



## Boost SPOT income with RCA TV Tape— Get peak quality . . . production savings

Advertisers are prone to "buy on sight" and stay sold once they view the excellence of spots made on RCA equipment. Picture quality is virtually "built in." RCA's multiple monitoring checks assure the highest quality production. You can check through the entire system . . . and be confident you are getting the best results at all times. Moreover, you can obtain a perfectly aligned picture in seconds thanks to RCA electronic quadrature adjustment *for both record and playback.*

RCA's "convenience features" save time and money in production. A central control panel puts the entire operation at the user's fingertips. A continuously variable speed control enables you instantly to cue-up any spot on tape. Speed can be slowed until audio becomes intelligible for cueing. And precision headwheel inter-

changeability—for color, too—means you can playback any tape on any machine, regardless of where made.

Special RCA safeguards protect your production against loss. Simultaneous control track monitoring assures you of a control track as you record. (A tape without a control track is worthless.) And you get simultaneous audio playback as well. You save lost production time, re-dos, talent costs. Only RCA provides these multiple means of protection.

Advertisers will appreciate the difference an RCA TV Tape Recorder will make in your spot production. You'll find a satisfaction in operation without parallel. And service after the sale is the type that only RCA with its broad background in television can perform.

Find out how the RCA TV Tape Recorder can help you produce the most saleable commercials and programs. See your RCA representative. Or write to RCA, Dept. YB-22, Building 15-5, Camden, N.J.



The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA