NOW, for the first time anywhere
Motorola Color TV
THE GREATEST DEVELOPMENT OF THE ELECTRONIC AGE

Now, you can take your choice of three beautiful Motorola color TV sets. Their superb craftsmanship, outstanding design and lovely woods will earn them a place among the finest furnishings. Without a doubt, they are worthy cabinets for Motorola color TV—the finest in color television.
another great Motorola achievement

**Motorola Color TV**

with these amazing advantages

- 205 sq. inch **BIG LOOK PICTURE!**
- **BEST BUY** for everyone!
- **NEW** simplified "902" CHASSIS

2 sets in 1 receives both COLOR and BLACK & WHITE programs

LUXURIOUS FASHION-SMART STYLING
every Motorola color TV cabinet is dramatically beautiful—outstanding in craftsmanship. Refreshing design and magnificent materials—such as mahogany solids and veneers—make these cabinets distinctive furnishings.

NEW "ROBOT-97" POLYCHROMATIC TUNER New, improved tuner combines all the advantages of the famous "Selene-Cut" VHF Tuner, and the "Super-Stroke" UHF Tuner—and it is now even more sensitive! Receives both black and white and color television.

NEW "SUPER-CHARGER" Motorola has the extra power it takes to produce best color. The exclusive Motorola color "Super-Charger"—a patented kinescope transformer—puts the extra brightness and clarity into the Motorola picture.

NEW 19-INCH "BIG LOOK" PICTURE
Motorola's new 19-inch "Big Look" picture is actually 205 sq. inches of viewing area.

NEW "BALANCED-COLOR" CIRCUITS
Color. Color. Always more faithful to their originals on a Motorola—thanks to exclusive "Balanced-Color" circuits. From delicate pinks to deepest reds, your TV set exactly reproduces the colors being transmitted.

NEW "COLOR CLARITY GUARD"
For a real "Clear-Cut" picture, with color in exact registration—the "Color Clarity Guard" keeps over 5,000,000 picture tube phosphors glowing at a precise intensity. Gives you better pictures in color or black and white.

years of research and development in Motorola laboratories have produced the exclusive NEW 902 CHASSIS

...most simplified chassis in the industry using new secret circuits

Only MOTOROLA gives you all these features for perfect color television.

Get set for the greatest viewing thrill in your entire experience!

For, Motorola color television gives you an amazing translucent window on the world. Delicate flesh tones, fabulous costumes and gorgeous pagentry; the subtle hues of floral scenes; nature's entire treasury of limitless expression in color.... are yours now to see and enjoy without leaving the comfort of your home.

Motorola's "Power-Drive" Color Chassis—the newest electronic wonderframe company famed for electronic marvels—brings you both black and white and color television at its very best.

See it... thrill to its startlingly life-like pictures today!

**Motorola Color TV**

**first again**

biggest picture lowest price

NOW—for the first time COLOR TV the way you want it!
for the family of a man

who has made his mark in the world...
COLOR TV...NOW HERE COAST TO COAST

the home entertainment experience of a lifetime...

Frankly, the wonder of Color Television is for those few who have always promised their family the best in life. And who have achieved that measure of success which enables them to keep this promise.

Motorola Color TV is destined to become an important part of the gracious life you lead. Day after day, you will thrill to stirring drama... sport... operas... comedy shows... pulse-quicking “spectaculars”... variety... musical comedies... motion pictures... news... in fact, programs to please every taste. All in rich, warm, true-to-life color—on the big, 205 sq. in. Motorola screen! It’s the entertainment wonder of a lifetime—for the family of a man who has made his mark in the world!

look! here are just a few of the big-time, big-star color TV shows on the air coast to coast

STUDIO ONE
JACKIE GLEASON
THE MORNING SHOW
JO STAFFORD
OMNIBUS

GARRY MOORE
REMEMBER MAMA
ARTHUR GODFREY
MEET MILLIE
RED SKELTON

DANGER
ED SULLIVAN
CHRYSLER SHOW
JACK BENNY

And more to come! It’s estimated that before the end of the year, there will be more than 30 hours of network color television per week over some 100 stations, coast to coast!
MODEL 19CK2—
Here’s modern design just as you like it in magnificent mahogany solids and veneers. Detachable spun brass legs. Big 205 sq. in. screen.
Now Only $795.00*.

MODEL 19CT1—
Exciting modern design in solid hardwoods and mahogany veneers. Dual speakers pour sound out both sides of cabinet—through Hi-Fi grille cloth. 205 sq. in. screen.
Now Just $885.00*.

MODEL 19CK1—
Luxurious 205 sq. in. screen console in lovely mahogany solids and veneers. Contemporary styling accented by Motorola Glare Down—sound Up Styling. Also available in blond. 3 years warranty.
Now $105.00*.

*Price includes Federal excise tax, parts warranty and full year picture tube warranty. Subject to change without notice.
and, for color television at its best,
you are invited to see

Motorola Color TV

Finest in the land

only $895...lowest price by far!
$695
205 sq. in. PICTURE
205 square inches of actual viewing area give you a big, easy-on-the-eyes picture with true-to-life color and clarity.

2 SETS IN 1...
GETS BOTH COLOR AND BLACK & WHITE PROGRAMS
No need to spin dials or flip switches. You get your favorite programs exactly as telecast... automatically... in color or black and white.

NEW, SIMPLIFIED COLOR TUNING
Just two controls provide the exact color intensity and shading you want. So simple even a child can do it.

Motorola Color TV at your Motorola Dealer NOW!
be the first in your area to own the miracle of Big Screen Motorola Color TV

With Motorola you enjoy all the wonderful new color programs at their best. Because only Motorola Color TV has all these pace-setting features . . .

**BIG 265 SQ. IN. PICTURE**
Clear, bright, lifelike—and so easy on the eyes!

**NEW COLOR "SUPER-CHARGER"**
Puts extra brightness, extra clarity into the Motorola picture!

**NEW "COLOR SYNCHRONIZER"**
Locks colors perfectly in place—no blue, no drift!

**NEW "POWER-DRIVE" COLOR CHASSIS WITH SIMPLIFIED CIRCUITS**
Engineered to give you dependable, troublefree performance!

**NEW "ROBOT-82" POLYCHROMATIC TUNER**
More sensitive—simple and sure—improves both color and black-and-white reception!

**NEW "COLOR CLARITY GUARD"**
Keeps picture clear—details sharp—color just right!

...and every Motorola Color Picture Tube carries a full year's warranty!
YOU ARE INVITED TO SEE NEW AND EXCITING BIG SCREEN

MOTOROLA Color TV

See a popular TV program in Full Color. Feel free to bring a guest. No obligation, of course.

We'll Look Forward To Seeing You

TIME
PROGRAM
PLACE

have you seen a Color TV SHOW?