

The twelve days of Christmas

ADVERTISING SUPPLEMENT TO
THE KANSAS CITY STAR

November 21, 1965



*The first day of Christmas
My true love sent to me
A partridge in a pear tree*

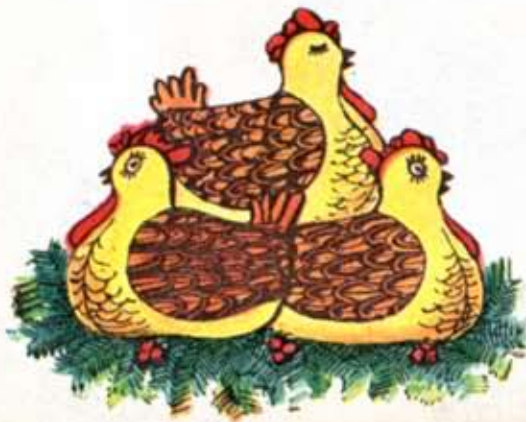
RCA VICTOR

Shopper's Guide





Two turtle Doves



Three french Hens

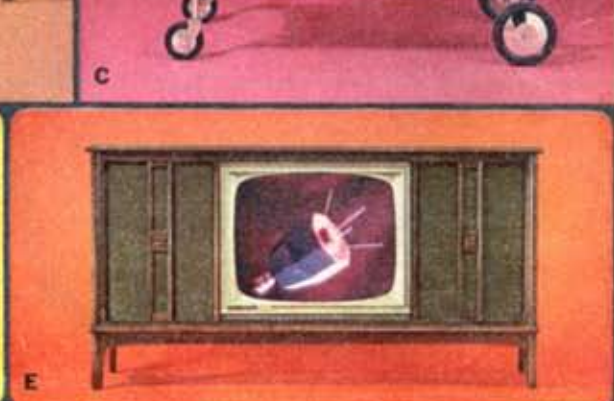
(A) Put RCA Victor Color TV under the tree. The Scandinavian Lundberg has big 21" Hi-Lite Color Tube and RCA Solid Copper Circuits for greater reliability, better performance.

(B) For a Christmas present with a future, see the French Provincial Beaufort 21" lowboy. Two 7" oval speakers, Automatic Color Purifier, RCA Solid Copper Circuits and powerful 25,000-volt New Vista® chassis.

(C) New—compact 19" Color TV—from RCA Victor, world leader in color development. The Adair has powerful New Vista Chassis, rectangular Hi-Lite Color Tube. RCA Solid Copper Circuits. Stand is optional, extra. **\$399.95†**

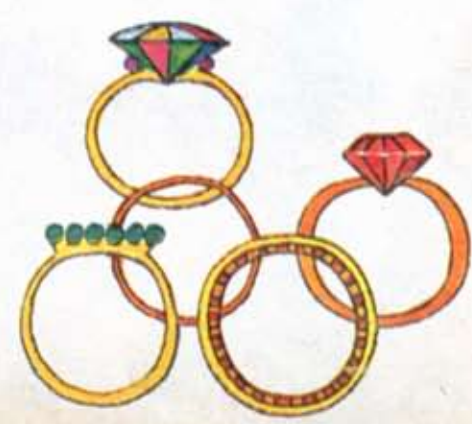
(D-G) Winning gift combinations: 25" Color TV, Solid State Stereo, FM-AM-FM Stereo Radio. The Francesca (D) epitomizes the clean-lined grace of Italian Provincial styling. The Bransfield (E) offers Contemporary styling at its finest. The Royal Dane (F) and the Mediterranean Sanlucar (G) are RCA Victor's finest Home Entertainment Centers. Each has disappearing doors over the big 25" Hi-Lite Color Tube, an outstanding 8-speaker sound system, Solid State Stereo amplifier with 120 watts of peak power, and FM-AM-FM Stereo radio.

America's most successful space programs have it; RCA Victor Color TV has it: The reliability of RCA circuitry. The solid kind.





Four calling Birds



Five gold Rings



(H) How to add color to Christmas: add an RCA Victor Color TV to your living room. See the delightful Early American design of the 21" *Gloucester*. Powerful 25,000-volt New Vista chassis—and a color picture that's bright, true-to-life.

(I) An RCA Victor Christmas value—the *Drummond* features RCA Solid Copper Circuits—the circuits of the Space Age. They won't come loose. Won't short circuit. Won't go haywire. Powerful New Vista 25,000-volt chassis, smart Contemporary styling. Easy, accurate color tuning. **\$468.00†**

(J) A compact console with space-saving furniture styling, the *Merano's* graceful Italian Provincial lines will add new beauty to your home. Big 6" oval duo-cone speaker, Automatic Color Purifier. Choose from three beautiful antiqued finishes.

(K) Color TV on a swivel base adds great viewing convenience to the *Farrell*. Crisp, clear black and white picture, too. Remember, more people own RCA Victor Color TV than any other kind.

(L) Another Color TV Christmas value—from RCA Victor. See the smartly Contemporary *Harper* 21" console. It's all wood, all wonderful. Famous 25,000-volt New Vista Color Chassis, Automatic Color Purifier and static-free FM sound. **\$439.95†**

RCA Solid Copper Circuits are the circuits of the Space Age . . . they replace old-fashioned handwiring in over 200 possible trouble spots . . . for better performance, greater dependability, fewer service headaches.

*19-inch tube (overall diagonal) 180 sq. in. picture /21-inch tube (overall diameter) 265 sq. in. picture /25-inch tube (overall diagonal) 295 sq. in. picture

†Optional with dealer





Six Geese alaying



Seven Swans aswimming



Eight Maids amilking



A



B



H



I



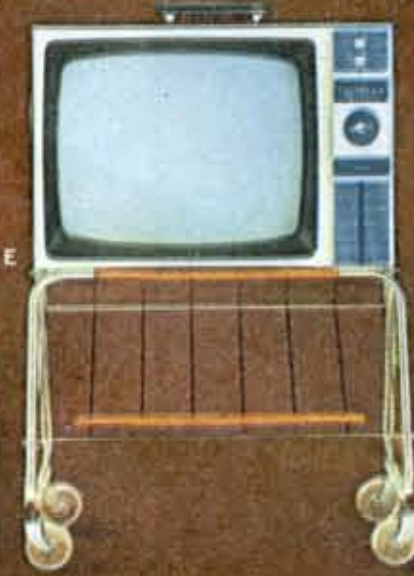
J



C



D



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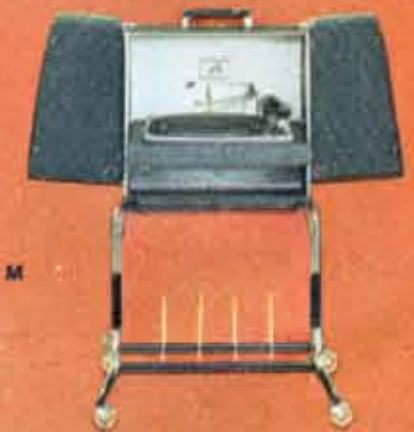
Q



K



L



M



N

STEREO
CHRISTMAS
ALBUM
only 98¢†



SPECIAL OFFER

Special offer at many dealers—for just looking and listening, "The Twelve Days of Christmas" album, featuring 17 Christmas favorites, all by famous artists.

(A) Give a "Sweet 16" for "big set" performance, true portability. 18,000-volt chassis gives you a sparkling black and white picture. The *Debonair*, \$119.95†.

(B) New big-screen 21" portable TV from RCA Victor. The *Modernette* has powerful 20,000-volt chassis for greater picture-pulling power.

(C) Meet the new Solid State Minikin 12" TV—just in time for holiday giving. Solid State dependability plus a mighty rectifier tube. Stand is optional, extra.

(D) A 19" portable TV that's a beauty—with a beautiful black-and-white picture. New Vista 20,000-volt chassis, New Vista VHF and Solid State UHF tuners, big 5" oval speaker. See the *Modernist*. Stand is optional, extra.

(E) For your private listening pleasure, the handsome 19" *Stylist* provides earphone plug-in jack, has New Vista 20,000-volt chassis. Stand is optional, extra.

(F) Now—swivel-based 23" black-and-white TV. The *Bergen* is on a swivel base—turns at a touch. Automatic Gain Control that electronically pulls in the sharpest, clearest picture possible, even on hard-to-get channels.

(G) New from RCA Victor—a cordless tape recorder that operates anywhere. Six "D" batteries power the *Tiros II*. Jack for optional 110-volt AC adapter.

(H-I) The stereo *Score II* (H) is RCA Victor's finest reel-to-reel recorder. Two 9" oval speakers, two 3½" tweeters. The *Score I* (I) is all Solid State. VU meter for recording level, special pause switch, digital tape counter, big 6" x 4" speaker.

FREE—at many dealers—"Dimensions in Dynagroove" stereo album with performances by many famous artists. Yours, free with purchase of any New Vista Solid State Stereo for 1966.

(J) A big Christmas value—the Early American *Brockton* Solid State stereo. Six-speaker sound system including two 15" oval speakers, Solid State stereo amplifier with 24 watts peak power, Solid State FM-AM-FM Stereo radio.

(K) Solid State Stereo that's powerful, portable. The *Mark I* has powerful 24-watt peak power amplifier, two 9" oval and two 3½" speakers. Complete with microphone, 45 rpm spindle, headphone jack, and rollabout stand.

(L) Built to take it—new *Skyjet II* portable Solid State Stereo. Rugged Duralite case can take it—wherever you take it. Four stereo speakers, Studiomatic changer. Sing-along microphone and 45 rpm spindle included. \$119.95†

(M) Set your young lords a-leaping with the modestly priced *Mazurka* Solid State Stereo. Two 6½" speakers in swing-out, detachable enclosures, Studiomatic changer, automatic shut-off. Stand is optional, extra.

(N) Portable Stereo with suitcase styling. The *Madrigal* has two 4" speakers. Solid State throughout (transistors have replaced tubes for instant warm-up, cool operation). Famous Studiomatic changer. Stand is optional, extra.

(O) Get sharp, clear pictures with this Italian Provincial compact consolette, the 23" *Panelli*. RCA Solid Copper Circuits for Space Age dependability.

(P) A complete Home Entertainment Center, the Early American *Walpole* houses 23" TV, Solid State Stereo plus FM-AM and FM Stereo radio.

(Q) Good looking, good listening—the smart French Provincial *Chambrey* 23" compact consolette. Available in your choice of three antiqued finishes.

*All tube sizes are overall diagonal measurements. Voltages are design averages. 12-inch tube—74 sq. in. picture./16-inch tube—125 sq. in. picture./19-inch tube—172 sq. in. picture./21-inch tube—212 sq. in. picture./23-inch tube—282 sq. in. picture.

†Optional with dealer

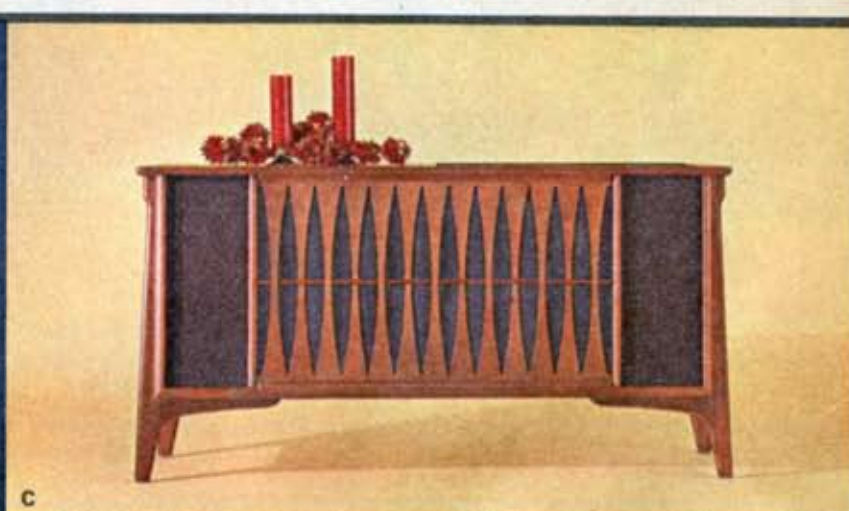


Nine Ladies dancing



Ten Lords a-leaping

*Eleven Pipers
piping*



(A) Hear the pipers piping this Christmas on the *Germantown* Solid State Stereo by RCA Victor. A long, low beauty of Early American design, it incorporates a Solid State stereo amplifier with 56 watts peak power, a massive eight-speaker sound system, Deluxe Studiomatic changer and Solid State FM-AM radio with built-in FM Stereo.

(B) The magic of music, the mystery of the East are embodied in the sweeping beauty of the *Shantung* Solid State Stereo by RCA Victor. Powerful Solid State stereo amplifier (120 watts peak power), eight speakers (two 15" oval, two 7" oval mid-range and four 3½" tweeters) plus Solid State FM-AM and FM Stereo radio. Furniture beauty at its finest, too, in Oriental black with Antiqued Chinese Yellow trim to match the bamboo grille fabrics.

(C-D) Solid State Stereos of Scandinavian design, the *Vaner* (C) and *Yosemite* (D). Each offers Golden Throat tone from 6 speakers, Solid State stereo amplifier, Solid State FM-AM-FM Stereo radio. The *Vaner*. **\$279.95†**

FREE—at many dealers—5-record album with any New Vista Solid State console stereo for 1966—"50 Years of Hits in Stereo." Sixty nostalgic selections.

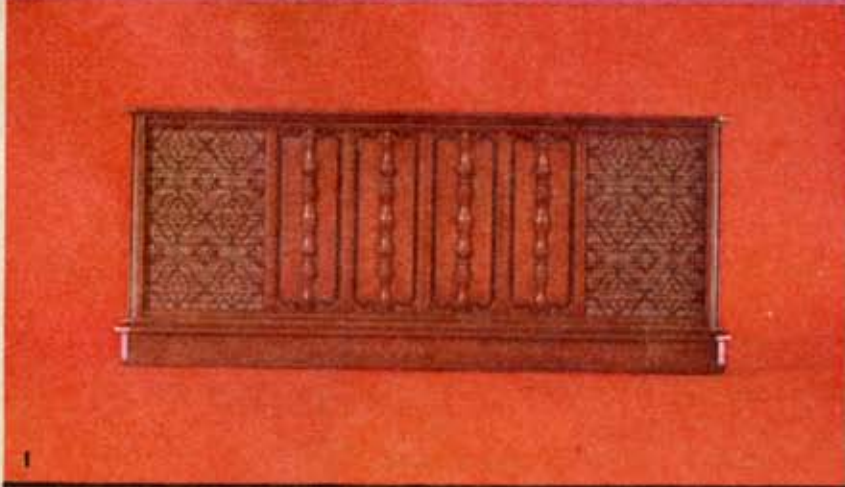
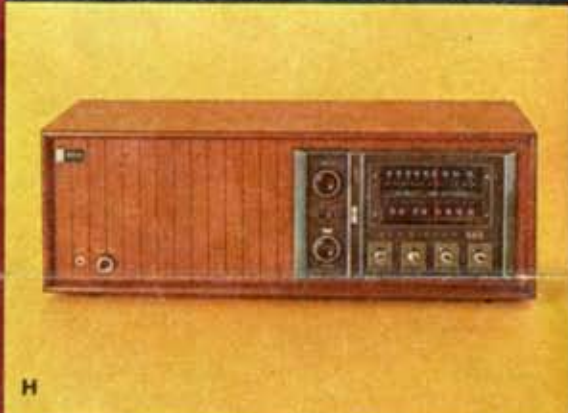
(E) For realism that rivals the concert hall, see and hear the magnificent Danish-style *Campobello*. It offers an incredible 300-watt peak power Solid State amplifier, 8 speakers (two round 15" duo-cone woofers, two 7" oval mid-range and four 3½" tweeters); precision Studiomatic changer plus FM-AM and built-in FM Stereo Solid State radio.

(F) Long, low and lovely, the *Svalbard's* Danish-styled good looks will grace your home with beauty for years to come. Completely Solid State stereo amplifier has 56 watts of peak power; Studiomatic changer with gentle Feather Action Tone Arm and Solid State FM-AM radio with built-in FM Stereo. Six speaker sound with two 15" ovals for true stereo realism. **\$339.95†**

(G-H) See the modular approach to stereo with the *Mark I Studiomatic Record Changer* (MGL32) (G). Automatic or manual 4-speed operation. Feather Action Tone Arm. Illuminated Studio-Strobe that lets you compensate for line-voltage variations. *The Solid State Tuner/Amplifier* (MGT67) (H) has 80 watts peak power, professional-type Solid State FM-AM-FM Stereo radio. Frequency response: 20 to 20,000 cps. Wide range of speaker modules available.

(I) An exotic Mediterranean design—the *Salamanca*. Solid State amplifier with 120 watts peak power; RCA Victor's famous 8-speaker sound system; Solid State FM-AM-FM Stereo radio; Studiomatic changer with Feather Action Tone Arm. Spacious record storage, headphone jack. Fine furniture craftsmanship in selected hardwoods with costly veneers of Antiqued Mission Pecan.

(J) Superlative stereo sound and elegant French Provincial design, combine in the *Biarritz* for lasting beauty in your home. 120-watt peak power Solid State amplifier, eight speakers (two 15" oval, two 7" mid-range and four 3½" tweeters), Solid State FM-AM-FM Stereo radio. Professional-type Studiomatic changer, Feather Action Tone Arm. Record storage compartment and center lift lid. **†Optional with dealer**



Twelve Drummers
drumming





A



B



C



D



E



F



SPECIAL OFFER

STEREO CHRISTMAS ALBUM only 98¢†

Special offer at many dealers—for just looking and listening. "The Twelve Days of Christmas" album, featuring 17 Christmas favorites, all by famous artists.

(A) Solid State stocking stuffer, the Newmarket. Handsome wood-grained cabinet. Solid State for instant radio operation.

(B) Start the day with a song. The Headliner Solid State AM clock radio has large electric clock; automatic "wake to music" buzzer alarm; front-set time alarm; drowse alarm.

(C) Great for giving—or getting: the Thor Deluxe 8-transistor AM personal portable. Operates on two long-life, low-cost "D" batteries. "Golden Throat" tone from 3½" speaker. With earphone, batteries. \$21.95†

(D-F) Three RCA Victor radio values. The new Souvenir (D) is RCA Victor's lowest-priced AM transistor radio. Includes earphone, battery, carrying case. The Asteroid (E) is a 9-transistor FM-AM portable. The Goliath (F) AM pockette portable has exceptional pulling power from eight transistors. The Souvenir, \$9.95†

(G) FM and AM radio reception is yours with the Ramsgate. Automatic Frequency Control for drift-free FM reception, big 7" oval speaker, lighted dial, RCA Solid Copper Circuits.

(H) Solid State tape recorder, the Tiro 1, is a battery-operated, reel-to-reel, 2-speed unit. Complete with mike, 3" reel of tape, reel, earphone, batteries. \$49.95†

(I) Tape cartridge recorder that's completely Solid State. The Relay 1 loads by simply snapping tape cartridge in place. Records voice up to 4 hours at 1½ ips—2 hours of high-fidelity music at 3¾ ips.

(J) New Stereo cartridge model with detachable speaker wings—the Relay III loads in a snap. Four-track recording, controls for volume, record, rewind/off/play, stereo balance, tone, speed selector, public address, track selector and exciting Sound-plus-Sound. 4 big speakers.

SEE WALT DISNEY'S "WONDERFUL WORLD OF COLOR," SUNDAYS, NBC TV NETWORK

†Optional with dealer



The Most Trusted Name in Electronics



G



H



I



J

See many of the new 1966 RCA Victor Products at your dealer now.

KANSAS

ABILENE

Abilene TV
201 S. Van Buren

ATCHISON

March Furniture & Appl., Inc.
406 Commercial

BONNER SPRINGS

Modern Craftsman
222 Oak

COFFEYVILLE

Music Box
113 W. 8th St.

EASTON

Seute TV

FORT SCOTT

Darling-Maguire Sales Co.
120 S. Main

GARDNER

Russ Radio & TV
Corner of Elm & Main

HOLTON

Leeper Hardware
416 Pennsylvania

JUNCTION CITY

Johnson Bros. Furn. Co.
321 Grant

KANSAS CITY

Jack Boring's
18th & Central
Feingold's Furniture Co.
535 Minnesota Ave.

KANSAS CITY (Cont.)

Gorup Bros. Appl. & Furn.
214 N. 6th

Helm's, Inc.
1100 Kansas Ave.

Kaw Valley Furn. Co., Inc.
826 Minnesota Ave.

Kuluva's Furn. Co.
833-835 Minnesota Ave.

Joe McCaughey's TV & Appl.
1803 Quindaro Blvd.

Swanson's Jewelry & Appl.
1515 Central Ave.

LEAVENWORTH

Dolsberry & Son, Inc.
424 Cherokee

Leavenworth Appliance
512 Cherokee

LEAWOOD

Ranchmart TV & Stereos
3642 W. 95th St.

MISSION

Hester-Ebel TV & Appl.
5834 Johnson Drive

OLATHE

Ray's TV Center
118 N. Cherry

OSAWATOMIE

Charley's TV & Appl. Service
514 Seventh St.

OTTAWA

Crites Service
419-23 S. Main

OVERLAND PARK

Jack Boring's
7230 W. 80th St.

Woods Balke, Inc.
7342 W. 80th St.

PLEASANTON

Cook's TV Center

PRAIRIE VILLAGE

Alexander's Stereo & TV Ser.
4014 W. 83rd

SABETHA

Myers Service
304 Grant

YATES CENTER

Light Hardware
100 E. Rutledge

MISSOURI

BUTLER

Furniture City, Inc.
105 N. Main

CLINTON

Bob Johnson Appl. Center
118 W. Jefferson

CONCORDIA

Holston Store
708 Main

EXCELSIOR SPRINGS

Davis TV
Y Junction—Jesse James Road

HARRISONVILLE

Bob Johnson Appl. Center
101 W. Wall

INDEPENDENCE

Ballard-Collins TV, Inc.
10200 E. 23rd St.

Emery, Bird, Thayer
103 N. Main

Tele-Tronics
11327 E. 23rd St.

Tucker Furniture
205 W. Lexington

United Appliance Co.
124 S. Main

Washburn TV
112 S. Noland Road

KANSAS CITY

Albert Bell's Midwest Appl.
3300 Troost

Albert Bell's Midwest Appl.
47th & Troost

Belmont Appliance
5100 Independence Ave.

Blair TV
1121 Westport Road

Jack Boring's
4609 Troost

Bill Davis Appliance
6435 Prospect

Duff & Repp
1216 Main

Duff & Repp
8730 Ward Parkway

Emery, Bird, Thayer
11th & Walnut

Emery, Bird, Thayer
400 W. 47th (Plaza)

KANSAS CITY (Cont.)

Home Radio
8300 Wornall Road

Katz Drug Co.
40th & Main

Riley House of TV
6009 Swope Parkway

United Appliance Co.
5550 Troost

United Appliance Co.
8437 Wornall Road

Woods Balke, Inc.
7123 Troost

Woods Balke, Inc.
5405 Antioch Road—North

LEE'S SUMMIT

Hartley's Appl. & Furn.
301 S. Douglas

LEXINGTON

Jacob's West. Auto Ass. Store
1111-13 Main

MARSHALL

Saline County Implement
264 W. Arrow

NORTH KANSAS CITY

Jack Boring's
1924 Burlington

Duff & Repp
418 Armour Road

Kuluva's Furniture Co.
323 Armour Road

Vesto TV
20th & Clay

OSCEOLA

George's Hardware

PARKVILLE

Frank Trout's TV
10 East St.

PLATTE CITY

Max's TV & Electric

RAYTOWN

Ajax TV & Stereo
6326 Raytown Road
Hartley's Appl. & Furn.
10010 E. 63rd St.

RICHMOND

Mansur Radio
103 W. Main

SALISBURY

Nagel Furn. & Appl.
108 2nd St.

SEDALIA

Cecil's Radio
700 S. Ohio
The Radio Shop
112 S. Ohio

TRENTON

Gardner-Skinner, Inc.
213 E. 9th St.

WARRENSBURG

Callison TV
125 W. Pine

WAVERLY

Worth Plumbing & Heating

WESTON

Sebus Bros.