

# RCA VICTOR

## Is Pleased To Announce The AWARD of MERIT

### —TO— FELDMAN & OLSON

### AND JOHNSTON STORES

## Your Exclusive RCA Victor Dealers In Medford

FOR OUTSTANDING SERVICE TO THE COMMUNITY IN SALES AND SERVICE OF  
RCA VICTOR TELEVISION PRODUCTS ACCORDING TO ESTABLISHED FACTORY  
STANDARDS. SEE YOUR RCA VICTOR DEALER . . . SEE WHY, EVERY YEAR,  
MORE PEOPLE BUY RCA VICTOR THAN ANY OTHER TELEVISION!

## RCA VICTOR GIVES YOU MORE FOR YOUR TV DOLLAR THAN EVER BEFORE

TOP VALUE . . .  
PEAK PERFORMANCE  
AT EVERY PRICE LEVEL!

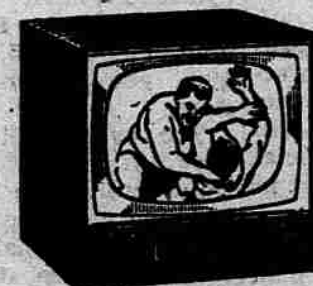
Your TV dollar never had it so good! Right now—at our store—you'll find the greatest collection of values in RCA Victor history. So much to choose from—so much to save! And no matter what price you pay . . . you can be certain that famous RCA Victor quality and dependability are built into every tube and circuit in the chassis . . . every inch of its cabinet work! Make a date for today . . . come in and see how much more your dollar buys in new RCA Victor television!



RCA Victor 21-inch Highlander. Grained finishes, mahogany; limed oak, extra. Model 215516. 269.95



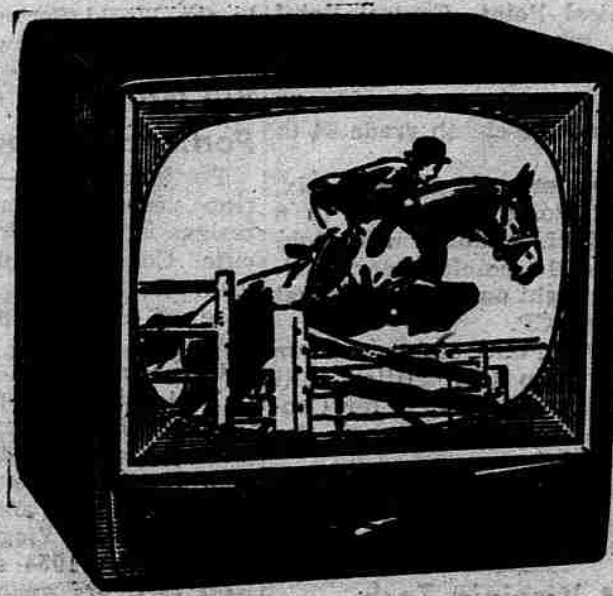
RCA Victor Gaynor. 21" TV-radio-phonograph. Mahogany finish; blond, extra. Model 215548. 419.50



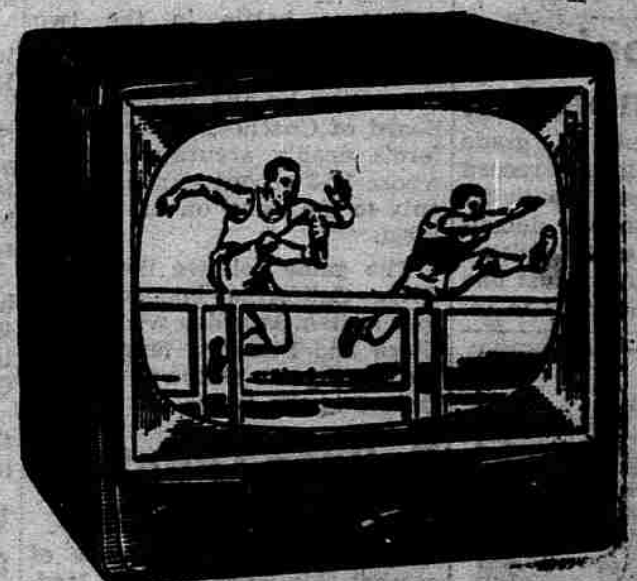
RCA Victor 17-inch Newton. Budget-priced table set. Cabinet 30% smaller than prior models. Maroon finish. Matching "Roll Around" stand on wheels available, extra. Model 175451. 169.95



RCA Victor 21-inch "Special 21." Lowest price ever for RCA Victor 21-inch TV! Specially designed for all normal signal areas. "Golden Throat" Fidelity Sound. Forest green cabinet finish. Stand available, extra. Model 215500. 189.95



RCA Victor 21-inch Glenside. Power-packed table TV! New Oversize "All-Clear" picture tube—aluminized! "Golden Throat" Fidelity Sound. Rich maroon cabinet finish. Model 215511. 219.95

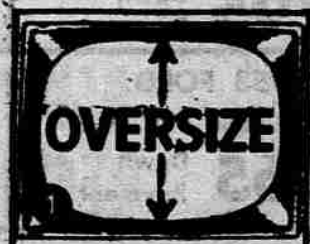


RCA Victor 21-inch Demosco. Budget-priced TV! New Oversize "All-Clear" picture tube. Sleek ebony finish. Matching stand available, extra. Model 215510. 209.95



RCA Victor 21-inch Radar. "All-Clear" picture. Mahogany grained finish. Model 215519. 309.95

### ONLY RCA VICTOR GIVES YOU THESE TV ADVANCES!



1. NEW OVERSIZE 21-INCH PICTURE TUBE! Not small 21—not regular 21—but new RCA Victor Oversize—today's biggest, finest picture in 21-inch TV!

2. 22% GREATER PICTURE CONTRAST! With new aluminized picture tube and dark-room safety glass it's RCA Victor's "All-Clear" Picture!

3. NEW DESIGN VIEW TUNING DIALS! 59% greater readability.



King-size channel numbers slant up to meet your eyes.

4. NEW "MAGIC BROWER" CASSI! Automatically fits clearest picture to finest sound for peak performance!

5. "GOLDEN THROAT" FIDELITY SOUND! Enjoy new tonal depth and clarity, thanks to precise balance of amplifier, speaker and cabinet.



FOR NEW — New High-Speed DWT Tuner is 5 times faster than previous customer demand! (Optional, at extra cost.)

Ask about the complete RCA Victor Feature Service Contract.

## NORTH PACIFIC SUPPLY CO.

Oregon Distributor of RCA Victor  
Portland, Oregon