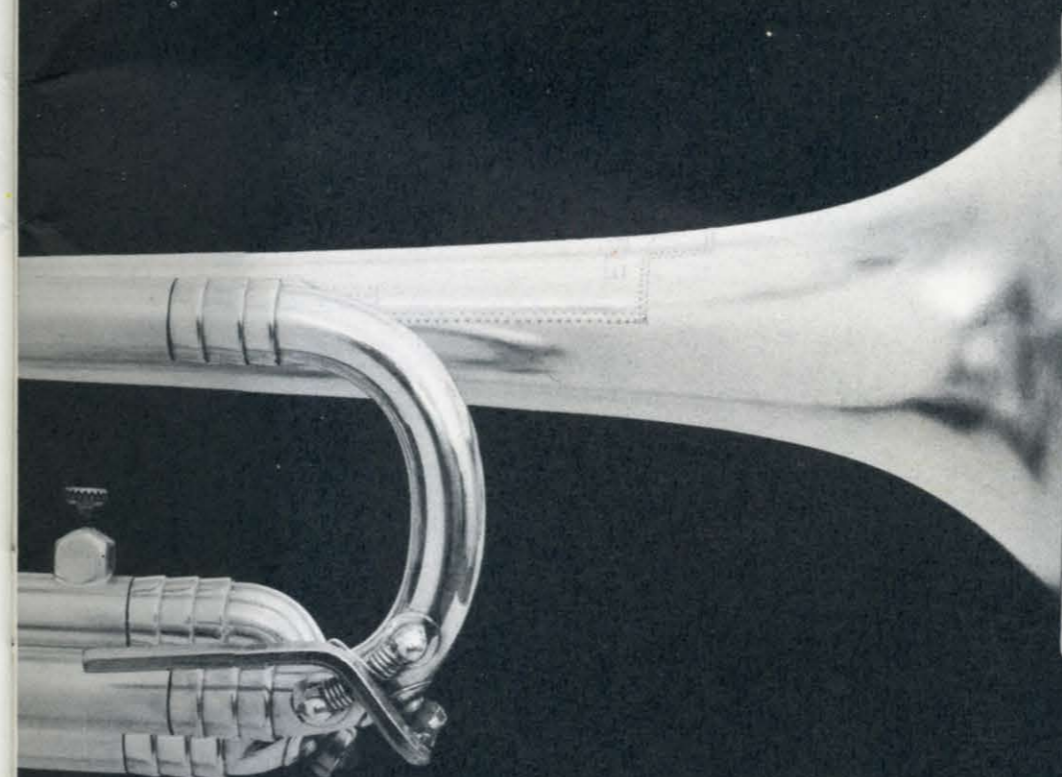
*start getting
your share NOW... with*

RCA VICTOR

BIG

COLOR

TELEVISION



THE MASTER'S VOICE

Look back 16 years to August 26, 1939. You'll see NBC taking the leadership by telecasting, for the first time, a major league baseball game between the Brooklyn Dodgers and Cincinnati Reds.



RCA VICTOR AND NBC
WILL LEAD THE PARADE
TOMORROW
AS THEY LED THE PARADE
YESTERDAY



Today, NBC-TV presents World Series games on *Compatible Color Television!* And on RCA Victor Big Color TV you see these games at their clearest, brightest best.

That's leadership! And progress!

Or look even farther back, to 1938, when NBC pioneered in telecasting a scene from a Broadway play starring the late Gertrude Lawrence. *Now* see the great dramas *in full Color TV* on the new NBC MATINEE THEATRE—five afternoons a week . . . a new play every day.

That's the kind of leadership you can expect from NBC and RCA Victor. It's one of the reasons Color Television is **HERE . . . NOW . . .** RCA Victor **BIG COLOR Television!**

RCA Pioneered and Developed Compatible Color Television