

(SHAN DESJARDINS, RCA DEALER, CON'D PAGE 6 from the First Union National Bank and next door to the Highlands Chamber of Commerce.

Mr. Desjardins stated that this is the year for COLOR television as 94% of the evening programs this year will be in color.

A COLOR set today costs about one third of what they did ten years ago and just a little more than a good black and white set does today. Mr. Desjardins commented that if one is contemplating the purchase of a new television receiver that serious consideration of an RCA Victor COLOR television instrument should be given. RCA Victor pioneered and developed color television; therefore are most experienced in this field.

RCA Victor COLOR television receivers are a finished product. "COLOR TV is here to stay," says Mr. Desjardins. "Color TV reception in this area is very good and no special antenna is required if your present antenna is in good condition and you are receiving good clear black and white reception. If you don't have COLOR television now, you are missing half of the entertainment value of television. COLOR is perfected and the price is no longer a reason to defer the purchase of a COLOR set. SO WHY DELAY; BUY TODAY, and begin enjoying COLOR television."

"Furthermore," says Mr. Desjardins, "service on COLOR television sets is just about the same as for the Black and White sets. COLOR receivers by RCA Victor are the best in quality and construction of any on the market today. It is not uncommon to have no service required for the first two years of use, which is remark-

RCA Victor TELEVISION  
COLOR -- BLACK AND WHITE

-- N O W --

SERVING THE HIGHLANDS-CASHIERS  
AREA WITH THE BEST IN TELE-  
VISION SALES AND SERVICE

SHAN DESJARDINS

Top of the Hill - Across from Bank

Phone Highlands 5908

Rent a TV: Week - Month - Season

Antenna Installations

Service - Repair - All Makes

He maintains a first class service facility with all the latest test equipment and reference materials on any and all makes and types of home entertainment equipment.

Mr. Desjardins extends an invitation to anyone interested to come in and visit and see the RCA Victor COLOR television and the Black and White receivers now on display at the downtown location.

# STONE LANTERN

*Oriental Antiques - Contemporary Gifts*

able considering the complexity of the modern color television receiver."

Mr. Desjardins is well qualified to service not only COLOR TV but all types of home entertainment products such as radio, TV, HI-FI, and Stereo instruments. He began servicing COLOR TV in 1954 when they were first introduced on the market. He has been actively engaged in Electronic service for thirty-five years.

## PERSONALS

Miss Marjorie Pierson was graduated from Margaret Hall School in Versailles, Kentucky, on June 7. She was in Highlands on Tuesday, and left Wednesday for Greenville, North Carolina, where she will attend the first session of summer school at East Carolina College. She will return to Highlands in mid-July.

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