

How to buy your first Color TV.

(And come home with your money's worth.)

Buying a color set is a major decision. It means investing hundreds of dollars. The wrong choice can mean keen disappointment for your family and expensive service bills over the years. So study this guide and take it with you when you shop. We'd like you to compare "Quasar Color TV" with everything else on the market.

What price to pay.

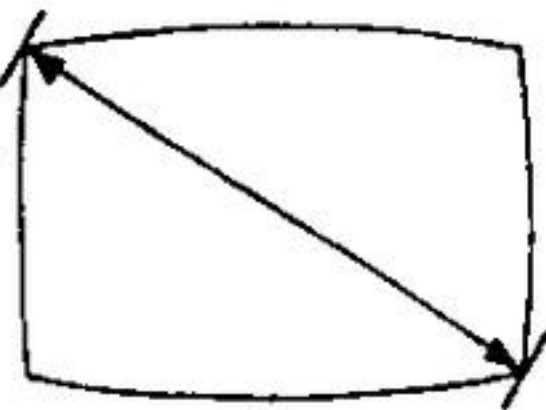
You can pay anything from about \$400 to about \$1400. But as with everything in life, you get what you pay for. Quasar TV sets are sold from \$549 to \$1150. And once or twice a year Motorola dealers have a genuine "sale".

The size of the screen.

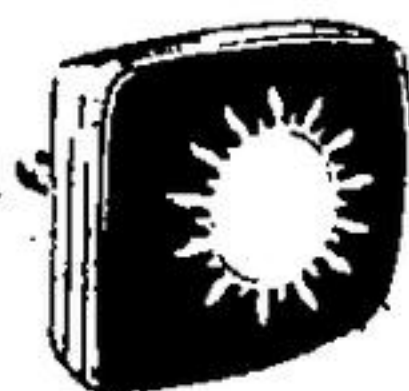
Many people going from a black and white set to color choose a slightly smaller screen size to save money. Don't. You'll be greatly disappointed later.

Our sets come 17", 19", 20", 22", 25" and 26".

Every one will give you a fine picture, but the larger the screen the more people can enjoy it together.



The color picture tube.



Don't be fooled by all the fancy names for color picture tubes. They all give a good picture. And they've been getting better.

We call ours the "Bright" tube (because it is) and you'll find it on all of our Quasar TV sets. And don't be fooled with the color you'll see in the showroom. You really have to get it home to see how good it is. And today, it's beautiful.

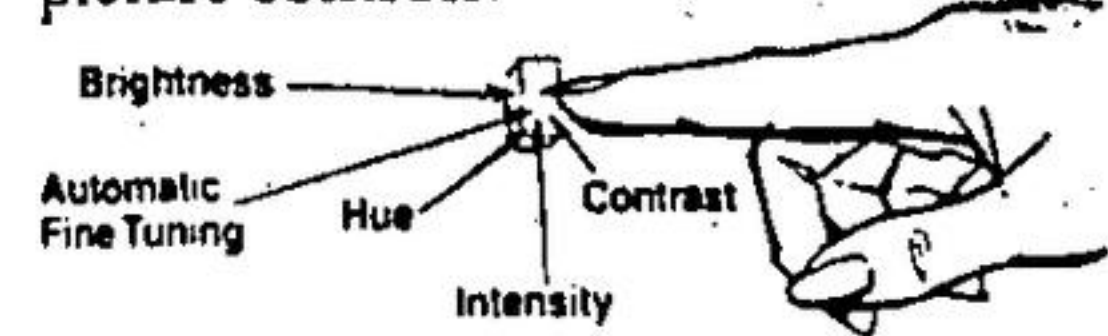
How do you control the color?

Here is the first big difference. Black and white sets are relatively easy. But as you probably know, getting the color right on a color set can be nightmarish. Get the wrong set and you can be up and down out of your chair the whole evening long.

So TV engineers have been working to simplify this process and when you shop you'll hear a lot about "ease of tuning". This is where Quasar color TV is way ahead.

We now have just one button to control the picture.

We call it Insta-Matic Color Tuning and it takes care of all five picture controls.



Others boast about "one-button" tuning too, but if you listen closely, you'll find there are "just a couple of other controls"—and these are the ones that you'll be constantly fiddling with. Not so with Insta-Matic Color Tuning.

It is pre-set in our factory for life-like color the moment you push the button and the little green light comes on.

Of course, you can turn off the Insta-Matic tuner and adjust the color yourself.

But after a few weeks most people find they like it best with the Insta-Matic tuner on. It even has a sixth sense to instantly "re-balance"

the color as scenes change or you change channels. Once the green light is on, you know the Insta-Matic color tuning is always working for you.

The big second cost: service.

This is the most important difference among the sets you'll see.

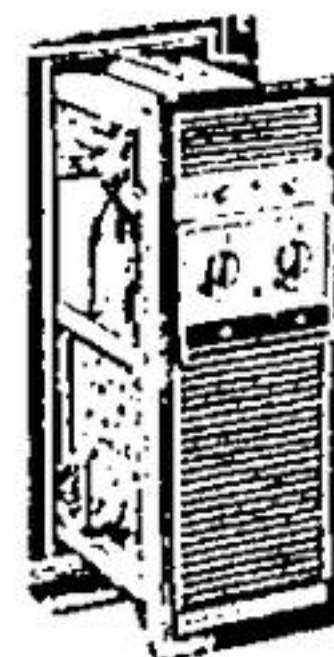
Service charges for a color TV can be much more expensive than for black and white. Because the electronic circuitry is more complicated.

That's why Motorola developed the famous "Works in a Drawer" TV. It allows a service man to check out a problem—

usually right in your home—and can save the expense and inconvenience of taking your set away for a week or two.

Because the "works" in the drawer are a series of plug-in, plug-out, "Mini-Circuits"—the unique space-age circuits which help to eliminate the high cost of servicing.

So today, a technician can often pull out the Drawer, check the trouble, plug in a new "Mini-Circuit" and have your set working again in just a few minutes.



What is Solid-State?

Over-simplified, "Solid-State" means no more tubes to fade or burn out. It is circuitry made up of solid parts, like transistors.

But it's really much more than that. It involves very ingenious electronic design. And Motorola is expert at it. So, although other sets are now using the "Solid-State" principle,



we believe we still have the most dependable product you can buy: Quasar color TV.

What about furniture style?

Usually your wife is the best one to decide this.

She'll see Motorola sets today in a great variety of portable, table or console models, and in all the popular furniture styles, from Mediterranean to early Canadian. Our difference is the quality you're buying inside the furniture.



Know your Dealer.

If he has a reputation for fair dealing, you can be sure you'll be served well. That's why Motorola Dealers are chosen with care. The Dealers you see listed below are genuinely committed to your satisfaction in every way.

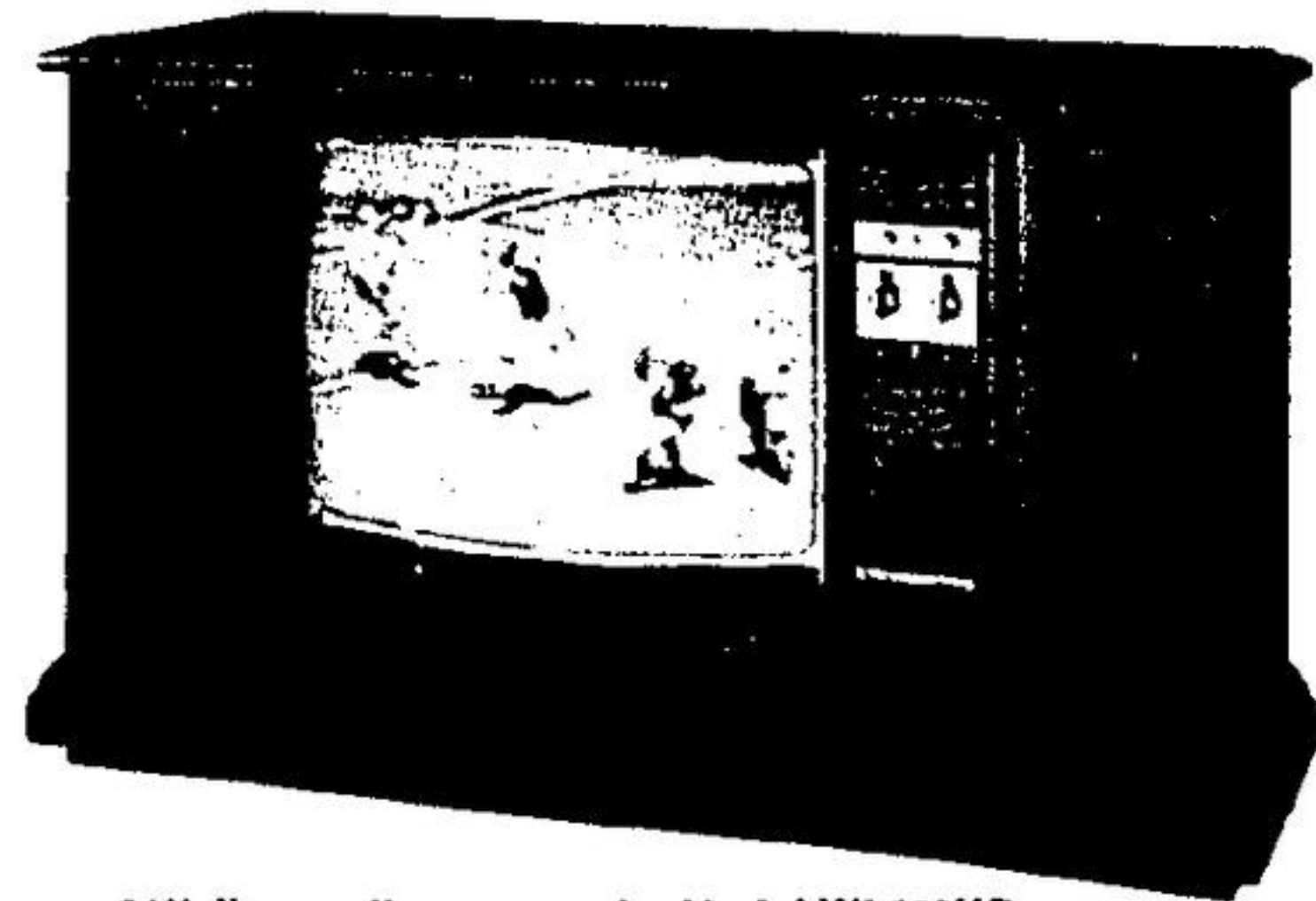
because all of us believe this is the only way to do business. Try us, and you'll see.

Quasar Color TV

It combines the features, performance, reliability and serviceability that Motorola has perfected over 25 years. Ideas like the Works-in-a-Drawer TV with plug-in Mini-Circuits, Solid-State dependability, Insta-Matic Color Tuning, and "Bright" picture tubes are all meant to make your first color TV a real pleasure.

We believe it is the finest Color TV built in Canada today.

New model . . . made in Canada
"Never before offered"



26" diagonally measured—Model WL920HP

Mediterranean Credenza TV

Instamatic tuning "works in a drawer" chassis and instant picture and sound. Two Golden Voice Speakers.

Quasar™

by MOTOROLA (M)

Make it your first color TV.

from

RYDER'S TV

SALES and SERVICE

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