

**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 Colorolo® Tuner.** Finest Polychromatic tuner in TV. Selects both color and monochrome telecasts, all channels, VHF or UHF. Thermodynamically 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.

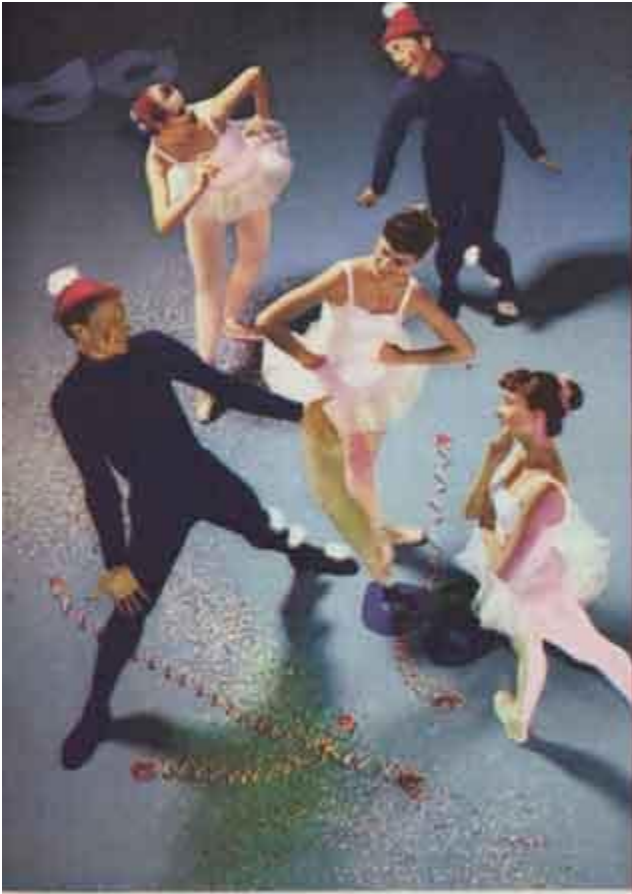
**Exclusive Color Clarity Guard.** Keeps more than 1,000,000 tiny phosphors inside the picture tube face, glowing with constant intensity. The result is new accuracy for a better color or monochrome picture.

**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.

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





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<sup>®</sup> 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*



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*



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*



the  
fine  
new



**MOTOROLA TV**

for '56

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

