

NOW

a fascinating  
new dimension  
in home entertainment



in

RCA VICTOR

COMPATIBLE

COLOR

TELEVISION

COLOR

brings

it

to

life

● The world of television entertainment suddenly gleams with a vibrant feeling of realism . . . with RCA Victor Compatible Color Television! The miracle of natural color combined with the sight-and-sound-of-television brings both the entertainment arts *and* home viewers to the threshold of a new era! RCA Victor Color Television makes possible imaginative programming and limitless viewing pleasure! This product of years of intensive research is now ready to bring to America the greatest, most colorful array of entertainment in the history of show business. And with RCA Victor Color Television, the pleasures of this entertainment are multiplied over and over again . . . because you will enjoy them in all the exciting beauty of vivid life-like color!



a new dimension in home entertainment

RCA VICTOR  
COMPATIBLE  
COLOR  
TELEVISION



The  
Merrill

DELUXE MODEL CT-100

● Through the miracle of RCA Victor Compatible Color Television, you can now thrill to new realism, to full radiant color . . . truly a new dimension in home entertainment. RCA Victor . . . first in black-and-white, now first in color . . . opens the door to the fabulous world of television entertainment as it really is . . . glowing with full, natural color!

## "COLORS SPEAK ALL LANGUAGES"

THE "languages" of TV entertainment—drama, sports, revues, movies, musical shows—more varied than ever before, take on new meaning with color. Now, for the first time, with RCA Victor Compatible Color Television, you see TV entertainment as realistically as if you were actually in the television studio . . . in life-like natural color. With RCA Victor Color Television, TV entertainment is seen with a new fascination, a new life, a freshness and a realism that will thrill you! Now the elaborate stage settings and costumes suddenly become more important, sporting events command even greater attention when seen against their colorful backgrounds, and best of all, with RCA Victor Color Television you see your favorite stars as they really are! RCA Victor Compatible Color Television is designed to bring you all this entertainment in color pictures of a quality never before attained. A great part of this design is the newly developed kinescope . . . the famous RCA Tri-Color Picture Tube with *three* electron guns! And there are more tubes, new circuits, added picture stages, greater amplification built into new RCA Victor Color Television. Existing circuits have been redesigned and

### 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 sixteen stations . . . any combination of UHF and VHF channels!

### 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 eliminated by RCA Victor's carefully designed, heavily shielded circuit system. This special design also assures you of clearer pictures.

improved. A sensitive but powerful RCA Victor UHF-VHF Tuner, more heavily shielded than any other tuner in television, is used to give sharp, powerful color pictures as well as superb black-and-white pictures of extremely high definition. The cabinet is something special, too, styled in luxurious mahogany finish to subtly blend with any room setting in any home!

Television is better than ever in color . . . with more interest, greater variety and unbelievable realism! Remember—you'll see it best on an RCA Victor—first in black-and-white television; now first in color television!

### COMPATIBILITY IN TELEVISION

In television, compatibility has a new, important meaning. Compatibility means that color telecasts can be received in-color on color receivers and in black-and-white on black-and-white receivers. It means that color receivers can receive black-and-white programs in black-and-white, too. The RCA Compatible Color Television system makes it possible to introduce color telecasting and to continue black-and-white service without inconvenience or added cost to owners of all television sets.

### "MAGIC MONITOR" CIRCUIT SYSTEM



The famous "Magic Monitor" Circuit System . . . now greatly improved and refined to put on screen natural, life-like color and more highly defined black-and-white pictures than ever before in TV history! Automatically "monitors" the whole show . . . ties in finest sound—screens out static and interference!

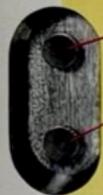
### "GOLDEN THROAT" FIDELITY TONE SYSTEM



RCA Victor Color Television has the superior sound associated with RCA Victor instruments. The rich "Golden Throat" Fidelity Tone is achieved through an exacting balance of amplifier, speaker and cabinet. It assures you of the finest possible listening . . . and you can enjoy it only with an RCA Victor!

## CONTROLS FOR NEW RCA VICTOR COMPATIBLE COLOR TELEVISION

New RCA Victor Compatible Color Television Sets Have Four New Controls . . .



**CONVERGENCE Control**—This control is located on the upper left-hand side of the cabinet. It is used to minimize "color fringe" that may appear when tuning in black-and-white televised pictures.

**FOCUS Control**—This control, also located on the upper left-hand side of the cabinet, is used to bring picture into sharp, clear focus.

Both focus and convergence controls will be adjusted when the set is installed. It rarely will be necessary to readjust them.



**HUE Control**—This knob, located under the drop panel in front of the set, adjusts the colors to their natural or intended shades. This control is best adjusted with a picture of something familiar on screen, such as a human face, so that you may adjust control for natural flesh tones. With flesh tones correctly selected, other colors will be correct.

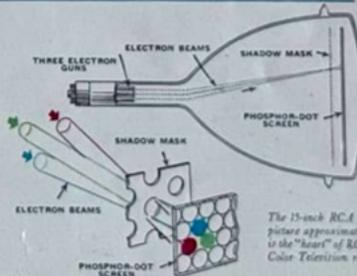


**COLOR Control**—This knob, located under the drop panel in front of the set, controls color saturation, or the amount of color you see on the picture screen. When turned all the way to the left, ordinary black-and-white pictures are seen . . . even though color is being transmitted. As the knob is turned to the right, color gradually appears . . . faintly at first, and then increases until the desired intensity of color is obtained.

**Cabinet:** This new console attains a rich feeling of luxury through its masterful blend of the best in Contemporary and Traditional furniture styling. Clean, straight lines are accented by the tastefully simple grille and the unadorned legs. The kinescope mask provides a pleasing note of subtle contrast to the handsome cabinet which is finished in gleaming mahogany. Approximate Dimensions: Height, 40"; Width, 28"; Depth, 30 1/2".

### 15-INCH RCA TRI-COLOR PICTURE TUBE

The RCA Tri-Color Picture Tube has three electron guns—one for each primary color—which scan and stimulate color phosphors on the viewing screen. The tiny phosphor dots—there may be 600,000 of them or more—are arranged in clusters of three, a red-glowing, green-glowing and blue-glowing phosphor in each group. A shadow-mask between the guns and viewing screen has tiny perforations in it so positioned that the stream of electrons from each gun can fall only on its appropriate color phosphor. The beam that "paints" red information will only strike the red phosphors, and so forth.



The 15-inch RCA tri-color tube gives a picture approximately 12" x 9" in size. It is the "heart" of RCA Victor Compatible Color Television receivers for the home.

## RCA VICTOR

FIRST IN BLACK-AND-WHITE . . .

### NOW FIRST IN COLOR!

- Automatically Regulated High Voltage Supply, added for Color Television, provides proper current and voltage under all operating conditions.
- New, scientifically-designed Magnetic Shielding, added for color television, maintains top picture quality by shielding receiver from effects of earth's magnetic pull.
- 15 additional tubes and 5 additional rectifiers and crystals to produce outstanding color pictures and greatly improved black-and-white pictures.
- New Full Range Crystal Color Control provides all of the color that the eye is capable of recognizing by properly timing and coordinating the three electron beams.
- 36 Tuned Picture Circuits (15 more than normally used in RCA Victor black-and-white television) provide extra sensitivity, extra selectivity, and extra stability for both color and black-and-white pictures.
- 25 Tuned Circuits for Television Sound Reproduction with "plus reserve" for greater freedom from noise in weak signal areas.
- 7 I-F Picture Stages (3 more than normally used in RCA Victor black-and-white television) provide greater picture amplification for both color and black-and-white.
- 9 I-F Sound Stages (3 more than normally used in RCA Victor black-and-white television) provide increased sound amplification for both color and black-and-white.
- Parallel Picture Synchronization Circuits, for color and black-and-white, double lock pictures in place horizontally and vertically more efficiently than ever . . . reduce "tear out" and "roll."
- Improved High Gain Video Amplifier, 13 stages for color and 8 stages for black-and-white, with greater Video drive, provides increased amplification of weak signals.
- R-F Tuner unit, improved for color television, provides greater sensitivity, selectivity, and more freedom from noise interference for both color and black-and-white television.
- Automatic Gain Control, improved for color television, compensates for signal strength fluctuation, prevents overloading and fading . . . maintains constant picture and sound level for both color and black-and-white television.
- New Circuits for color and black-and-white television give Phase Correction of television signal . . . provide clearest pictures in RCA Victor history.
- Retrace Line "Extinguisher," improved for color television, eliminates annoying diagonal lines . . . gives clear, sharp pictures.
- Improved Selective Superheterodyne Circuit for brilliant Sound and Picture reception equivalent to radio having four-gang condenser.
- 41 Megacycle Inter-carrier Sound System tunes clearest Pictures and best Sound simultaneously.
- New RCA Tri-Color Picture Tube, with three electron guns, paints vivid, life-like full color Television Pictures. Has Electrostatic Focusing Unit.
- Special Antenna Terminal Boards to facilitate connection to various UHF and VHF antennas.
- Illuminated Automatic UHF-VHF Channel Tuning, with greater sensitivity, for both color and black-and-white television.
- Continuously Variable Tone Control permits exact individual tone adjustment.
- Removable Safety Glass Front for easier cleaning and dusting of tube face.
- Underwriters' Laboratories Approval . . . certifies that instrument is safe for operation, meets requirements of shock and fire hazard protection, and is within requirements of regular fire insurance.
- 115 Volts, 60 Cycle AC operated.

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

Specifications subject to change without notice.

### RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

On December 17, 1953, the Federal Communications Commission approved *compatible* standards for color television broadcasting. This was a great victory for RCA. But it was an even greater triumph for the American public and the entire television industry. Behind this great development are many long years of pioneering scientific research and hard work. RCA scientists were engaged in research basically related to *color* television as far back as the 1920's . . . even before the introduction of *black-and-white* television service.

During the intervening years, RCA spent more than \$25,000,000 to fulfill David Sarnoff's prediction that television would be developed "to that stage when color as well as shadow will be faithfully transmitted."

Among the notable achievements of those pioneering years were such RCA "firsts" as the *first* all-electronic color TV reception, the *first* all-electronic projection type color receiver, the *first* all-electronic color TV camera, the *first* all-electronic compatible color TV system and the *first* tri-color picture tube. On December 17, 1953, when FCC approved standards long recommended and used by RCA in compatible color television, NBC presented the *first* commercial color telecast. Since that date RCA has instituted the *first* comprehensive training program designed to equip technicians, manufacturers, broadcasters, etc., with the knowledge and techniques required to properly utilize color in television. This program is constantly expanding both in scope and number of technicians and broadcasters attending the training clinics. It will continue to serve the industry in the coming years.

The benefits of this program to the American public are tremendous. RCA's efforts in the development of color television and in organizing an extensive training program will assure the American public of color television service and programming of the highest order! And RCA, through this training plan, is determined that these high professional levels will be universal by the time color telecasting becomes general throughout the country.

In rendering the American public the service of striving for compatible color television, RCA made possible a gradual transition to color television that will save the American people millions of dollars. Now a new era in home entertainment is beginning, for color, at last, has been joined to television's sight and sound!