Magnavox

VIDEOMATIC®

solid-state color TV

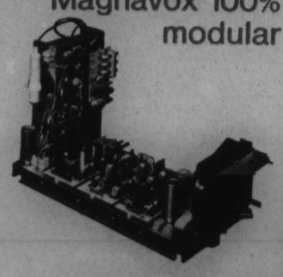
...adjusts its own picture to changing room light ...automatically!

Before Videomatic, no other TV could do it! It's the first color TV that automatically adjusts its own picture to changing room light—to give you the proper balance of color, brightness and contrast—day or night . . . for a clear, sharp picture in any room, any light. One-button tuning, of course. In fact, it's the most completely automatic one-button tuning system you can buy. And even with the preset controls, *you* (not a service technician) can still adjust the picture to suit your own taste or local signal conditions.

One Full Year Warranty on all 1974 Magnavox Color TV

ONE FULL YEAR PARTS and SERVICE. If anything goes wrong with your TV during the first year and it's the fault of Magnavox, it will be repaired—with no charge for labor or parts. And, if your picture tube becomes defective within two years, it will be exchanged for a *new* tube. In the first year, Magnavox pays for installation; in the second year, you pay.

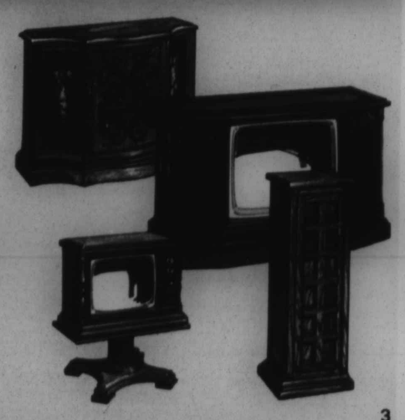
Magnavox 100% solid-state modular chassis



100% solid-state is the most reliable TV you can buy because there's not a single tube to cause damaging chassis heat . . . or to burn out. The solid-state components last a long, long time—much longer than tubes. As a result, you have greater reliability . . . and more dependable performance. With plug-in circuit panels, mini-circuit modules, integrated circuits and many plug-in transistors, a Magnavox Solid-State Modular Chassis offers major servicing advantages—speed, convenience and low cost. Should servicing ever become necessary, it can usually be done right in your own home . . . quickly and economically.

Magnavox, the most thoroughly tested of the 5 best selling solid-state color TV's

Videomatic...Extra-Tested for Extra Reliability. Every Magnavox solid-state color TV must pass 24 continuous hours of precision in-use testing. Of the 5 leading solid-state color TV manufacturers, only Magnavox pays this much attention to your set before it leaves the factory. This all happens at the new Magnavox high precision testing facility in Greeneville, Tennessee. Where every facet of every Magnavox Videomatic is scrutinized. Like color correctness, sound quality, picture sharpness, and clarity. Every Magnavox Videomatic is even turned on and off—not just once, but a minimum of 10 times. It's this kind of care that's producing the most reliable color TV in Magnavox history. And we have every reason to believe it's the most reliable you can buy. Only Magnavox, of the 5 leading makers of solid-state TV's, checks out its product this carefully . . . because Magnavox wants your color TV to work perfectly at their place before it gets to your place. What a difference owning a Magnavox.

Magnavox builds Television and Stereo in a wide variety of sizes, shapes and designs to fit your lifestyle!

Whether you have furnished your home in a single style . . . or have expressed yourself and your particular individuality in an eclectic decor—Magnavox has a stereo or TV that is compatible to your lifestyle, whatever it is. Skilled Magnavox designers and craftsmen have retained the classic symmetry and simplicity of the furniture artistry of long-ago civilizations—to create cabinets which will harmoniously blend . . . and magnificently enhance . . . provincial, traditional and contemporary decors—yet still maintain their own distinctive individuality. And each is as functional as it is beautiful—offering wonderful viewing or listening pleasure. A Magnavox truly exemplifies the blending of engineering technology and furniture artistry. See for yourself.