

New magic from RAYTHEON

NEW! Star-monic TV

UTTERLY NEW KIND OF TELEVISION
DIFFERENT IN EVERY WAY!

Low, low prices
start at

\$139⁹⁵

Available in
17" and 21" models

PRICES INCLUDE DELIVERY
IN A LIMITED AREA ONLY

Raytheon has revolutionized industry thinking! Electronic scientists in the wonderland of Raytheon laboratories have refined the customary television circuitry—bettered performance—simplified maintenance—reduced size, just as Raytheon reduced its huge warship-radar for use in small craft. Imaginatively, Raytheon engineers set the new, more compact television chassis vertically, instead of flat—permitting Raytheon's stylist to create refreshingly smart lines. Truly, you won't be satisfied with any other set once you have seen Raytheon's all-new Star-monic, TV's only truly modern concept . . . of styling . . . of performance . . . of value!



Now being shown for the
first time at your dealer's.
See them today!



**Raytheon was awarded Highest Honor at the recent Dixona Triennale Congress of Industrial Design, Milan, Italy. Of all exhibits from the world over, only three were so honored—only one was American made. That one was Raytheon.*



5 Decor Colors

DECORATORS' DREAM come true*!

Five smart new fashion-favored colors in striking two tone effects—with gleaming stainless steel trim and rich gold, gray or bronze picture-masks—to glorify your home!

NEW! Aristocrat TV



Incomparably fine Raytheon chassis—superb cabinetry—tone unsurpassed in glorious lifelike sound because your Aristocrat is the first truly high fidelity television!



NEW! Color TV

FIRST REALLY BIG SCREEN
Raytheon—first with 15" color pictures—first again with giant 205 sq. in. screen, in the first easily operated Color TV set everyone can tune quickly, accurately,



NEW! Miracle

NO TUBES! NOTHING TO PLUG IN!
NEVER WEARS OUT!



Clock Radios
AC-DC Radios
Tape Recorders

Eight tiny transistors replace bulky tubes—withstand hard knocks—use almost no current (500 hours on 4 easily obtainable ordinary flashlight cells).

Far more convenient and actually costs less to operate than the conventional AC-DC radio sets it seems destined to replace.

First important advance in radio