the fine new Motorola TV for '56
COLOR TELEVISION!

Here comes the finest television picture of all—Motorola TV realism in full and spectacular color.

The finest value—for every Motorola Color TV is a two-in-one receiver. It also gives a clearer, deeper black-and-white picture on all monochrome telecasts.

Around the world, Motorola leads in color TV acceptance—as it leads in many phases of color TV development. Motorola was first to lower the price of big-screen color TV below $1,000 so the most moderate homes can afford this fabulous show-window of world entertainment!

MOTOROLA
COLOR TV RECEIVERS
the scene they
Many highly successful and exclusive features produce the world's most camera-true color picture...

**set is the scene you get**

with **MOTOROLA** Color TV

**BIG TWO-IN-ONE PICTURE**
For color, here are studio-real shades with amazing fidelity to detail. Color won't wobble or blur—they stay tuned to your favorite color in the faraway color TV camera. And monochrome pictures, too, are actually finer, crisper than on many black-and-white sets. Full 205 square inches of picture.

**EXCLUSIVE POWER-DRIVE COLOR CHASSIS**
The finest color TV chassis yet designed. It supplies all the extra power demanded for outstanding color reception. Many new and automatic color-driven details make the Motorola color picture far more stable and accurate. Much of the circuitry, tubes, mechanical developments exclusive with Motorola—a pioneer and a leader in color television research.

**DISTINCTIVE CUSTOM-DESIGNED CABINETRY**
For the most modern home theatre of all—color television—Motorola has created superbly-styled, luxurious cabinets. They're fashioned from finest materials: select hardwoods and veneers, with glittering solid metal trim, even gold-flecked fabric on speaker grilles. Both traditional and modern designs are compatible with formal or casual furniture—and graceful in any type home.

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**Exclusive Color Clarity Guard.** Keeps more than 1,000,000 tiny phosphors inside the picture tube face, glowing with constant intensity. The result is new accuracy for a better color or monochrome picture.

**Exclusive Simplified Circuits.** Motorola takes much of the trouble out of color TV reception by simplifying the circuitry in the Power Drive chassis. Easiest to service of all color TV receivers!

**Exclusive Automatic Picture Control.** Electronic marvelously works constantly against interference, adjusts strength for faraway and nearby stations to proper strength. Guards against airplane flutter, snow, etc.

**Twins Speaker Sound.** Two automatically-phase-matched Golden Voice Speakers deliver a full range of magnificent FM sound. Deep bass, high treble come in without distortion.
MOTOROLA color TV with finest picture, finest sound

**POWER-DRIVE** COLOR TV CHASSIS

The finest color TV chassis yet developed! Supplies all the extra power needed for contrast, true color performance.

A host of new and automatic features make the Motorola color picture far more stable and precise.

**Exclusive Color Super-Changer.** A patented, high-voltage transformer. From Motorola color research. Creates extra picture power to make Motorola color stronger and clearer.

**Exclusive Color Synchronizer.** This is a crystal controlled oscillator perfected by Motorola, which operates within 1/100,000,000 degree of electronic accuracy. Locks Motorola color in place—never blurs or attains.

**Exclusive Automatic Picture Control.** Works electronically and automatically to detect and adjust for interference. Brings strength of faraway and nearby stations to good, average power. Guards against such annoyances as "airplane flutter", helps eliminate "snow".

**Exclusive Circuitry.** Engineered especially for color performance. Circuits are "balanced" for greater fidelity to colorists. And they are highly simplified to eliminate special troubles common to color reception.

SEE COLOR OR MONOCHROME

Big two-in-one picture, Real life colors come in with amazing fidelity to the smallest detail. Colors don't blur or wobble—they're seen exactly as the people in the studio see them. And the monochrome picture, with its finer lines, is more accurate than the pictures on ordinary black-and-white sets. Full 205 square inches of picture with Glare-Down design. Picture unit is tilted slightly to deflect excess glare away from eyes.

**Color Clarity Guard** keeps more than 1,000,000 tiny phosphors, inside the picture face, glowing with constant intensity. The result is new sharpness of colors for a superior picture in either color or monochrome.

**EXCLUSIVE COLOROLA® TUNER**

Color improvements combined with all advantages of fine Motorola black-and-white tuners give new sensitivity to color reception. It selects both color and black-and-white telecasts, all channels, VHF or UHF. Thermotic condensers compensate for "warm-up" temperature changes.

**MAGNIFICENT MAHOGANY CONSOLE**

Handsome cabinet worthy of the best color picture. It's carefully made from select hardwoods and veneers, finished rich mahogany. Surrounding the picture is a golden frame together with a plastic white bezel. The distinctive picture unit is trimmed with gleaming metal. Gold-foiled fabric covers the big speaker grille.

**FULL-RANGE SOUND FROM TWO SPEAKERS**

Microphone-tube sound with two speakers—10-inch and a tweeter. Cabinet, circuitry and speakers are acoustically harmonized for distortion-free performance. Speaker grille is tilted slightly to direct sound up to ears.

UHF Optional

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**WARRANTY**

Full one-year warranty on picture tube. Complete 90-day warranty on all other tubes and parts.

Approved by Underwriters' Laboratories. Specifications subject to change without notice.
Full-color TV in a full-size console—made with handsome woods, finished rich mahogany. Designed in the traditional manner, but with clean, modern lines. Colorcasts are seen exactly as the camera takes them—every color right in place—because of the Colorola® Tuner, the Power Drive Color Chassis and many other features developed by Motorola color research.

The Motorola Color TV console with glare-down/sound-up design.
MOTOROLA color TV with large two-in-one picture

SEE COLOR OR MONOCHROME TELECASTS

Big two-in-one picture. Real life colors come in with amazing fidelity to the smallest details. Colors don't blur or wobble—they're seen exactly as the people in the studio see them. And the monochrome picture, with its finer lines, is more accurate than the picture on many black-and-white sets. Full 203 square inches of picture.

Color Clarity Guard keeps more than 1,000,000 tiny phosphors, inside the picture face, glowing with constant intensity. The result is new sharpness of colors for a superior picture in either color or monochrome.

"POWER-DRIVE" COLOR TV CHASSIS

The finest Color TV chassis yet developed! It supplies all the extra power needed for camera-true color performance. A host of new and automatic features make the Motorola color picture more stable and precise.

Exclusive Color Super-Charger. A patented, high-voltage transformer from Motorola color research. Creates extra picture power to make Motorola color stronger and clearer.

Exclusive Color Synchronizer. This is a crystal controlled oscillator perfected by Motorola, which operates within 1,000,000,000 degree of electronic accuracy. Locks Motorola color in place—it never blurs or streaks.

Exclusive Automatic Picture Control. The electronic mas- termind that works automatically to detect and eliminate interference. Guards against such annoyances as "airplane flutter", helps eliminate "snow".

EXCLUSIVE CIRCUITRY. Engineered especially for color performance. Circuits are "bundled" for greater facility to colorcasts. And they are highly simplified to eliminate special troubles common to color reception.

EXCLUSIVE COLOROLA® TUNER

Color improvements combined with all advantages of fine Motorola black-and-white tuners give new sensitivity to color reception. It selects both color and black-and-white telecasts, all channels: VHF or UHF. Thermostatic condensers compensate for "warm-up" temperature changes.

ULTRA MODERN CABINETRY

Here's a design as simple and functional as that of the best modern furniture. The cabinet is carefully made from select hardwoods and veneers, finished rich mahogany. Surrounding the picture is a golden frame together with a giant white bezel. The distinctive picture unit is trimmed with gleaming metal. The cabinet stands on glittering legs of turned brass which can be removed.

FULL-RANGE SOUND FROM TWIN SPEAKERS

Microphone true sound with twin 3x7-inch oval speakers. Cabinet, circuits and speakers are acoustically harmonized for distortion-free performance. Even the smart grille fabric is especially woven for "Hi-Fi" performance. Sound comes out at ear level, from above the picture.

UHF Optional

WARRANTY

Full one-year warranty on picture tube. Complete 90-day warranty on all other tubes and parts.

Approved by Underwriters' Laboratories. Specifications subject to change without notice.
There is no finer home entertainment than color TV... no finer color TV set than this. Exclusive Motorola-developed features, such as the Power Drive Color Chassis and Coloraste® Tuner make its big screen for indoor to studio colors. Handsome styling — gleaming brass legs to polished mahogany top — distinguish it from ordinary sets everywhere.

finest Motorola color TV...
ultra-modern styling
MOTOROLA color TV console - the thriftiest color set 19CT1

EXCLUSIVE COLOROLA® TUNER
Color improvements combined with all advantages of fine Motorola black-and-white tuners give new sensitivity to color reception. It selects both color and black-and-white telecasts, all channels, VHF or UHF. Thermionic condensers compensate for "warm-up" temperature changes.

"POWER-DRIVE" COLOR TV CHASSIS
The finest Color TV chassis yet developed! It supplies all the extra power needed for camera-true color performance. A host of new and automatic colorronic features make the Motorola color picture far more stable and precise.

Exclusive Color Super-Charger: A patented, high-voltage transformer from Motorola color research. Creates extra picture power to make Motorola color stronger and clearer.

Exclusive Color Syncro_counter: This is a crystal controlled oscillator perfected by Motorola, which operates within 1/100,000,000 degree of electron accuracy. Locks Motorola color in place - it never blues or streaks.

Exclusive Automatic Picture Control: Works electronically and automatically to detect and adjust for interference. Brings strength of faraway and nearly stations to average power. Guards against such annoyances as "airplane flutter", helps eliminate "snow".

Exclusive Circuitry. Engineered especially for color performance. Circuits are "balanced" for greater fidelity to colorcast. And they are highly simplified to eliminate special troubles common to color reception.

SEE COLOR OR MONOCHROME TELICASTS
Big two-in-one picture. Real life colors come in with amazing fidelity to the smallest details. Colors don't blur or wobble - they're seen exactly, as the people in the studio see them. And the monochrome picture, with its F. T. lines, is more accurate than the pictures on many black-and-white sets. Full 205 square inches of picture.

Color Clarity Guard: keeps more than 1,000,000 tiny phosphors intact, insures the picture face, glowing with constant intensity. The result is a new sharpness of colors for a superior picture in either color or monochrome.

DISTINCTIVE CONSOLETE DESIGN
The cabinet is carefully made from select hardwoods and veneers, finished rich mahogany. Surrounding the picture is a golden frame together with a giant white bezel. The distinctive picture unit is trimmed with gleaming metal. Gold-plated fabric covers the speaker grille on both sides. The cabinet stands on long, tapered legs which can be removed.

FULL-RANGE SOUND FROM TWIN SPEAKERS
Sound is microphone-trace with twin 6-inch round speakers. Cabinet, circuitry and speakers are acoustically harmonized for distortion-free performance. Even the smart grille fabric is especially woven for "Hi-Fi" performance. Sound comes out at ear level, from both sides of cabinet.

WARRANTY
Full one-year warranty on picture tube. Complete 90-day warranty on all other tubes and parts.

Approved by Underwriters' Laboratories. Specifications subject to change without notice.
America's top value in color TV! This fine console includes ALL the features invented by Motorola color research, features that put Motorola Color TV years ahead.

Exclusive Power Drive Color Chassis, the finest color chassis yet! Exclusive Colorola® Tuner, the finest polychromatic tuner in TV! And it looks smart and modern with simple lines, rich mahogany cabinetry, long, tapered legs.

most economical color TV... with every Motorola Color TV feature