



Walt Disney hails
COLOR TV as "One
of the greatest of all
innovations in
entertainment!"

"It seems like yesterday (but it was a good forty years ago) that I first stepped into the entertainment world. Who ever dreamed then of the miracle of Color Television?"

"In those days, we didn't even have color cartoons—just giving life to a static comic strip character was magic enough. And as for sound—well, we had the theater organist. Sometimes he even played the right tune at the right time.

"Now, we have high-fidelity sound and high-fidelity *color*, too. Combined on our home TV screens, Color TV adds up to one of the greatest of all innovations in entertainment.

"Color adds a fascinating new dimension to our home television programs. Color can stress the tension and suspense of an adventure story. Color adds so much to the enjoyment of famous classics, as, for example, in our *Hans Brinker* production. And color is, of course, a 'must' in stories where the songs and dances of people from other lands take a prominent role.

"Color, in other words, adds so much to so many fine programs that I'm happy we're part of it. Our new TV series, 'The Wonderful World of Color,' is on NBC-TV, Sunday nights. I hope you'll be watching it—in color, of course!"

WALT DISNEY

RCA VICTOR COLOR TV
—so great you have to see it to believe it!



Bob Newhart Show



Walt Disney's
Wonderful World of Color



Sing Along with Mitch



The World Series
(5th Consecutive Year)



Dinah Shore Show



Bonanza



Shari Lewis Show



Jack Paar Show



Bell Telephone Hour



Meet the Press



Tales of Wells Fargo



NBC Opera Company
("Don Giovanni")



Laramie



Rose Bowl—January 1



Price is Right



Perry Como's
Kraft Music Hall



Macy's
Thanksgiving Parade



David Brinkley's
Journal

Now an average of 40 hours of
Exciting local Color programs!
Musicals! Specials! World news

network Color every week!
Sports events! Color dramas!
coverage!



The Most Trusted Name in Color Television
RADIO CORPORATION OF AMERICA

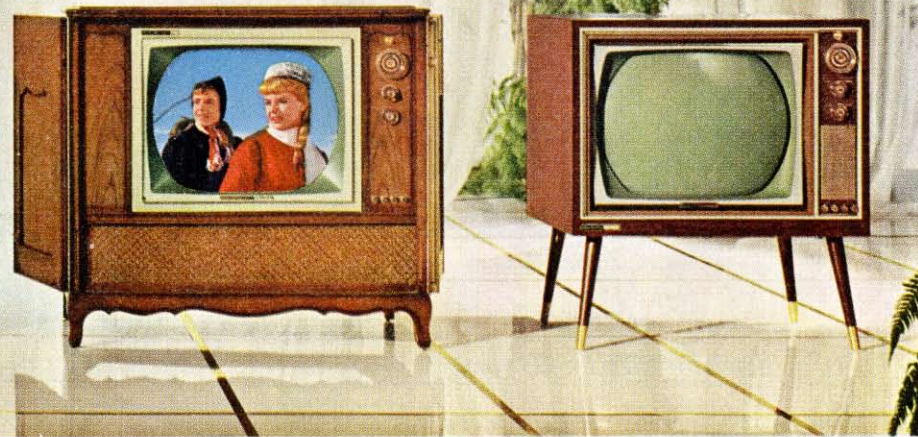


The Martinique

The Wakely

Only RCA VICTOR, world leader in dazzling choice of 16 models, styles and

Service is no problem. See your local dealer, serviceman, or nearest RCA Service Co. Nationally advertised list price shown, optional with dealer. Slightly higher



The Versailles

The Covington

Color Television, can give you such a finishes...from \$495!

West, South. UHF (optional) extra. Price, specifications subject to change. Tmk(s)®



The Most Trusted Name in Color Television
RADIO CORPORATION OF AMERICA



NEW RCA HIGH-FIDELITY COLOR TUBE!

It brings in a picture so realistic—you have to see it to believe it!

The new RCA High-Fidelity Color tube is recognized and accepted as the television industry's standard. The only color tube proved in mass production and proved in use, it brings you color that is up to 50% brighter—and also a vastly im-

proved black-and-white picture. Years ahead in manufacture... get built-in dependability from RCA—world leader in perfecting color television. See color television so realistic you have to see it to believe it! See new RCA Victor Color TV!

See Walt Disney's new "Wonderful World of Color" series, every Sunday, over NBC-TV Network.



The Most Trusted Name in Color Television
RADIO CORPORATION OF AMERICA

Read what owners say of their new RCA VICTOR COLOR TV...



MRS. NATHAN KOPEL, *Dallas, Tex.*

Color programs are out of this world. Being able to see the costumes and gowns and sets in color makes you realize how much color adds.



MR. FRANK P. YOUNG, *Philadelphia, Pa.*

Watching Color TV is exciting because you feel you are right there on the scene. Everyone I know prefers Color TV shows to black-and-white.



MRS. BERTHA OTTO, *Milwaukee, Wis.*

Visitors are speechless when they see the true colors we get on our set. They're so real, people and scenery seem to come right into our room.

...and what leading TV critics say...



TERRENCE O'FLAHERTY, *San Francisco Chronicle*

No gadget in my house has given me as much pleasure as my color TV. My neighbors feel the same. Color TV is a delight—absolute magic.



ROBERT S. JOHNSON, *Memphis Press-Scimitar*

The only reason I can think of why everyone doesn't already have Color TV is that they just don't know what they're missing.



JACK O'BRIAN, *New York Journal American*

Color television is an amazing miracle. It is beautiful: there is no other word for it. It adds so much to your enjoyment of television.

Every day you're missing more and more if you don't have RCA VICTOR COLOR TV



IT'S OPEN HOUSE AT YOUR RCA VICTOR COLOR-TV DEALERS!



RCA Victor invites you to come in and see the breathtakingly beautiful picture you get

with RCA's new High-Fidelity Color tube—a picture so lifelike *you have to see it to believe it!*

SPECIAL INVITATION! On Nov. 1 and Dec. 6, many RCA Victor Color-TV dealers will stay open

extra late for your convenience. Make a special note to see new Color TV these nights.

See Walt Disney's new "Wonderful World of Color" series, every Sunday, over NBC-TV Network.



The Most Trusted Name in Color Television

RADIO CORPORATION OF AMERICA