

NOW, for the first time anywhere

# Motorola *Color* TV

THE GREATEST DEVELOPMENT OF THE ELECTRONIC AGE



MODEL 19CK2—Here's modern design just as you like it in magnificent mahogany solids and veneers. Detachable spun brass legs. Big 19-inch (205 sq. in.) screen.



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. 19-in. (205 sq. in.) screen.



MODEL 19CK1—Luxurious 19-inch (205 sq. in.) screen console in lovely mahogany solids and veneers. Contemporary styling accented by Motorola Glare Down/Sound Up Styling.

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!

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

**NEW**  
simplified  
**"902" CHASSIS**

these exclusive Motorola features assure the finest **COLOR TV** reception...

**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-82" POLYCHROMATIC TUNER** New, improved tuner combines all the advantages of the famous "Sabre-Jet" VHF Tuner, and the "Super-Strata" UHF Tuner—and is now even more sensitive. Receives both black and white and color television.



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



**NEW, EXCLUSIVE "COLOR SYNCHRONIZER"** Colors are locked in place—can't blur or drift. A crystal-controlled oscillator operates within tolerances of 1/100,000,000 to keep your set in perfect synchronization with the transmitted signal.

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



**SIMPLIFIED CIRCUITS** Designed and engineered by Motorola for maximum trouble-proof performance, Motorola black and white television is renowned for its dependability—and Motorola color TV is built with the same care.



**NEW "BALANCED-COLOR" CIRCUITS** Colors are true, 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 clear, detailed picture—with colors in exact registration—the "Color Clarity Guard" keeps over 1,000,000 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 true-color window on the world. Delicate flesh tones, flamboyant costumes and gorgeous pageantry, 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 wonder from a 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!

better see **Motorola**

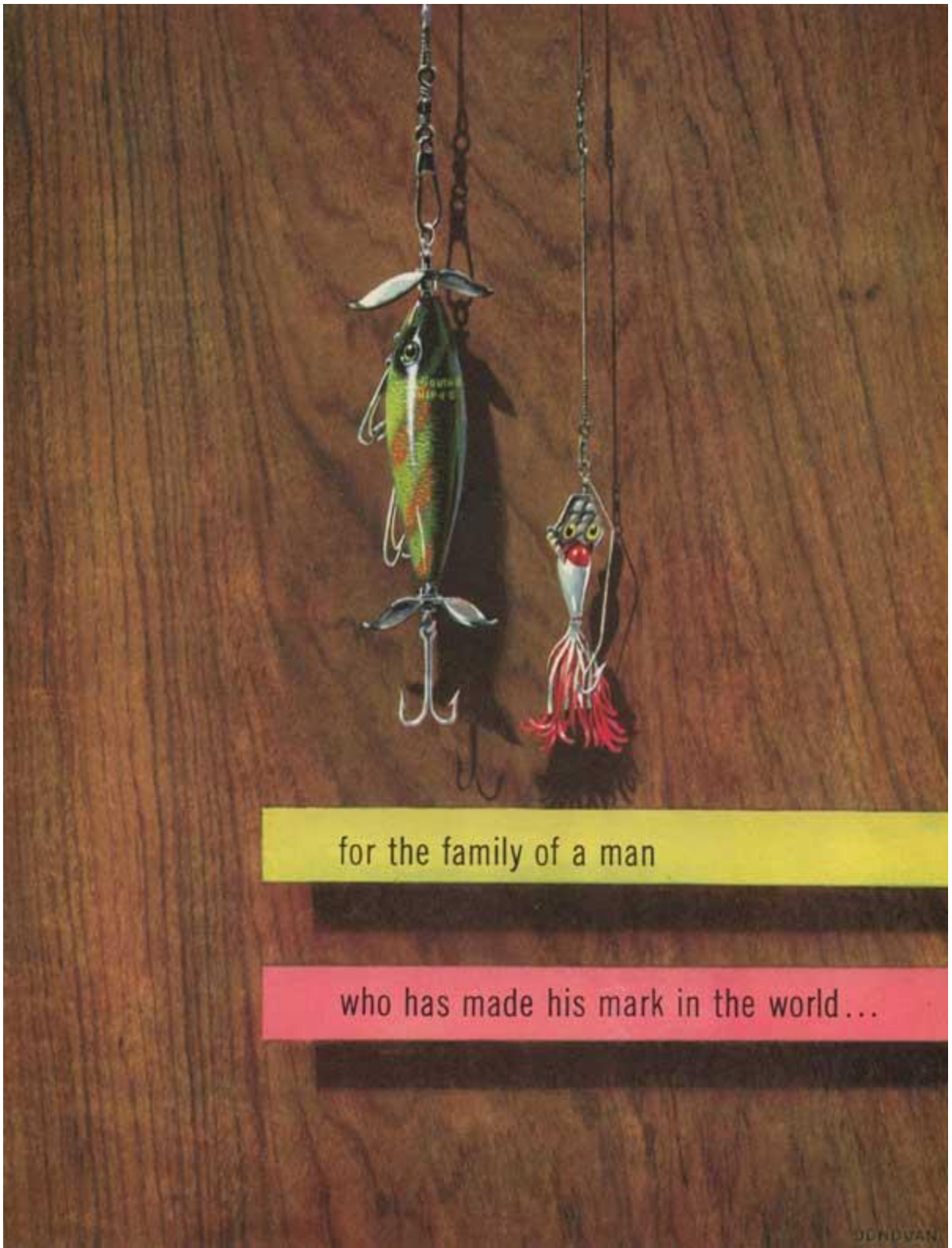
# BIG LOOK Color TV

*first again*  
**Motorola**  
*Color TV*

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...

JONIVAN

## 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 . . . sports . . . operas . . . comedy shows . . . pulse-quickening "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!

BEAUTIFULLY STYLED TO GRACE

THE FINEST SETTINGS



**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 \$1,095.00~~

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 \$1,095.00~~

Now Just \$695.00\*

**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.

~~\$1,095.00~~

\$795.00\*



... better see

\*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 205 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 draft!



### **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?**