



***“So Real
on RCA TV Tape
that Food Advertisers
Buy on Sight!”***

...SAYS EARL MORELAND, MANAGER, WMCT-TV, MEMPHIS

“The clarity of RCA Tape commercials has been a big factor in selling time to local and regional food advertisers. Through RCA Tape, WMCT has secured increased schedules and new business. Advertisers can produce commercials on tape faster and more economically than on film. And once they see how real their productions look on RCA Tape, they buy it on sight. We are already producing over 50 commercials a month—and we’ve just started.

“From an engineering standpoint, the RCA recorder was selected because: 1) RCA produces

equipment geared to broadcast requirements, using parts familiar to television engineers; 2) The machine is designed for ease of service; 3) Based on many years’ dealings, the station felt confident that professional assistance from RCA would be readily available should the need arise.”

For information on the finest quality TV Tape Recorder, call your RCA Broadcast Representative, or write to RCA, Broadcast and Television Equipment, Dept. C-129, Building 15-5, Camden, N. J.



The Most Trusted Name in Television