

the
fine
new



MOTOROLA TV

for

'56

... again in 1956 ... the greatest value in



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

Photo, courtesy of National Broadcasting Company

Exclusive Colorade® Tuner. Finest Polychromatic tuner in TV. Selects both color and monochrome telecasts, all channels, VHF or UHF. Thermally controlled, to compensate for temperature variations.

Exclusive Color Super Charger. Creates extra picture power to make color brighter and clearer. Super Charger is a patented high-voltage transformer developed by Motorola color research.

Exclusive Color Synchronizer. Locks colors in place—so they never blur or streak. Crystal-controlled oscillator, which operates within 1/100,000,000 degree electronic accuracy, perfected for color by Motorola.

Exclusive Balanced Color Circuits. With circuits developed especially for color, Motorola TV sets are more faithful to color broadcasts and have superior retention of all colors, faithful to the shadings.



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 the picture 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 colortronic 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 CABINETS

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 gracious in any type home.

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 mastermind works constantly against interference, adjusts strength of faraway and nearby stations to proper strength. Guards against airplane flutter, snow, etc.

Twin Speaker Sound. Two acoustically-matched Golden Voice Speakers deliver a full range of magnificent FM sound. Deep basses, high trebles come in without distortion.

MOTOROLA color TV with finest picture, finest sound

19CK1



"Power Drive" Color Chassis



Two-In-One Picture

"POWER-DRIVE" COLOR TV CHASSIS

The finest Color TV chassis yet developed! Supplies all the extra power needed for camera-true color performance. A host of new and automatic 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 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—it never blurs or streaks.

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 "air-plane flutter", helps eliminate "snow".

Exclusive Circuitry. Engineered especially for color performance. Circuits are "balanced" for greater fidelity to colorcasts. 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 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 timer lines, is more accurate than the pictures on many

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. Thermostatic condensers compensate for "warm-up" temperature changes.

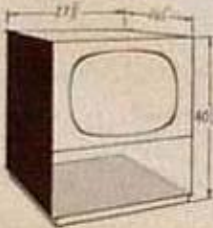
MAGNIFICENT MAHOGANY CONSOLE

Handsome cabinetry 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 giant white bezel. The distinctive picture unit is trimmed with gleaming metal. Gold-becked fabric covers the big speaker grille.

FULL-RANGE SOUND FROM TWO SPEAKERS

Microphone-true 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



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.

19CK1



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

19CK2

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 205 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 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 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—it never blurs or streaks.

Exclusive Automatic Picture Control. The electronic mastermind 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 "balanced" for greater fidelity 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 cabinetry 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 5x7-inch oval 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 above the picture.

UHF Optional



Two-In-One Picture



"Power Drive" Color Chassis



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.

19CK2

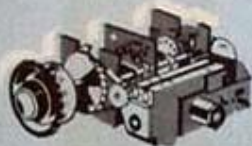


There is no finer home entertainment than color TV . . . no finer color TV set than this. Exclusive Motorola-developed features, such as the Power Drive Color Chassis and Colorala® Tuner makes its big screen far truer to studio colors. Handsome styling — gleaming brass legs to polished mahogany top — distinguish it from ordinary sets everywhere.

*finest Motorola color TV . . .
ultra-modern styling*

MOTOROLA color TV consolette . . . thriftiest color set

19CT1



Fine Colorala® Tuner



"Power Drive" Color Chassis

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.

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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 timer 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, inside the picture face, glowing with constant intensity. The result is new sharpness of colors for a superior picture in either color or monochrome.

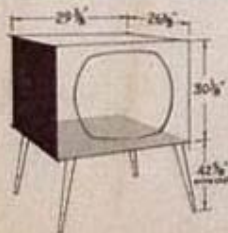
DISTINCTIVE CONSOLETTA DESIGN

The cabinetry 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-flecked 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-true 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.

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.

America's top value in color TV! This fine consolette 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