

CONGRATULATIONS, KING!



NO. 1 TELEGRAM

924 A EST—
 LR3 (R CFC021) CGN PD— FAX CHARLOTTE NCAR JAN 23
 D O RAY— SWOFFORD INC BOONE NCAR—
 YOU HAVE EARNED OUR NOMINATION AS "KING FOR A DAY" ON
 RCA VICTOR YOUR SERVICE TO YOUR CUSTOMERS IS
 OUTSTANDING PLEASE ACCEPT OUR CONGRATULATIONS ON YOUR
 EXCELLENT RECORD IN SALES AND SERVICE—
 THOS J JAMISON, SOUTHERN RADIO CORP.—
 954 A

NO. 2 TELEGRAM

EST—
 LR5 (DE IDA179) PD— FAX INDIANAPOLIS IND JAN 23 1041A
 —D O RAY SWOFFORDS BOONE NCAR—
 CONGRATULATIONS ON BEING NAMED "KING FOR A DAY".
 PLEASE ACCEPT OUR BEST WISHES FOR CONTINUED SUCCESS
 AS AN OUTSTANDING RCA VICTOR DEALER—
 D N PETERSEN RCA SALES CORP— 1103A

Mr. Ray Is Proud To Have Earned This Award Again. He Is Determined To Repeat! His Service Pledge Is Your Assurance Of Many Enjoyable Years Of Television At Its Best

RCA VICTOR

"The Most Trusted Name In Electronics"



The PICKWICK SPORTABOUT
 Series 193-K-04-M
 19" tube (overall diag.)—172 sq. in. picture

RCA VICTOR *New Vista* TV

Prices Start \$169.95

RCA Victor
 Total Sound
 Stereo
 Gives You
 At The Sound
 You Can
 Hear!

World Leader in



- 9 Year's of Home Proved Performance
- Only RCA-Victor Makes Its Own Color Picture Tube
- Precision Crafted—Most Advanced Engineering
- Glare-Proof Picture Tube
- New Vista Tuner
- Finest TV Basic Research Program



The GAYNOR
 Special Series 213-G-15-M
 260 sq. in. picture

RCA VICTOR **MARK 8** COLOR TV



The BRANDON
 Series 233-C-89-M
 23" tube (overall diag.)
 282 sq. in. picture

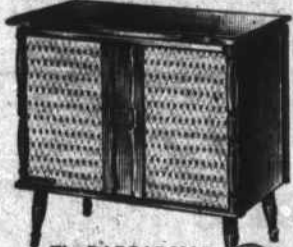
RCA VICTOR *New Vista* TV
 Prices Start \$279.95
 WT

More People
 Own
 RCA-Victor TV
 Than
 Any Other Make!

NBC has added 6 hours of Color on Saturdays and Sunday since Dec. 1st. We will be pleased to let you enjoy a colorful week end at no cost

ASK ABOUT OUR FREE HOME DEMONSTRATION

BIG STEREO VALUE



The BARCAROLLE
 3VE09 Series
 RCA VICTOR
 TOTAL SOUND STEREO

Prices Start \$189.95



The BURGUYNE
 Mark 8 Series 213-G-26-M
 265 sq. in. picture

RCA VICTOR **MARK 8** COLOR TV

Color TV as low as \$495

Compare
 RCA-Victor
 New Vista
 New Vista TV
 On
 Any Channel
 At
 Any Time
 Against
 Any Other TV



The HAVERTON
 Series 233-C-79-M
 28" tube (overall diag.) 282 sq. in. picture

RCA VICTOR *New Vista* TV



The VALET
 3RD1 Series

Prices Start \$21.95



SWOFFORD'S, Inc.



313 WEST KING STREET—BOONE, N. C.

264-3001