

8

REASONS WHY THE BEST TV BUY IS OUR LAY-AWAY PLAN

1. BETTER SELECTION

A complete line of new 1956 RCA Victor sets available now for your selection, insuring you the set of your choice.

2. PERFECT CONDITION

The set you select now will be adjusted and tuned for perfect reception on the day the local station goes on the air.

3. DOUBLE GUARANTEE

Guarantee of both factory and City Drive-in Market, Inc., starts the day the set actually is in operation in your home.

4. LOWER COSTS

Your Lay-Away payments decrease your total costs and reduces your monthly payments when your set is delivered.

5. NO WAITING FOR DELIVERY

When you are ready for delivery there will be immediate delivery on date of your choice. No installation delays during rush period.

6. FAMILY'S FINEST CHRISTMAS GIFT

The best Christmas present ever! Will give your years of the finest family entertainment right in your own home.

7. BRAND NEW 1956 MODELS

The very latest and finest sets from RCA Victor.

8. COMPLETE LINE OF TV PARTS AND EQUIP.

All tubes and parts made by RCA Victor engineers and guaranteed by both the manufacturer and City Drive-in Market.

CITY DRIVE-IN M'K'T TV NEWS

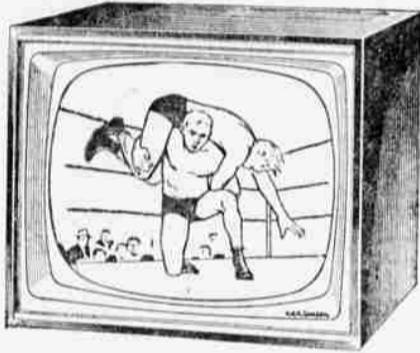
The BIG Change in Television by RCA VICTOR

GREATEST NEWS IN TV HISTORY!

TOP VALUE MODELS IN ALL PRICE RANGES



RCA Victor 17-inch Thrifton. Lowest priced RCA Victor TV! 3 7/8" smaller cabinet than previous tube models. "Hidden Panel" Tuning. Rollaround stand available, extra. Ebony finish. Special model 1756022.



RCA Victor 21-inch Towne. Aluminized Oversize "All-Clear" picture tube. New "Hidden Panel" Tuning. New Balanced Fidelity Sound. Rich maroon textured finish. Stand, extra. Special model 2156053.



RCA Victor 21-inch Gladstone. Lowest priced RCA Victor console with new "4-Plus" Picture Quality. New "High-Side" Tuning. Mahogany grained finish. Walnut or lined oak grained finishes, extra. Super model 217635.



RCA Victor 21-inch Transette. "Big Wheel" rollaround TV! 2 speakers! New "4-Plus" Picture Quality. New "Hidden-Panel" Tuning. Mahogany grained finish. Super model 2176225.



RCA Victor 24-inch Viscount. Striking new console with new "4-Plus" Picture Quality. Two speakers. New "High-Side" Tuning. Mahogany grained finish. Super model 2475285.



RCA Victor 21-inch Winfield Deluxe. Lowest priced ever for RCA Victor Television Deluxe. "Front Window" VHF Channel Indicator. Mahogany grained finish. Lined oak grained finish, extra. Model 216044.



RCA Victor 21-inch Allston Deluxe. New "4-Plus" Picture Quality. New "Front Window" VHF Channel Indicator. Two speakers. Mahogany grained finish. Lined oak grained finish, extra. Model 216045.



RCA Victor 24-inch Everest Deluxe. New "Front Window" VHF Channel Indicator. Two speakers. Mahogany grained finish. Lined oak grained finish, extra. Model 246655.

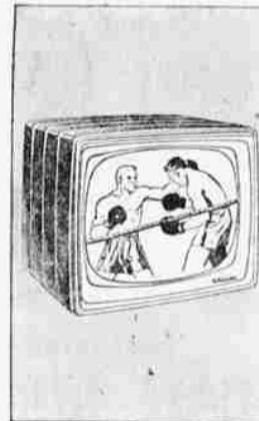
7 Sensational Advances in Styling, Performance and Value

See the Big Change in Television! It's a whole new concept in TV design with big new changes in styling, performance and value. Imagine one of these new RCA Victor television masterpieces in your home... with nothing in view but TV's finest picture and most magnificent cabinetry.

But you get more than beauty! This is beauty with a purpose! It's a revolution in TV design that started from within. Words and pictures don't even

begin to tell the story of the great new beauty, performance and value in every new RCA Victor TV. That's why we urge you to come in today—see for yourself why every year more people buy RCA Victor than any other TV!

For UHF—New High Speed UHF tuning covers 70 UHF channels in 2 1/2 seconds! You can switch from VHF to UHF—or from UHF to VHF—and back again to a previously selected channel, without readjusting the fine tuning control! Optional, extra, at new low cost!



1. THE NEW "UN-MECHANICAL LOOK"—TV's first complete re-styling! Gone are the obvious knobs and gadgets. TV is now fine furniture as well as the center of home entertainment.



2. NEW "HIGH-AND-EASY" TUNING—Three new kinds of tuning let you dial standing up! "High-Side" Tuning for consoles (top), "Hidden Panel" Tuning for table models (lower left), "Up Front" Tuning for full-door consoles (lower right).



3. 8 NEW SWIVEL MODELS, 7 NEW ROLLAROUNDS!—TV that moves—in more models and finishes than ever before!

4. NEW BALANCED FIDELITY SOUND—Re-creates in your home the entire range of sound sent out by the most powerful networks. You hear the sparkling "highs," the resonant "lows" that give music its richness and realism.

5. NEW "4-PLUS" PERFORMANCE—On all Super and Deluxe models, you get all 4 "plus" factors for TV's finest picture: (1) 100% automatic gain control for constant signal regulation; (2) "Sync" stabilizer that kills interference jitters; (3) 7% extra brightness; (4) 33% extra contrast.

6. NEW "FRONT WINDOW" VHF Channel Indicator on all Deluxe models. See your channel faster and more clearly than ever before. Illuminated king-size numbers are visible clear across the room!

7. PRICES DOWN AS MUCH AS 18% and as much as \$100 more value per set than in previous models.

Come in Today—See all the new RCA Victor TV Sets!

CITY DRIVE-IN TV DEPT.

LOW DOWN PAYMENT TERMS TO FIT YOUR BUDGET

NEW city drive in MARKET
HIGHWAY 99 N.