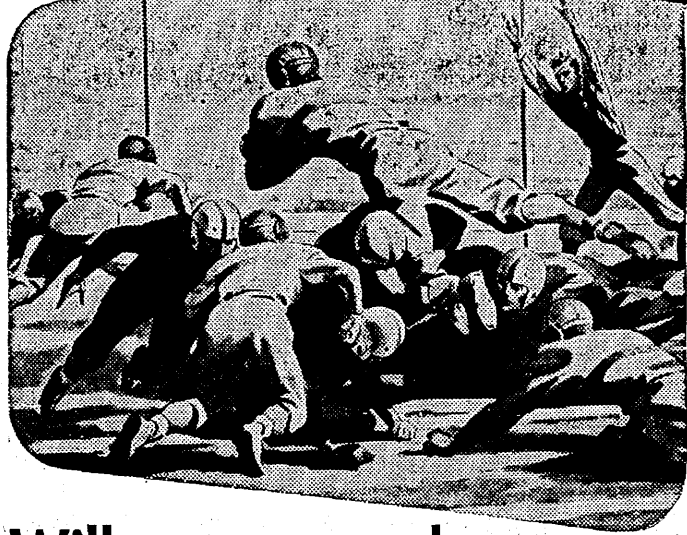




Will you see "Merry Christmas"—
as well as say it this year?

You will, if there's an RCA Victor television set under your tree! It's one gift the whole family will all enjoy—and—it's a gift that keeps on giving! Order yours right now—in plenty of time to see all the holiday fun.



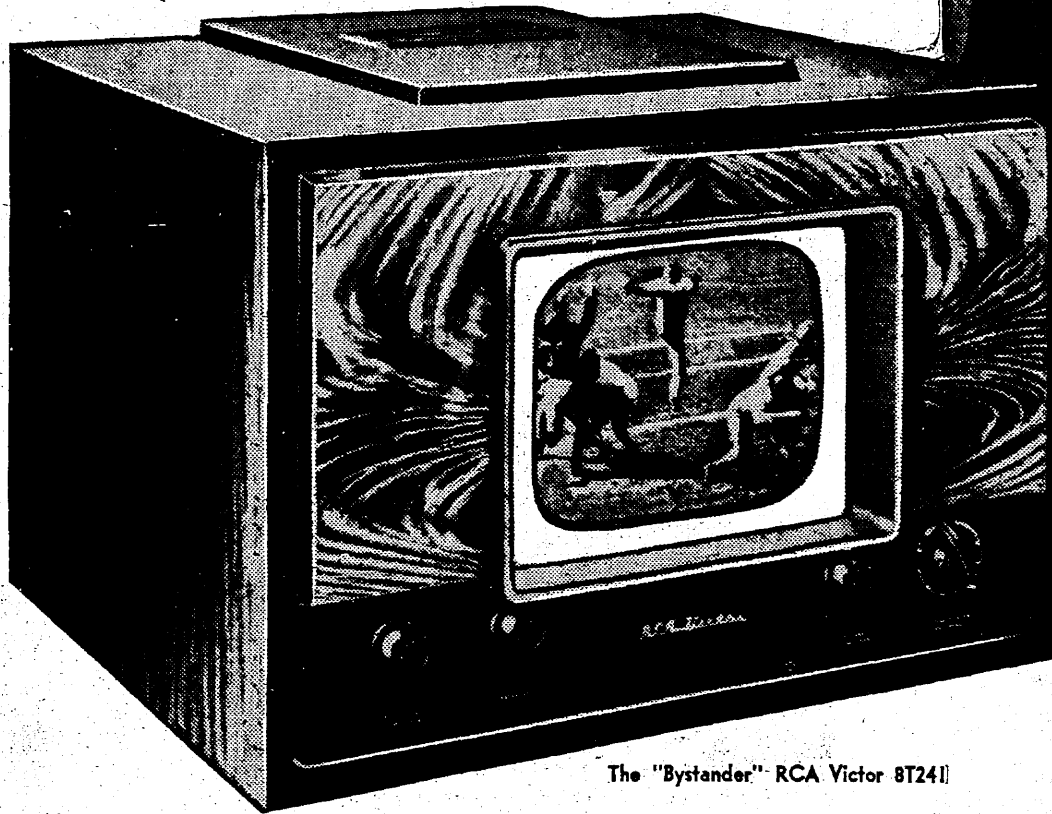
Will you see what
the referee sees?

From kick-off to touchdown, you'll follow all the action—see close-ups of both goal lines! AND have ringside seats for boxing, ice-hockey, basketball, all the big sports events the year 'round.



Will you see
boy get girl (or vice versa)?

"The play's the thing!" The romance and adventure of stage and screen will be yours to enjoy tomorrow and every day, if you act now: You'll see every last detail with RCA Victor Eye Witness Television!



The "Bystander" RCA Victor 8T241

Will you pick
the finest?

You will if you choose an RCA Victor! And with the "Bystander," RCA Victor takes television out of the luxury, into the "let's-get-it" class. It's the biggest value in Eye Witness Television history. Bright, clear, steady pictures on a 52 square inch screen are locked in tune with the sending stations by RCA Victor's Eye Witness Picture Synchronizer. Controls are simplified. Multi-Channel Station Selector means easy, automatic tuning. New, improved, long-range circuits adjust automatically to television signals of varying strength. Cabinet in polished walnut or mahogany finish. Blond slightly higher. AC operation.

\$339.50*
Plus \$1.54 Fed. Tax
Installation extra



Will you see news
as it happens?

It's a big fire, and the television camera can bring you every exciting moment! Far more important news, too—like sessions in Congress and the United Nations. You'll actually "Eye Witness" history in the making tomorrow and every day, if you act today!



Will you see a
lot of laughs?

Clowns caper, puppets strut like real people, cowboys trot on their ponies right into your own living room! These are just a few of the many laughs you'll be seeing, if you act today!



Will you get guaranteed
performance?

You will if you buy the RCA Victor Television Owner Contract. It's optional and a very wise investment. The reasonable fee you pay covers all this.

1. Installation by experts of RCA's own service organization, the RCA Service Company.
 2. Complete antenna and all materials required for installation.
 3. Guaranteed performance for a full year.
- No other company offers such extensive television service facilities.
ASK YOUR RCA VICTOR DEALER FOR DETAILS



NOW'S the time to SEE your
RCA Victor Television dealer

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DIVISION OF RADIO CORPORATION OF AMERICA