New for 1955

Motorola TV

presenting the

BIG LOOK

in television!

TELEVISION · RADIOS · PHONOGRAPHS
MOTOROLA offers the finest in home

TELEVISION
COLOR · BLACK AND WHITE
Motorola black and white television continues its leadership in design and performance. And now, for the first time, Motorola brings you color TV with big pictures at low prices. Truly a great achievement in the electronics world, color TV, as developed by Motorola after years of research, now opens up a great new horizon in television entertainment.

HI-FIDELITY PHONOGRAPHS
There's absolutely no place like the home with a Motorola "Masterpiece" Hi-Fidelity Phonograph. Motorola phonographs reproduce your records with all the vibrant beauty of the original performance. Whether it's Bach or "bop," the music is true and clear—actually gives you the wonderful feeling of being present in the very same room with the recording artists.
entertainment

RADIOS,
TABLE, PORTABLE AND CLOCK

Here's good listening that's tailored to your taste! There are Motorola radios to entertain you whenever and wherever you wish. There are table models to suit your fancy for "good looks" and price; portable radios that let you take good listening to the beach, on picnics—or where you will; and versatile clock radios that add to good living by performing a dozen tasks—then sing you to sleep and wake you to music.

MOTOROLA
...entering the 26th year as the world's largest exclusive electronics manufacturer

Putting electronics to work bringing you entertainment and communications is Motorola's sole interest, and so it has been for more than 26 years. From the very first car radio to today's outstanding television and radio receivers and commercial communications equipment, Motorola has strived to do its best and keep faith with those who buy our products. For this, Motorola has been rewarded with phenomenal growth. For, today, Motorola with modern plants spread across the nation and with thousands of skilled employees, is the world's largest manufacturer devoted exclusively to electronics.
FROM PLANTS AND FACTORIES ACROSS THE NATION COME THE

FAMOUS MOTOROLA ELECTRONIC PRODUCTS... Developed

...produced with

Augusta Boulevard Plant
through constant research

exact quality control

Exciting is the only word to adequately describe the roll-call of electronic products produced by Motorola. Television! Home, Portable and Car Radios! Two-Way Mobile FM Radio Systems! Microwave Radio Relay Systems! Carrier and Control Systems! ... and products for our Armed Forces!

Many of these products owe their present advanced state to Motorola's own research and product development staffs.

In Motorola's research laboratory in Phoenix, Arizona, a large staff of electronic scientists and engineers conducts projects for military use that promise new electronic marvels for civilians, as well.

In Chicago, Quincy, Franklin Park, Toronto, Canada—in plants that dot the nation—Motorola production lines are hard at work turning out the products on which Americans rely for their entertainment, high standard of living, and their very safety.

Throughout all this activity, one important thought is always uppermost in Motorola policy. Quality, above all, shall be the guiding principle.

To insure this quality, all Motorola products undergo rigid inspections through every stage of manufacture. Motorola's large Quality Control staff is unexcelled in its field—and its members are untiring in their determination to keep Motorola products the finest of their kind.
MOTOROLA introduces exciting new

**BIRCH**

Stunning birch—so well adapted to modern design—is given its ultimate elegance in Motorola TV cabinets. Smart, fresh lines accent the subtle grains of carefully selected woods. Fine craftsmanship executes important details with all the care that fine furniture demands. So, if it's modern for you—and you especially want modern with a light touch—be sure to see Motorola television in beautiful birch.

**MAHOGANY**

Ever-popular mahogany finish is even more lovely than you've ever known it in a Motorola TV cabinet. There's good reason for its popularity, too, for it's a good "mixer." Depending on design, a mahogany finish cabinet blends with and enhances modern or traditional—formal or informal settings. And, Motorola offers you the widest variety of mahogany finished cabinets to suit your personal flair for furniture styling.
cabinet finishes for every room setting

LIMED OAK

There's a modern flourish to the very look of a limed oak finished cabinet. Yet, these blonde beauties have a way of "fitting in"—belonging, if you please, wherever you care to place them. They give a touch of contrast to the more traditional room, and bring new accents to the modern or informal home. Fact of the matter is this: modern decorating calls for rooms of mixed and matched woods—and what better place to start to give new life to your furnishings than with a new limed oak finished TV.

MOTOROLA TV CABINETS BRING YOU
THE PERFECT COMBINATION OF
LOVELY FINISH AND SUPERIOR DESIGN

A Motorola TV set is more than a precision-engineered television receiver—it's a lovely furniture piece as well. Motorola cabinets are expertly crafted to add as much beauty to your home as the Motorola picture adds enjoyment to your entertainment.

Motorola's continued leadership in fine, high-fashion-styled cabinets is assured through use of the best designers and stylists. Furniture and fabric trends are thoroughly studied and discussed, group meetings are held, and constructive creative ideas are encouraged.

Initial designs pass through dozens of stages of checking and re-checking in the process of being perfected. Hand-made samples of all cabinets are constructed to provide for pre-production tests of the finished cabinets.

Then, finally, after all cabinet materials have been examined for rigid conformity to high specifications, the approved cabinet is put into production. And, even here, constant inspection insures against any remote possibility of flaws appearing in the final cabinet.

Thus, into each Motorola cabinet goes the superb materials, distinctive design and remarkably lovely finish that adds new luxury and beauty to your home.
NOW—FROM THE

Motorola

COLOR TV RESEARCH

LABORATORIES COMES ONE

OF THE MOST AMAZING

DEVELOPMENTS

OF THE ELECTRONIC AGE
NEW 19-INCH "BIG LOOK" PICTURE
Motorola's new 19-inch "Big Look" picture now brings you the first big screen color TV. Here is a full 293 sq. inches of glorious color viewing.

NEW COLOR "SUPERCHARGER" Motorola Color TV has the extra power it takes to produce best color. The exclusive Motorola color "Super-Charger", a patented hi-voltage transformer, puts extra brightness and clarity into the Motorola picture.

NEW "COLOR CLARITY GUARD"
For a clear, detailed picture—with colors in exact registration—the "Color Clarity Guard" keeps over 1,000,000 phosphors glowing at a precise intensity on interior surface of picture tube. Gives you better pictures in color or monochrome.

NEW "ROBOT-82" POLYCHROMATIC TUNER
New, improved tuner combines all the advantages of the famous "Sabre-Jet" VHF Tuner, and the "Super-Strata" UHF Tuner—and is now even more sensitive. Receives both black and white and color television signals.

NEW, EXCLUSIVE "COLOR SYNCHRONIZER"
Colors are locked in place—can't blur or drift. A crystal-controlled oscillator operates within 1/100,000,000 degree of accuracy to keep set in perfect synchronization with transmitted signal.

SIMPLIFIED CIRCUITS Designed and engineered by Motorola for maximum trouble-proof performance. Motorola black and white television is renowned for its dependability—and Motorola color TV is built with the same care.
NEW "BALANCED-COLOR" CIRCUITS Colors are truer, more faithful to their originals on a Motorola—thanks to exclusive "Balanced-Color" circuits. From delicate pinks to deepest reds, your TV set exactly reproduces the colors being transmitted.

LUXURIOUS FASHION-SMART STYLING Every Motorola color TV cabinet is dramatically beautiful—outstanding in craftsmanship. Refreshing design and magnificent materials—such as mahogany solids and veneers—make these cabinets distinctive furnishings.

Only MOTOROLA gives you all these features for perfect color television.
Get set for the greatest viewing thrill in your entire experience!
For, Motorola color television gives you an amazing true-color window on the world. Delicate flesh tones, flamboyant costumes and gorgeous pageantry, the subtle hues of floral scenes—nature's entire treasury of limitless expression in color—are yours now to see and enjoy without leaving the comfort of your home.
Motorola's "Power-Drive" Color Chassis—the newest electronic wonder from a company famed for electronic marvels—brings you both black and white and color television at its very best.
See it... thrill to its startlingly life-like pictures today!
FOR THE FIRST TIME
IN THE INDUSTRY
Motorola
INTRODUCES
BIG SCREEN COLOR TELEVISION

Now, you can take your choice of three beautiful Motorola color TV sets. Their superb craftsmanship, outstanding design and lovely woods will earn them a place among the finest furnishings. Without a doubt, they are worthy cabinets for a Motorola color TV—the finest in color television.

MODEL 19CK1—Luxurious 19-inch (205 sq. in.) screen console in lovely mahogany solids and veneers. Contemporary styling accented by Motorola Glare Down/Sound Up Styling.

MODEL 19CT1—Exciting modern design in solid hardwoods and mahogany veneers. Dual speakers pour sound out both sides of cabinet—through Hi-Fi grille cloth. 19-in. (205 sq. in.) screen.

MODEL 19CK2—Here's modern design just as you like it in magnificent mahogany solids and veneers. Detachable spun brass legs. Big 19-inch (205 sq. in.) screen.
Dramatic simplicity of line adds to the strikingly smart modern styling of this superb set. Magnificent mahogany solids and veneers gain added richness from the polished gleam of spun brass legs. Legs are detachable. Big 19-inch (205 sq. in.) “Extended View” picture tube brings you glorious color and monochrome television. 27⅝” wide, 43¾” high, 26¼” deep.
NEW EXCLUSIVE "BIG LOOK"
Now Motorola introduces the BIG LOOK in color TV with full 205 square inches of magnificent color pictures. For the first time you can enjoy Big Screen Color TV with amazing clarity and faithfulness to original scenes. This amazing development is the result of many years experimentation in the Motorola electronic laboratories to produce perfect color television.

NEW "POWER-DRIVE" COLOR CHASSIS
The newest electronic wonder from a company famed for electronic marvels. Brings you color television at its very best. Engineered to near perfection, packed with exclusive Motorola features to pull in wonderful true-color pictures.

NEW COLOR "SUPER-CHARGER"
The exclusive Motorola color "Super-Charger"—a patented hi-voltage transformer—puts the extra brightness and clarity into the outstanding Motorola color picture.

NEW "ROBOT-82" POLychromatic Tuner
Now, improved tuner combines all the advantages of the famous "Sabre-Jet" VHF Tuner and optional "Super-Strata" UHF Tuner—and is even more sensitive. Receives both black and white and color television signals. Just one knob gives you continuous all-channel VHF-UHF tuning.

NEW 19-INCH "BIG LOOK" PICTURE
Motorola is first again with a great advancement in color TV. With the development of the new Big Screen color TV receivers Motorola brings you color pictures that are a full 205 sq. inches of viewing area.

NEW "BALANCED-COLOR" CIRCUITS
Keeps colors truer, more faithful to the originals. From delicate hues to heavily saturated colors, circuits make certain that a Motorola color TV exactly reproduces the colors transmitted by the station.

NEW, EXCLUSIVE "COLOR SYNCHRONIZER"
Colors are locked in place—can't blur or drift on a Motorola Color TV. Motorola engineers actually perfected a crystal-controlled oscillator that operates within 1/100,000,000 degree of accuracy to keep your set in perfect synchronization with the signal being transmitted.

NEW EXCLUSIVE "COLOR GUARD"
There are more than 1,000,000 phosphor particles on the face of a Motorola "Big Look" color picture tube. To bring you a perfect picture—ideally clear and detailed with colors in exact registration—the "Color Guard" must keep the phosphors glowing at a precise, proper intensity. The result is a better color picture—and a better monochrome picture as well.

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NEW AUTOMATIC PICTURE CONTROL
New amplified AGC automatically compensates for variations in signal strength due to distance from transmitter, airplane flutter and switching from channel to channel. Keeps the quality of your picture always constant and helps eliminate "snow." Actually helps keep the entire receiver operating at its best.

NEW MODERN/SLANT DESIGN
Glare down for clearer picture! Picture tube is tilted slightly downward to prevent glare. Speakers project sound to ear level—keeps sound from being lost on floor.

NEW FASHION-SMART STYLING
Distinctive decorator design and fine craftsmanship make this model an outstanding addition to any home. Blends with and enhances virtually any room setting.

TWO EXTENDED-TONE SPEAKERS
Two, large 5 x 7-inch oval speakers project rich, full-bodied sound directly to ear level from positions above the picture screen. Oval-shaped Extended-Tone speakers actually pack 43% more speaker area into space that would ordinarily be taken by smaller, round speakers.
Motorola model 19CK1

Here's a set in the modern mood accented with traditional restraint. Its luxurious contemporary styling crafted in handsomely grained mahogany solids and veneers reflects distinctive good taste in virtually any room setting.

Big 19-inch (205 sq. in.) “Big Look” picture tube brings you glorious color and monochrome television. 273/8” wide, 401/2” high, 261/4” deep.
Motorola  BIG LOOK COLOR TV FEATURES

MODEL 19CK1

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Now, Motorola introduces the BIG LOOK in color TV with full 205 square inches of magnificent color pictures. For the first time you can enjoy Big Screen Color TV with amazing clarity and faithfulness to original scenes. This amazing development is the result of many years experimentation in the Motorola electronic laboratories to produce perfect color television.

NEW “POWER-DRIVE” COLOR CHASSIS
The newest electronic wonder from a company famed for electronic marvels. Brings you color television at its very best. Engineered to near perfection, packed with exclusive Motorola features to pull in wonderful true-color pictures.

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NEW MODERN/SLANT DESIGN
Glare down for clearer picture! Sound up for clearer tone! Picture tube is tilted slightly downward to prevent glare. Speaker is tilted upward to project sound to ear level—keeps sound from being lost on floor.

NEW FASHION-SMART STYLING
Distinctive decorator design and fine craftsmanship make this model an outstanding addition to any home. Blends with and enhances virtually any room setting.

TWO GOLDEN VOICE SPEAKERS
Two speakers—10-inch and tweeter—are superbly matched for smooth response from deep, resonant bass to high, clear-as-a-bell treble. The exceptional tone quality increases your already vast enjoyment of Motorola color TV.

Specifications subject to change without notice.
Motorola model 19CT1

Here’s highly original modern styling deftly executed in genuine solid hardwoods and elegant mahogany veneers. Dual 6-inch speakers pour sound out both sides of the cabinet. Big 19-inch (205 sq. in.) “Extended View” picture tube brings you glorious color and monochrome television. 29½” wide, 30½” high, 26½” deep.
Motorola BIG LOOK COLOR TV FEATURES

MODEL 19CTI

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NEW MODERN/SLANt STYLING
Glare down for clearer picture! Picture tube is tilted slightly downward to prevent glare.

NEW FASHION-SMART STYLING
Distinctive decorator design and fine craftsmanship make this model an outstanding addition to any home. Blends with and enhances virtually any room setting.

TWO GOLDEN VOICE SPEAKERS
Two 6-inch speakers—superbly matched for smooth response and mounted on opposite sides of the cabinet—virtually flood the room with rich full-bodied sound. Exceptional tone quality over an extremely wide frequency range—from deep, resonant bass to high, bell-like treble.

Specifications subject to change without notice.
Motorola
BLACK and WHITE television
1955
Motorola proudly presents the

NEW EXCLUSIVE "BIG LOOK"

Now, Motorola introduces the BIG LOOK that makes the big difference in TV. The BIG LOOK Picture is bigger and brighter with new "Extended Area" Screen. BIG LOOK Performance features the new, bigger, more powerful "Power-Drive" Chassis. These plus Glare Down/Sound Up Styling and other Motorola exclusive features make the big difference in value that makes Motorola your best buy.

NEW MODERN/SLANT DESIGN

...with glare down for clearer picture
sound up for clearer tone

Now, thrill to a new experience in tele-
vision with big-screen Motorola TV! New
clarity of vision at eye level...new rich-
ness of tone at ear level. It's Motorola's
Glare Down/Sound Up Styling! The for-
ward tilted screen deflects unwanted re-
flections to the floor to allow you clear,
glare-free viewing. The tilted-back Golden
Voice speaker directs tone up for easy
listening. Picture and sound are brought
together in amazing new realism!
with the most wanted features in Television

NEW "EXTENDED AREA" PICTURE
And what a BIG difference it can make in your television enjoyment! It means a bigger, brighter screen... bigger, sharper picture... more powerful chassis... and many big, important advancements in styling and design. Motorola's new BIG LOOK means BIG VALUE!

IMPROVED UHF-VHF "ROBOT-82" TUNER—offers all-channel tuning in one-knob control combining supersensitive "Sabre-Jet" VHF Tuner and improved "Super-Strata" UHF Tuner. May be installed in set or attached to set through use of compact converter.

NEW "GLARE-GUARD" TINTED FILTER GLASS—Face plate is tinted to permit prolonged viewing with utmost eye comfort. Together with Glare Down Styling, this gives you double protection against any possibility of eye strain.

NEW "POWER-DRIVE" CHASSIS—has the power to pull in pictures where ordinary sets often fail. Motorola's new 1955 "Power-Drive" Chassis is skillfully designed with precision engineered circuits that assure superb reception—and unmatched reliability.

LIFE-TIME FOCUS PICTURE TUBE—focused for life and never needs adjusting. Motorola Electronic "Picture Gun" fires 1800 perfect pictures a minute at the screen. Assures you greater picture stability and finer contrast.

AUTOMATIC "GAMMATROL"—Patented circuitry—plus improved Automatic Gain Control—automatically keeps brightness and contrast steady when switching channels—helps retain proper "middle tones" of gray.
MOTOROLA 1955

INTRODUCES THE BRAND NEW LINE OF BLACK & WHITE RECEIVERS

Model 24K5—Modern design at its very best in a 24-inch screen console. Two speakers bring you rich, full sound. Mahogany or blonde finish.


Model 21K22—Modern luxury on a budget. Smart birch cabinet with wrought iron stand. Surprise shelf is actually two snack tables.

Model 21K23—Giant 21-inch screen model rotates completely around on handsome modern base. Two 8-inch speakers. Blonde or mahogany finish.

Model 21K21—Luxurious 21-inch screen console which will enhance any decor. Rich blonde or mahogany finish.

Model 21K20—21-inch screen console model is perfect combination of fine engineering and super styling. Blonde or mahogany finish.

Model 21K19—Fashion-right 21-inch screen console. Contemporary lines. Beautiful blonde or mahogany finish.

Model 21K18—The “last word” in dependable 21-inch screen performance. Lovely blonde or mahogany finish table model cabinet.

Model 21T17—Here’s a big buy in TV for small budgets! Handsome 21-inch screen table model. Streamlined mahogany or blonde finish cabinet is smartly accented with gold-color trim.

Model 21T16—Here’s big-screen 21-inch TV at a budget price. Modern ebony, maroon, blonde or mahogany finish metal cabinet. A real “buy” in table model TV.

Model 21T15—For good looks and “good looking” at a modest price, choose this 21-inch screen table model. Blonde or mahogany finish.

Model 17T20—Big 17-inch screen table model in handsome ebony, blonde or mahogany finish metal cabinet. Ideal for rumpus room—or as second set.
Motorola model 24K5

Here is modern design at its very best—luxurious, but not pretentious—functional, but not severe. Giant "Big Look" 24-inch screen brings you pictures that are unsurpassed for clarity and sharpness. Two speakers bring you wide range sound to further increase your televiewing enjoyment. Elegant mahogany finish...contrasting brass ferrules. 36\(\frac{3}{8}\)" wide, 26\(\frac{1}{2}\)" high, (36\(\frac{7}{8}\)" high with legs), 20\(\frac{7}{8}\)" deep.

ALSO MODEL 24K5B IN BLONDE
NEW EXCLUSIVE "BIG LOOK"
Now, Motorola introduces the BIG LOOK that makes the big difference in TV. The BIG LOOK Picture is bigger and brighter with new "Extended Area" Screen. BIG LOOK Performance features the new, bigger, more powerful "Power-Drive" Chassis. These plus Glare Down Styling and other Motorola exclusive features make the big difference in value that makes Motorola your best buy.

NEW "POWER-DRIVE" CHASSIS
A super-powered chassis designed to pull in perfect pictures far away from the transmitter. Engineered for unmatched reliability. Assures superb reception—top TV enjoyment—for years to come.

NEW "SUPER ROBOT-82" TUNER
Now, more sensitive than ever before! Combines the supersensitive, Cascade-type "SABRE-JET" VHF Tuner and improved "SUPER-STRATA" UHF Tuner in one knob operation for continuous all-channel UHF-VHF tuning. Every Motorola TV is equipped with all-channel VHF tuner. UHF is offered optionally at slight extra cost and may be installed at factory, or attached to set through use of a converter.

LIFE-TIME FOCUS PICTURE TUBE
Famous electrostatic picture tube is focused for life...never needs adjusting. Motorola electronic "Picture Gun" accurately fires 1800 perfect pictures per minute at the screen—assures greater picture stability and better contrast.

REMOVABLE FACE PLATE
An important feature on every Motorola TV. Glass plate is removable for easy cleaning of inside surface and tube face.

NEW AUTOMATIC PICTURE CONTROL
New amplified AGC automatically compensates for variations in signal strength due to distance from transmitter, airplane "flutter," and switching from channel to channel. Keeps the quality of your picture always constant and helps eliminate "snow." Actually helps keep the entire receiver operating at its best.

EXCLUSIVE AUTOMATIC GAMMATROL
Patented circuitry—plus improved Automatic Gain Control—keeps brightness and contrast steady when switching from one channel to another—helps retain proper "middle tones" of gray. Gives better contrast and depth to the picture. In addition, Motorola-developed automatic brightness control locks the light level—assures clear, steady pictures...always!

BUILT-IN UHF-VHF "ROTO-TENNA"
Motorola's exclusive UHF-VHF all-channel, rotating antenna is mounted in cabinet on a pivot for easy orientation with any station signal. Easily adjusted at the back of set. Outside antenna may be easily attached if desired.

NEW "EXTENDED AREA" 90°
24-INCH ALUMINIZED PICTURE TUBE
A special aluminizing process gives you far greater contrast and brightness. Inside of spherical tube face is coated with silver activated phosphors...sealed in for life by millions of tiny metallic particles.

NEW MODERN/SLANT STYLING
Glare down for clearer picture. Picture tube is tilted slightly downward to prevent glare.

NEW "GLARE-GUARD" TINTED FILTER
Face plate is tinted to permit prolonged viewing with utmost eye comfort. Together with Glare Down Design gives double protection against any possibility of eye strain.

DUAL SPEAKERS
Two speakers—matched for smoothest response—assure you fuller, richer tone.

NEW FASHION-SMART STYLING
Distinctive decorator design and fine craftsmanship make this model an outstanding addition to any home. Blends with and enhances virtually any room setting.

ONE YEAR WARRANTY
Full one year warranty on picture tube. Complete 90 day warranty on all other tubes and parts.

Specifications subject to change without notice.
Motorola model 24K4

See television at its very best on this mammoth "Big Look" 24-inch screen console. "Modern Slant Design"—with glare down for clearer picture, sound up for clearer tone—adds incomparably to your TV enjoyment. Other wonderful features—exclusive with Motorola—make this set a real "buy" in big screen TV. Lustrous mahogany finish. 27 7/8" wide, 38" high, 20 7/8" deep.

ALSO MODEL 24K48 IN BLONDE
Motorola BIG LOOK FEATURES

MODEL 24K4

NEW EXCLUSIVE "BIG LOOK"
Now, Motorola introduces the BIG LOOK that makes the big difference in TV. The BIG LOOK Picture is bigger and brighter with new "Extended Area" Screen. BIG LOOK Performance features the new, bigger, more powerful "Power-Drive" Chassis. These plus Glare Down/Sound Up Styling and other Motorola exclusive features make the big difference in value that makes Motorola your best buy.

NEW "POWER-DRIVE" CHASSIS
A super-powered chassis designed to pull in perfect pictures far away from the transmitter. Engineered for unmatched reliability. Assures superb reception—top TV enjoyment—for years to come.

NEW "SUPER ROBOT-82" TUNER
Now, more sensitive than ever before! Combines the supersensitive, Cascode-type "SABRE-JET" VHF Tuner and improved "SUPER-STRATA" UHF Tuner in one knob operation for continuous all-channel UHF-VHF tuning. Every Motorola TV is equipped with all-channel VHF Tuner. UHF is offered optionally at slight extra cost and may be installed at factory, or attached to set through use of a converter.

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Famous electrostatic picture tube is focused for life...never needs adjusting. Motorola electronic "Picture Gun" accurately fires 1800 perfect pictures per minute at the screen—assures greater picture stability and better contrast.

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Patented circuitry—plus improved Automatic Gain Control—keeps brightness and contrast steady when switching from one channel to another—helps retain proper "middle tones" of gray. Gives better contrast and depth to the picture. In addition, Motorola-developed automatic brightness control locks the light level—assures clear, steady pictures...always!

BUILT-IN UHF-VHF ANTENNA
This extra-sensitive, built-in UHF-VHF all-channel antenna assures steady pictures in strong signal areas. Outside antenna may easily be attached.

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24-INCHE ALUMINIZED PICTURE TUBE
A special aluminizing process gives you far greater contrast and brightness. Inside of spherical tube face is coated with silver activated phosphors...sealed in for life by millions of tiny metallic particles.

GLARE DOWN/SOUND UP
Glare down for clearer picture! Sound up for clearer tone! Picture tube is tilted slightly downward to prevent glare. Speaker is tilted upward to project sound to ear level—keeps sound from being lost in floor.

NEW "GLARE-GUARD" TINTED FILTER
Face plate is tinted to permit prolonged viewing with utmost eye comfort. Together with Glare Down Design gives double protection against any possibility of eye strain.

GIANT 10-INCH SPEAKER
Huge Extended Tone Speaker assures fuller, richer tone from deep bass to clear, crisp treble.

NEW FASHION-SMART STYLING
Distinctive decorator design and fine craftsmanship make this model an outstanding addition to any home. Blends with and enhances virtually any room setting.

ONE YEAR WARRANTY
Full one year warranty on picture tube. Complete 90 day warranty on all other tubes and parts.

Specifications subject to change without notice.
Motorola model 21K24

As modern as tomorrow, this exciting, "Big Look" 21-inch screen model is just what the interior decorator ordered. Features a natural birch cabinet with unique sliding front and detachable legs (so you may place it on a bench, if you please). You—and your friends—will admire the crisp simplicity of its smooth, graceful lines, 24¼" wide, 21½" high, (30¾" high with legs), 24½" deep.
Motorola BIG LOOK FEATURES

MODEL 21K24

NEW EXCLUSIVE "BIG LOOK"
Now, Motorola introduces the BIG LOOK that makes the big difference in TV. The BIG LOOK Picture is bigger and brighter with new "Extended Area" Screen. BIG LOOK Performance features the new, bigger, more powerful "Power-Drive" Chassis. These plus Glare Down Styling and other Motorola exclusive features make the big difference in value that makes Motorola your best buy.

NEW "POWER-DRIVE" CHASSIS
A super-powered chassis designed to pull in perfect pictures far away from the transmitter. Engineered for unmatched reliability. Assures superb reception—top TV enjoyment—for years to come.

NEW "SUPER ROBOT-82" TUNER
Now, more sensitive than ever before! Combines the supersensitive, Cascade-type "SABRE-JET" VHF Tuner in one knob operation for continuous all-channel UHF-VHF tuning. Every Motorola TV is equipped with all-channel VHF tuner. UHF is offered optionally at slight extra cost and may be installed at factory, or attached to set through use of a converter.

LIFE-TIME FOCUS PICTURE TUBE
Famous electrostatic picture tube is focused for life...never needs adjusting. Motorola electronic "Picture Gun" accurately fires 1800 perfect pictures per minute at the screen—assures greater picture stability and better contrast.

REMOVABLE FACE PLATE
An important feature on every Motorola TV. Glass plate is removable for easy cleaning of inside surface and tube face.

NEW AUTOMATIC PICTURE CONTROL
New amplified AGC automatically compensates for variations in signal strength due to distance from transmitter, airplane "flutter," and switching from channel to channel. Keeps the quality of your picture always constant and helps eliminate "snow." Actually helps keep the entire receiver operating at its best.

EXCLUSIVE AUTOMATIC GAMMATROL
Patented circuitry—plus improved Automatic Gain Control—keeps brightness and contrast steady when switching from one channel to another—helps retain proper "middle tones" of gray. Gives better contrast and depth to the picture. In addition, Motorola-developed automatic brightness control locks the light level—assures clear, steady pictures...always!

BUILT-IN UHF-VHF ANTENNA
This extra-sensitive, built-in UHF-VHF all-channel antenna assures steady pictures in strong signal areas. Outside antenna may easily be attached.

NEW "EXTENDED AREA" 90° 21-INCH ALUMINIZED PICTURE TUBE
Gives you far more viewing area at the top and bottom of the screen. A special aluminizing process gives you far greater contrast and brightness. Inside of spherical tube face is coated with silver activated phosphors...sealed in for life by millions of tiny metallic particles.

NEW MODERN/SLANT STYLING
Glare down for clearer picture. Picture tube is tilted slightly downward to prevent glare.

NEW "GLARE-GUARD" TINTED FILTER
Face plate is tinted to permit prolonged viewing with utmost eye comfort. Together with Glare Down Design gives double protection against any possibility of eye strain.

NEW FASHION-SMART STYLING
Distinctive decorator design and fine craftsmanship make this model an outstanding addition to any home. Blends with and enhances virtually any room setting.

ONE YEAR WARRANTY
Full one year warranty on picture tube. Complete 90 day warranty on all other tubes and parts.

Specifications subject to change without notice.
Motorola model 21K23

Now, an exciting, new idea in television styling—and it had to come from Motorola! This new "Big Look" 21-inch screen model rotates completely around to suit you and where you want to sit to watch. In addition, two large 8-inch speakers—mounted on opposite sides of the cabinet—pour rich, full-bodied sound into every corner of the room. Smart mahogany finish with contrasting brass ferrules, 27\(\frac{3}{4}\)" wide, 24\(\frac{3}{8}\)" high, (37\(\frac{3}{8}\)" high with legs), 22\(\frac{3}{4}\)" deep.

ALSO MODEL 21K23B IN BLONDE
NEW EXCLUSIVE "BIG LOOK"
Now, Motorola introduces the BIG LOOK that makes the big difference in TV. The BIG LOOK Picture is bigger and brighter with new "Extended Area" Screen. BIG LOOK Performance features the new, bigger, more powerful "Power-Drive" Chassis. These plus Glare Down Styling and other Motorola exclusive features make the big difference in value that makes Motorola your best buy.

NEW "POWER-DRIVE" CHASSIS
A super-powered chassis designed to pull in perfect pictures far away from the transmitter. Engineered for unmatched reliability. Assures superb reception—top TV enjoyment—for years to come.

NEW "SUPER ROBOT-82" TUNER
Now, more sensitive than ever before! Combines the supersensitive, Cascode-type "SABRE-JET" VHF Tuner and improved "SUPER-STRATA" UHF Tuner in one knob operation for continuous all-channel UHF-VHF tuning. Every Motorola TV is equipped with all-channel VHF tuner. UHF is offered optionally at slight extra cost and may be installed at factory, or attached to set through use of a converter.

LIFE-TIME FOCUS PICTURE TUBE
Famous electrostatic picture tube is focused for life...never needs adjusting. Motorola electronic "Picture Gun" accurately fires 1800 perfect pictures per minute at the screen—assures greater picture stability and better contrast.

REMOVABLE FACE PLATE
An important feature on every Motorola TV. Glass plate is removable for easy cleaning of inside surface and tube face.

NEW AUTOMATIC PICTURE CONTROL
New amplified AGC automatically compensates for variations in signal strength due to distance from transmitter, airplane “flutter,” and switching from channel to channel. Keeps the quality of your picture always constant and helps eliminate “snow.” Actually helps keep the entire receiver operating at its best.

EXCLUSIVE AUTOMATIC GAMMATROL
Patented circuitry—plus improved Automatic Gain Control—keeps brightness and contrast steady when switching from one channel to another—helps retain proper “middle tones” of gray. Gives better contrast and depth to the picture. In addition, Motorola-developed automatic brightness control locks the light level—assures clear, steady pictures...always!

NEW "EXTENDED AREA" 90°
21-INCH ALUMINIZED PICTURE TUBE
Gives you far more viewing area at the top and bottom of the screen. A special aluminizing process gives you far greater contrast and brightness. Inside of spherical tube face is coated with silver activated phosphors...sealed in for life by millions of tiny metallic particles.

NEW MODERN/SLANT STYLING
Glare down for clearer picture. Picture tube is tilted slightly downward to prevent glare.

NEW "GLARE-GUARD" TINTED FILTER
Face plate is tinted to permit prolonged viewing with utmost eye comfort. Together with Glare Down Design gives double protection against any possibility of eye strain.

TWIN 8-INCH SPEAKERS
Large, wide-frequency speakers are matched for smooth response. Sound projects from both sides of cabinet to give "all-directional" sound.

NEW FASHION-SMART STYLING
Distinctive decorator design and fine craftsmanship make this model an outstanding addition to any home. Blends with and enhances virtually any room setting.

ONE YEAR WARRANTY
Full one year warranty on picture tube. Complete 90 day warranty on all other tubes and parts.

Specifications subject to change without notice.
Motorola model 21K22

Here's modern luxury on a budget! The decorator-designed cabinet of luxurious birch is smartly accented by the contrasting wrought iron stand and double-duty black shelf. Surprise shelf is actually two snack tables with snap-down legs. Handy for serving TV snacks. New “Big Look” 21-inch non-glare screen brings you television's most enjoyable picture.

26\(\frac{7}{16}\)" wide, 24\(\frac{3}{8}\)" high, (38\(\frac{1}{2}\)" high with legs), 22\(\frac{1}{8}\)" deep.
Motorola BIG LOOK FEATURES

MODEL 21K22

NEW EXCLUSIVE "BIG LOOK"
Now, Motorola introduces the BIG LOOK that makes the big difference in TV. The BIG LOOK Picture is bigger and brighter with new "Extended Area" Screen. BIG LOOK Performance features the new, bigger, more powerful "Power-Drive" Chassis. These plus Glare Down Styling and other Motorola exclusive features make the big difference in value that makes Motorola your best buy.

NEW "POWER-DRIVE" CHASSIS
A super-powered chassis designed to pull in perfect pictures far away from the transmitter. Engineered for unmatched reliability. Assures superb reception—top TV enjoyment—for years to come.

NEW "SUPER ROBOT-82" TUNER
Now, more sensitive than ever before! Combines the supersensitive, Cascade-type "SABRE-JET" VHF Tuner and improved "SUPER-STRATA" UHF Tuner in one knob operation for continuous all-channel UHF-VHF tuning. Every Motorola TV is equipped with all-channel VHF tuner. UHF is offered optionally at slight extra cost and may be installed at factory, or attached to set through use of a converter.

LIFE-TIME FOCUS PICTURE TUBE
Famous electrostatic picture tube is focused for life...never needs adjusting. Motorola electronic "Picture Gun" accurately fires 1800 perfect pictures per minute at the screen—assures greater picture stability and better contrast.

REMOVABLE FACE PLATE
An important feature on every Motorola TV. Glass plate is removable for easy cleaning of inside surface and tube face.

NEW AUTOMATIC PICTURE CONTROL
New amplified AGC automatically compensates for variations in signal strength due to distance from transmitter, airplane "flutter," and switching from channel to channel. Keeps the quality of your picture always constant and helps eliminate "snow."

Actually helps keep the entire receiver operating at its best.

EXCLUSIVE AUTOMATIC GAMMATROL
Patented circuitry—plus improved Automatic Gain Control—keeps brightness and contrast steady when switching from one channel to another—helps retain proper "middle tones" of gray. Gives better contrast and depth to the picture. In addition, Motorola-developed automatic brightness control locks the light level—assures clear, steady pictures...always!

BUILT-IN UHF-VHF "ROTO-TENNA"
Motorola's exclusive UHF-VHF all-channel, rotating antenna is mounted in cabinet on a pivot for easy orientation with any station signal. Easily adjusted at the back of set. Outside antenna may be easily attached if desired.

NEW "EXTENDED AREA" 90° 21-INCH ALUMINIZED PICTURE TUBE
Gives you far more viewing area at the top and bottom of the screen. A special aluminizing process gives you far greater contrast and brightness. Inside of spherical tube face is coated with silver activated phosphors...sealed in for life by millions of tiny metallic particles.

NEW MODERN/SLANT STYLING
Glare down for clearer picture. Picture tube is tilted slightly downward to prevent glare.

NEW "GLARE-GUARD" TINTED FILTER
Face plate is tinted to permit prolonged viewing with utmost eye comfort. Together with Glare Down Design gives double protection against any possibility of eye strain.

NEW FASHION-SMART STYLING
Distinctive decorator design and fine craftsmanship make this model an outstanding addition to any home. Blends with and enhances virtually any room setting.

ONE YEAR WARRANTY
Full one year warranty on picture tube. Complete 90 day warranty on all other tubes and parts.

Specifications subject to change without notice.
Motorola model 21K21

For the discriminating few who appreciate true luxury in both cabinetry and performance, this new “Big Look” 21-inch screen console is first choice. You'll thrill to the Life-like detail of the “Big Look” Motorola picture. You'll be enthralled by the rich full sound the giant 10-inch speaker projects up to ear level. Magnificent mahogany finish. Graceful grooved pilasters. 26½" wide, 35¼" high, 22¾" deep.

ALSO MODEL 21K21B IN BLONDE
Motorola BIG LOOK FEATURES

MODEL 21K21

NEW EXCLUSIVE "BIG LOOK"
Now, Motorola introduces the BIG LOOK that makes the big difference in TV. The BIG LOOK Picture is bigger and brighter with new "Extended Area" Screen. BIG LOOK Performance features the new, bigger, more powerful "Power-Drive" Chassis. These plus Glare Down/Sound Up Styling and other Motorola exclusive features make the big difference in value that makes Motorola your best buy.

NEW "POWER-DRIVE" CHASSIS
A super-powered chassis designed to pull in perfect pictures far away from the transmitter. Engineered for unmatched reliability. Assures superb reception—top TV enjoyment—for years to come.

NEW "SUPER ROBOT-62" TUNER
Now, more sensitive than ever before! Combines the supersensitive, Cascade-type "SAABRE-JET" VHF Tuner and improved "SUPER-STRATA" UHF Tuner in one knob operation for continuous all-channel UHF-VHF tuning. Every Motorola TV is equipped with all-channel VHF tuner. UHF is offered optionally at slight extra cost and may be installed at factory, or attached to set through use of a converter.

LIFETIME FOCUS PICTURE TUBE
Famous electrostatic picture tube is focused for life...never needs adjusting. Motorola electronic "Picture Gun" accurately fires 1800 perfect pictures per minute at the screen—assures greater picture stability and better contrast.

REMOVABLE FACE PLATE
An important feature on every Motorola TV. Glass plate is removable for easy cleaning of inside surface and tube face.

NEW AUTOMATIC PICTURE CONTROL
New amplified AGC automatically compensates for variations in signal strength due to distance from transmitter, airplane "flutter," and switching from channel to channel. Keeps the quality of your picture always constant and helps eliminate "snow." Actually helps keep the entire receiver operating at its best.

EXCLUSIVE AUTOMATIC GAMMATROL
Patented circuitry—plus improved Automatic Gain Control—keeps brightness and contrast steady when switching from one channel to another—helps retain proper "middle tones" of gray. Gives better contrast and depth to the picture. In addition, Motorola-developed automatic brightness control locks the light level—assures clear, steady pictures...always!

BUILT-IN UHF-VHF "ROTO-TENNA"
Motorola's exclusive UHF-VHF all-channel, rotating antenna is mounted in cabinet on a pivot for easy orientation with any station signal. Easily adjusted at the back of set. Outside antenna may be easily attached if desired.

NEW "EXTENDED AREA" 90° 21-INCH ALUMINIZED PICTURE TUBE
Gives you far more viewing area at the top and bottom of the screen. A special aluminizing process gives you far greater contrast and brightness. Inside of spherical tube face is coated with silver activated phosphors...sealed in for life by millions of tiny metallic particles.

GLARE DOWN/SOUND UP
Glare down for clearer picture! Sound up for clearer tone! Picture tube is tilted slightly downward to prevent glare. Speaker is tilted upward to project sound to ear level—keeps sound from being lost on floor.

NEW "GLARE-GUARD" TINTED FILTER
Face plate is tinted to permit prolonged viewing with utmost eye comfort. Together with Glare Down Design gives double protection against any possibility of eye strain.

NEW FASHION-SMART STYLING
Distinctive decorator design and fine craftsmanship make this model an outstanding addition to any home. Blends with and enhances virtually any room setting.

ONE YEAR WARRANTY
Full one year warranty on picture tube. Complete 90 day warranty on all other tubes and parts.

Specifications subject to change without notice.
Motorola model 21K20

Motorola's superb cabinet styling and unsurpassed engineering combine to give you this outstanding 21-inch screen console model. You get vivid, detailed picture quality completely free of annoying glare. Motorola's unusual "Modern Slant Design" projects the sound up to ear level. Mahogany finish complements the smooth-flowing cabinet lines. 24½" wide, 33" high, 21½" deep.

ALSO MODEL 21K20B IN BLONDE
Motorola BIG LOOK FEATURES

MODEL 21K20

NEW EXCLUSIVE "BIG LOOK"
Now, Motorola introduces the BIG LOOK that makes the big difference in TV. The BIG LOOK Picture is bigger and brighter with new "Extended Area" Screen. BIG LOOK Performance features the new, bigger, more powerful "Power-Drive" Chassis. These plus Glare Down/Sound Up Styling and other Motorola exclusive features make the big difference in value that makes Motorola your best buy.

NEW "POWER-DRIVE" CHASSIS
A super-powered chassis designed to pull in perfect pictures far away from the transmitter. Engineered for unmatched reliability. Assures superb reception—top TV enjoyment—for years to come.

NEW "SUPER ROBOT-82" TUNER
Now, more sensitive than ever before! Combines the supersensitive, Cascode-type "Sabre-Jet" VHF Tuner and improved "Super-Strata" UHF Tuner in one knob operation for continuous all-channel UHF-VHF tuning. Every Motorola TV is equipped with all-channel VHF tuner. UHF is offered optionally at slight extra cost and may be installed at factory, or attached to set through use of a converter.

"EXTENDED AREA"
LIFE-TIME FOCUS PICTURE TUBE
Now with larger viewing area exposed. Famous electrostatic picture tube is focused for life...never needs adjusting. Motorola electronic "Picture Gun" accurately fires 1800 perfect pictures per minute at the screen—assures greater picture stability and better contrast.

REMOVABLE FACE PLATE
An important feature on every Motorola TV. Glass plate is removable for easy cleaning of inside surface and tube face.

NEW AUTOMATIC PICTURE CONTROL
New amplified AGC automatically compensates for variations in signal strength due to distance from transmitter, airplane "flutter," and switching from channel to channel. Keeps the quality of your picture always constant and helps eliminate "snow." Actually helps keep the entire receiver operating at its best.

EXCLUSIVE AUTOMATIC GAMMATROL
Patented circuitry—plus improved Automatic Gain Control—keeps brightness and contrast steady when switching from one channel to another—helps retain proper "middle tones" of gray. Gives better contrast and depth to the picture. In addition, Motorola-developed automatic brightness control locks the light level—assures clear, steady pictures...always!

BUILT-IN UHF-VHF ANTENNA
This extra-sensitive, built-in UHF-VHF all-channel antenna assures steady pictures in strong signal areas. Outside antenna may easily be attached.

21-INCH ALUMINIZED PICTURE TUBE
A special aluminizing process gives you far greater contrast and brightness. Inside of spherical tube face is coated with silver activated phosphors...sealed in for life by millions of tiny metallic particles.

GLARE DOWN/SOUND UP
Glare down for clearer picture! Sound up for clearer tone! Picture tube is tilted slightly downward to prevent glare. Speaker is tilted upward to project sound to ear level—keeps sound from being lost in rug.

NEW "GLARE GUARD" TINTED FILTER
Face plate is tinted to permit prolonged viewing with utmost eye comfort. Together with Glare Down Design gives double protection against any possibility of eye strain.

NEW FASHION-SMART STYLING
Distinctive decorator design and fine craftsmanship make this model an outstanding addition to any home. Blends with and enhances virtually any room setting.

ONE YEAR WARRANTY
Full one year warranty on picture tube. Complete 90 day warranty on all other tubes and parts.

Specifications subject to change without notice.
Motorola model 21K27

Power-packed, yet priced low—what a buy! Beautiful, new 21-inch screen console— with aluminized picture tube and “Glare-Guard” Tinted Filter—will give you year after year of superb televiewing enjoyment. Mahogany finish cabinet with smart gold trim is crafted along simple, classic lines. Adds beauty to any decor. 24½" wide, 33" high, 20½" deep.

ALSO MODEL 21K27B IN BLONDE
Motorola  
BIG LOOK FEATURES

MODEL 21K27

NEW EXCLUSIVE "BIG LOOK"
Now, Motorola introduces the BIG LOOK that makes the big difference in TV. The BIG LOOK Picture is bigger and brighter with new "Extended Area" Screen. BIG LOOK Performance features the new, bigger, more powerful "Power-Drive" Chassis. These and other Motorola exclusive features make the big difference in value that makes Motorola your best buy.

NEW "POWER-DRIVE" CHASSIS
A super-powered chassis designed to pull in perfect pictures far away from the transmitter. Engineered for unmatched reliability. Assures superb reception--top TV enjoyment--for years to come.

NEW "SUPER ROBOT-82" TUNER
Now, more sensitive than ever before! Combines the supersensitive, Cascade-type "SABRE-JET" VHF Tuner and improved "SUPER-STRATA" UHF Tuner in one knob operation for continuous all-channel UHF-VHF tuning. Every Motorola TV is equipped with all-channel VHF tuner. UHF is offered optionally at slight extra cost and may be installed at factory, or attached to set through use of a converter.

LIFE-TIME FOCUS PICTURE TUBE
Famous electrostatic picture tube is focused for life...never needs adjusting. Motorola electronic "Picture Gun" accurately fires 1800 perfect pictures per minute at the screen--assures greater picture stability and better contrast.

REMOVABLE FACE PLATE
An important feature on every Motorola TV. Glass plate is removable for easy cleaning of inside surface and tube face.

NEW "GLARE-GUARD" TINTED FILTER
Face plate is tinted to permit prolonged viewing with utmost eye comfort.

NEW AUTOMATIC PICTURE CONTROL
New amplified AGC automatically compensates for variations in signal strength due to distance from transmitter, airplane "flutter," and switching from channel to channel. Keeps the quality of your picture always constant and helps eliminate "snow." Actually helps keep the entire receiver operating at its best.

NEW "EXTENDED AREA"
21-INCH ALUMINIZED PICTURE TUBE
Gives you far more viewing area at the top and bottom of the screen. A special aluminizing process gives you far greater contrast and brightness. Inside of spherical tube face is coated with silver activated phosphors...sealed in for life by millions of tiny metallic particles.

EXCLUSIVE AUTOMATIC GAMMATROL
Patented circuitry--plus improved Automatic Gain Control--when switching from one channel to another--helps retain proper "middle tones" of gray. Gives better contrast and depth to the picture. In addition, Motorola-developed automatic brightness control locks the light level--assures clear, steady pictures...always!

BUILT-IN UHF-VHF ANTENNA
This extra-sensitive, built-in UHF-VHF all-channel antenna assures steady pictures in strong signal areas. Outside antenna may easily be attached.

NEW FASHION-SMART STYLING
Distinctive decorator design and fine craftsmanship make this model an outstanding addition to any home. Blends with and enhances virtually any room setting.

ONE YEAR WARRANTY
Full one year warranty on picture tube. Complete 90 day warranty on all other tubes and parts.

Specifications subject to change without notice.
Motorola model 21K26

It's good televiewing for you—now and for years to come—with this beautiful, years-ahead Motorola TV. You'll thrill to the extra-bright and detailed picture on the screen of the big 21-inch aluminized picture tube. You'll be doubly thankful you chose Motorola when you enjoy TV with the new "Glare-Guard" Tinted Filter. Rich mahogany finish cabinet. 24½" wide, 33" high, 20¾" deep.

ALSO MODEL 21K26B IN BLONDE
Motorola BIG LOOK FEATURES

MODEL 21K26

NEW EXCLUSIVE "BIG LOOK"
Now, Motorola introduces the BIG LOOK that makes the big difference in TV. The BIG LOOK Picture is bigger and brighter with new "Extended Area" Screen. BIG LOOK Performance features the new, bigger, more powerful "Power-Drive" Chassis. These and other Motorola exclusive features make the big difference in value that makes Motorola your best buy.

NEW "POWER-DRIVE" ChASSIS
A brilliant performer in primary signal areas. Engineered for unmatched reliability. Assures you good reception—top TV enjoyment—for years to come.

SUPER-SENSITIVE "SABRE-JET" TUNER
Picture and sound "snap-in" together perfectly with just one simple control on the heavily shielded "SABRE-JET" VHF Tuner. Every Motorola TV is equipped with all-channel VHF. "SUPER-STRATA" UHF Tuner is offered optionally at slight extra cost and may be installed at factory, or attached to set through use of a converter.

"EXTENDED AREA"
LIFE-TIME FOCUS PICTURE TUBE
Now with larger viewing area exposed, 21-inch electrostatic spherical picture tube is focused for life...never needs adjusting. Motorola electronic "Picture Gun" accurately fires 1800 perfect pictures per minute at the screen—assures greater picture stability and better contrast.

NEW "GLARE-GUARD" TINTED FILTER
Face plate is tinted to permit prolonged viewing with utmost eye comfort.

BUILT-IN UHF-VHF ANTENNA
This extra-sensitive, built-in UHF-VHF all-channel antenna assures steady pictures in strong signal areas. Outside antenna may easily be attached.

DISTANCE SELECTOR SWITCH
Built-in booster with 3-position switch provides optimum reception for local, suburban, and distant locations.

NEW AUTOMATIC PICTURE CONTROL
Improved AGC automatically compensates for variations in signal strength. Keeps the quality of your picture always constant.

21-INCH ALUMINIZED PICTURE TUBE
A special aluminizing process gives you far greater contrast and brightness. Inside of spherical tube face is coated with silver activated phosphors...sealed in for life by millions of tiny metallic particles.

REMOVABLE FACE PLATE
An important feature on every Motorola TV. Glass plate is removable for easy cleaning of inside surface and tube face.

EXCLUSIVE AUTOMATIC GAMMATROL
Patented circuitry keeps brightness and contrast steady when switching from one channel to another—helps retain proper "middle tones" of gray. Gives better contrast and depth to the picture. In addition, Motorola-developed automatic brightness control locks the light level—assures clear, steady pictures...always!

NEW FASHION-SMART STYLING
Distinctive decorator design and fine craftsmanship make this model an outstanding addition to any home. Blends with and enhances virtually any room setting.

ONE YEAR WARRANTY
Full one year warranty on picture tube. Complete 90 day warranty on all other tubes and parts.

Specifications subject to change without notice.
Motorola model 21K19

Lovely to look at—delightful to watch—and so wonderfully easy on your budget. This 21-inch screen console is as fashion-right as a TV set can be. Smart contemporary lines enhance the rich mahogany finish...and add distinctive beauty to your home. 24½" wide, 33" high, 20¾" deep.

ALSO MODEL 21K19B IN BLONDE
Motorola BIG LOOK FEATURES

MODEL 21K19

NEW EXCLUSIVE “BIG LOOK”
Now, Motorola introduces the BIG LOOK that makes the big difference in TV. The BIG LOOK Picture is bigger and brighter with new “Extended Area” Screen. BIG LOOK Performance features the new, bigger, more powerful “Power-Drive” Chassis. These and other Motorola exclusive features make the big difference in value that makes Motorola your best buy.

NEW “POWER-DRIVE” CHASSIS
A brilliant performer in primary signal areas. Engineered for unmatched reliability. Assures you good reception—top TV enjoyment—for years to come.

SUPER-SENSITIVE “SABRE-JET” TUNER
Picture and sound “snap-in” together perfectly with just one simple control on the heavily shielded “SABRE-JET” VHF Tuner. Every Motorola TV is equipped with all-channel VHF. “SUPER-STRATA” UHF Tuner is offered optionally at slight extra cost and may be installed at factory, or attached to set through use of a converter.

“EXTENDED AREA” LIFE-TIME FOCUS PICTURE TUBE
Now with larger viewing area exposed, 21-inch electrostatic spherical picture tube is focused for life...never needs adjusting. Motorola electronic “Picture Gun” accurately fires 1800 perfect pictures per minute at the screen—assures greater picture stability and better contrast.

DISTANCE SELECTOR SWITCH
Built-in booster with 3-position switch provides optimum reception for local, suburban, and distant locations.

NEW AUTOMATIC PICTURE CONTROL
Improved AGC automatically compensates for variations in signal strength. Keeps the quality of your picture always constant.

REMOVABLE FACE PLATE
An important feature on every Motorola TV. Glass plate is removable for easy cleaning of inside surface and tube face.

EXCLUSIVE AUTOMATIC GAMMATROL
Patented circuitry keeps brightness and contrast steady when switching from one channel to another—helps retain proper “middle tones” of gray. Gives better contrast and depth to the picture. In addition, Motorola-developed automatic brightness control locks the light level—assures clear, steady pictures...always!

NEW FASHION-SMART STYLING
Distinctive decorator design and fine craftsmanship make this model an outstanding addition to any home. Blends with and enhances virtually any room setting.

ONE YEAR WARRANTY
Full one year warranty on picture tube. Complete 90 day warranty on all other tubes and parts.

Specifications subject to change without notice.
Motorola model 21C3

Handsome is as handsome does—and this sleek “Big Look” 21-inch screen model is as stylishly smart as it is unmatched in performance. Clean, uncluttered lines—accented by striking brass ferrules—are a decorator’s dream come true. Polished, beautifully grained mahogany finish reflects the exceptional furniture craftsmanship for which Motorola is famed. 26\(\frac{3}{16}\)" wide, 24\(\frac{5}{16}\)" high, (35\(\frac{3}{4}\)" high with legs), 22\(\frac{1}{2}\)" deep.

ALSO MODEL 21C3B IN BLONDE
Motorola BIG LOOK FEATURES

MODEL 21C3

NEW EXCLUSIVE "BIG LOOK"
Now, Motorola introduces the BIG LOOK that makes the big difference in TV. The BIG LOOK Picture is bigger and brighter with new "Extended Area" Screen. BIG LOOK Performance features the new, bigger, more powerful "Power-Drive" Chassis. These plus Glare Down Styling and other Motorola exclusive features make the big difference in value that makes Motorola your best buy.

NEW "POWER-DRIVE" CHASSIS
A super-powered chassis designed to pull in perfect pictures far away from the transmitter. Engineered for unmatched reliability. Assures superb reception—top TV enjoyment—for years to come.

NEW "SUPER ROBOT-82" TUNER
Now, more sensitive than ever before! Combines the supersensitive, Cascade-type "SABRE-JET" VHF Tuner and improved "SUPER-STRATA" UHF Tuner in one knob operation for continuous all-channel UHF-VHF tuning. Every Motorola TV is equipped with all-channel VHF tuner. UHF is offered optionally at slight extra cost and may be installed at factory, or attached to set through use of a converter.

LIFE-TIME FOCUS PICTURE TUBE
Famous electrostatic picture tube is focused for life...never needs adjusting. Motorola electronic "Picture Gun" accurately fires 1800 perfect pictures per minute at the screen—assures greater picture stability and better contrast.

REMOVABLE FACE PLATE
An important feature on every Motorola TV. Glass plate is removable for easy cleaning of inside surface and tube face.

NEW AUTOMATIC PICTURE CONTROL
New amplified AGC automatically compensates for variations in signal strength due to distance from transmitter, airplane "flutter", and switching from channel to channel. Keeps the quality of your picture always constant and helps eliminate "snow." Actually helps keep the entire receiver operating at its best.

EXCLUSIVE AUTOMATIC GAMMATROL
Patented circuitry—plus improved Automatic Gain Control—keeps brightness and contrast steady when switching from one channel to another—helps retain proper "middle tones" of gray. Gives better contrast and depth to the picture. In addition, Motorola-developed automatic brightness control locks the light level—assures clear, steady pictures...always!

BUILT-IN UHF-VHF "ROTO-TENNA"
Motorola's exclusive UHF-VHF all-channel, rotating antenna is mounted in cabinet on a pivot for easy orientation with any station signal. Easily adjusted at the back of set. Outside antenna may be easily attached if desired.

NEW "EXTENDED AREA" 90° 21-INCH ALUMINIZED PICTURE TUBE
Gives you far more viewing area at the top and bottom of the screen. A special aluminizing process gives you far greater contrast and brightness. Inside of spherical tube face is coated with silver activated phosphors...sealed in for life by millions of tiny metallic particles.

NEW MODERN/SLANT STYLING
Glare down for clearer picture. Picture tube is tilted slightly downward to prevent glare.

NEW "GLARE-GUARD" TINTED FILTER
Face plate is tinted to permit prolonged viewing with utmost eye comfort. Together with Glare Down Design gives double protection against any possibility of eye strain.

NEW FASHION-SMART STYLING
Distinctive decorator design and fine craftsmanship make this model an outstanding addition to any home. Blends with and enhances virtually any room setting.

ONE YEAR WARRANTY
Full one year warranty on picture tube. Complete 90 day warranty on all other tubes and parts.

Specifications subject to change without notice.
Motorola model 21T19

This magnificent table model—with new "Big Look" 21-inch screen—pulls in pleasure-packed pictures in even the most remote signal areas. Motorola's improved circuits and extra sensitivity assure outstanding performance—and unmatched reliability. Lustrous mahogany finished cabinet is fashioned to complement your choice of furniture styles. 24½" wide, 21¾" high, 21½" deep.

ALSO MODEL 21T19B IN BLONDE
NEW EXCLUSIVE "BIG LOOK"
Now, Motorola introduces the BIG LOOK that makes the big difference in TV. The BIG LOOK Picture is bigger and brighter with new "Extended Area" Screen. BIG LOOK Performance features the new, bigger, more powerful "Power-Drive" Chassis. These plus Glare Down Styling and other Motorola exclusive features make the big difference in value that makes Motorola your best buy.

NEW "POWER-DRIVE" CHASSIS
A super-powered chassis designed to pull in perfect pictures far away from the transmitter. Engineered for unmatched reliability. Assures superb reception—top TV enjoyment—for years to come.

NEW "SUPER ROBOT-82" TUNER
Now, more sensitive than ever before! Combines the supersensitive, Cascade-type "SABRE-JET" VHF Tuner and improved "SUPER-STRATA" UHF Tuner in one knob operation for continuous all-channel UHF-VHF tuning. Every Motorola TV is equipped with all-channel VHF tuner. UHF is offered optionally at slight extra cost and may be installed at factory, or attached to set through use of a converter.

LIFE-TIME FOCUS PICTURE TUBE
Famous electrostatic picture tube is focused for life...never needs adjusting. Motorola electronic "Picture Gun" accurately fires 1800 perfect pictures per minute at the screen—assures greater picture stability and better contrast.

REMOVABLE FACE PLATE
An important feature on every Motorola TV. Glass plate is removable for easy cleaning of inside surface and tube face.

NEW AUTOMATIC PICTURE CONTROL
New amplified AGC automatically compensates for variations in signal strength due to distance from transmitter, airplane "flutter," and switching from channel to channel. Keeps the quality of your picture always constant and helps eliminate "snow." Actually helps keep the entire receiver operating at its best.

EXCLUSIVE AUTOMATIC GAMMATROL
Patented circuitry—plus improved Automatic Gain Control—keeps brightness and contrast steady when switching from one channel to another—helps retain proper "middle tones" of gray. Gives better contrast and depth to the picture. In addition, Motorola-developed automatic brightness control locks the light level—assures clear, steady pictures...always!

BUILT-IN UHF-VHF ANTENNA
This extra-sensitive, built-in UHF-VHF all-channel antenna assures steady pictures in strong signal areas. Outside antenna may easily be attached.

NEW "EXTENDED AREA" 90°
21-INCH ALUMINIZED PICTURE TUBE
Gives you far more viewing area at the top and bottom of the screen. A special aluminizing process gives you far greater contrast and brightness. Inside of spherical tube face is coated with silver activated phosphors...sealed in for life by millions of tiny metallic particles.

NEW MODERN/SLANT STYLING
Glare down for clearer picture! Picture tube is tilted slightly downward to prevent glare.

NEW "GLARE-GUARD" TINTED FILTER
Face plate is tinted to permit prolonged viewing with utmost eye comfort.

NEW FASHION-SMART STYLING
Distinctive decorator design and fine craftsmanship make this model an outstanding addition to any home. Blends with and enhances virtually any room setting.

ONE YEAR WARRANTY
Full one year warranty on picture tube. Complete 90 day warranty on all other tubes and parts.

Specifications subject to change without notice.
Motorola model 21T18

What a picture! What tone! What a buy at such a low price! New 21-inch screen table model gives you the "last word" in dependable performance. Beautiful mahogany finished cabinet—with contrasting gold trim—is ideal for modern or traditional homes. 24⅛" wide, 21¾" high, 20¾" deep.

ALSO MODEL 21T18B IN BLONDE
Motorola BIG LOOK FEATURES

MODEL 21T18

NEW EXCLUSIVE "BIG LOOK"
Now, Motorola introduces the BIG LOOK that makes the big difference in TV. The BIG LOOK Picture is bigger and brighter with new "Extended Area" Screen. BIG LOOK Performance features the new, bigger, more powerful "Power-Drive" Chassis. These and other Motorola exclusive features make the big difference in value that makes Motorola your best buy.

NEW "POWER-DRIVE" CHASSIS
A super-powered chassis designed to pull in perfect pictures far away from the transmitter. Engineered for unmatched reliability. Assures superb reception—top TV enjoyment—for years to come.

NEW "SUPER ROBOT-82" TUNER
Now, more sensitive than ever before! Combines the supersensitive, Cascade-type "SAIRE-JET" VHF Tuner and improved "SUPER-STRATA" UHF Tuner in one knob operation for continuous all-channel UHF-VHF tuning. Every Motorola TV is equipped with all-channel VHF tuner. UHF is offered optionally at slight extra cost and may be installed at factory, or attached to set through use of a converter.

LIFE-TIME FOCUS PICTURE TUBE
Famous electrostatic picture tube is focused for life...never needs adjusting. Motorola electronic "Picture Gun" accurately fires 1800 perfect pictures per minute at the screen—assures greater picture stability and better contrast.

REMOVABLE FACE PLATE
An important feature on every Motorola TV. Glass plate is removable for easy cleaning of inside surface and tube face.

NEW "GLARE-GUARD" TINTED FILTER
Face plate is tinted to permit prolonged viewing with utmost eye comfort.

NEW AUTOMATIC PICTURE CONTROL
New amplified AGC automatically compensates for variations in signal strength due to distance from transmitter, airplane "flutter," and switching from channel to channel. Keeps the quality of your picture always constant and helps eliminate "snow." Actually helps keep the entire receiver operating at its best.

NEW "EXTENDED AREA" 21-INCH ALUMINIZED PICTURE TUBE
A special aluminizing process gives you far greater contrast and brightness. Inside of spherical tube face is coated with silver activated phosphors...sealed in for life by millions of tiny metallic particles.

EXCLUSIVE AUTOMATIC GAMMATROL
Patented circuitry—plus improved Automatic Gain Control—keeps brightness and contrast steady when switching from one channel to another—helps retain proper "middle tones" of gray. Gives better contrast and depth to the picture. In addition, Motorola-developed automatic brightness control locks the light level—assures clear, steady pictures...always!

BUILT-IN UHF-VHF ANTENNA
This extra-sensitive, built-in UHF-VHF all-channel antenna assures steady pictures in strong signal areas. Outside antenna may easily be attached.

NEW FASHION-SMART STYLING
Distinctive decorator design and fine craftsmanship make this model an outstanding addition to any home. Blends with and enhances virtually any room setting.

ONE YEAR WARRANTY
Full one year warranty on picture tube. Complete 90 day warranty on all other tubes and parts.

Specifications subject to change without notice.
Motorola  model 21T17

Here's a big buy in TV for small budgets! Handsome 21-inch screen table model—with aluminized picture tube for extra brightness and detail—is all you ever dreamed of in a fine TV. Now "Glare-Guard" Tinted Filter makes viewing twice as enjoyable by removing all trace of glare. Streamlined mahogany finish cabinet is smartly accented with gold-color trim. 24 1/8" wide, 21 3/4" high, 20 3/4" deep.

ALSO MODEL 21T17B IN BLONDE
Motorola BIG LOOK FEATURES

MODEL 21T17

NEW EXCLUSIVE "BIG LOOK"
Now, Motorola introduces the BIG LOOK that makes the big difference in TV. The BIG LOOK Picture is bigger and brighter with new "Extended Area" Screen. BIG LOOK Performance features the new, bigger, more powerful "Power-Drive" Chassis. These and other Motorola exclusive features make the big difference in value that makes Motorola your best buy.

NEW "POWER-DRIVE" CHASSIS
A brilliant performer in primary signal areas. Engineered for unmatched reliability. Assures you good reception—top TV enjoyment—for years to come.

SUPER-SENSITIVE "SABRE-JET" TUNER
Picture and sound "snap-in" together perfectly with just one simple control on the heavily shielded "SABRE-JET" VHF Tuner. Every Motorola TV is equipped with all-channel VHF. "SUPER-STRATA" UHF Tuner is offered optionally at slight extra cost and may be installed at factory, or attached to set through use of a converter.

"EXTENDED AREA" LIFE-TIME FOCUS PICTURE TUBE
Now with larger viewing area exposed, 21-inch electrostatic spherical picture tube is focused for life...never needs adjusting. Motorola electronic "Picture Gun" accurately fires 1800 perfect pictures per minute at the screen—assures greater picture stability and better contrast.

NEW "GLARE-GUARD" TINTED FILTER
Face plate is tinted to permit prolonged viewing with utmost eye comfort.

DISTANCE SELECTOR SWITCH
Built-in booster with 3-position switch provides optimum reception for local, suburban, and distant locations.

NEW AUTOMATIC PICTURE CONTROL
Improved AGC automatically compensates for variations in signal strength. Keeps the quality of your picture always constant.

21-INCH ALUMINIZED PICTURE TUBE
A special aluminizing process gives you far greater contrast and brightness. Inside of spherical tube face is coated with silver activated phosphors...sealed in for life by millions of tiny metallic particles.

REMOVABLE FACE PLATE
An important feature on every Motorola TV. Glass plate is removable for easy cleaning of inside surface and tube face.

BUILT-IN UHF-VHF ANTENNA
This extra-sensitive, built-in UHF-VHF all-channel antenna assures steady pictures in strong signal areas. Outside antenna may be easily attached.

EXCLUSIVE AUTOMATIC GAMMATROL
Patented circuitry keeps brightness and contrast steady when switching from one channel to another—helps retain proper "middle tones" of gray. Gives better contrast and depth to the picture. In addition, Motorola-developed automatic brightness control locks the light level—assures clear, steady pictures...always!

NEW FASHION-SMART STYLING
Distinctive decorator design and fine craftsmanship make this model an outstanding addition to any home. Blends with and enhances virtually any room setting.

ONE YEAR WARRANTY
Full one year warranty on picture tube. Complete 90 day warranty on all other tubes and parts.

Specifications subject to change without notice.
Motorola model 21T16

For the very best in big-screen TV entertainment—at an amazingly low price—choose this 21-inch screen table model. The modern ebony, maroon, blonde or mahogany finish cabinet with smart gold trim blends exceptionally well with virtually any decor. Exclusive Motorola features assure lasting dependability. 24⅜" wide, 21½" high, 20⅝" deep.
Motorola BIG LOOK FEATURES

MODEL 21T16

NEW EXCLUSIVE "BIG LOOK"
Now, Motorola introduces the BIG LOOK that makes the big difference in TV. The BIG LOOK Picture is bigger and brighter with new "Extended Area" Screen. BIG LOOK Performance features the new, bigger, more powerful "Power-Drive" Chassis. These and other Motorola exclusive features make the big difference in value that makes Motorola your best buy.

DISTANCE SELECTOR SWITCH
Built-in booster with 3-position switch provides optimum reception for local, suburban, and distant locations.

NEW "POWER-DRIVE" CHASSIS
A brilliant performer in primary signal areas. Engineered for unmatched reliability. Assures you good reception—top TV enjoyment—for years to come.

NEW AUTOMATIC PICTURE CONTROL
Improved AGC automatically compensates for variations in signal strength. Keeps the quality of your picture always constant.

REMOVABLE FACE PLATE
An important feature on every Motorola TV. Glass plate is removable for easy cleaning of inside surface and tube face.

SUPER-SENSITIVE "SABRE-JET" TUNER
Picture and sound “snap-in” together perfectly with just one simple control on the heavily shielded "SABRE-JET" VHF Tuner. Every Motorola TV is equipped with all-channel VHF. "SUPER-STRATA" UHF Tuner is offered optionally at slight extra cost and may be installed at factory, or attached to set through use of a converter.

EXCLUSIVE AUTOMATIC GAMMATROL
Patented circuitry keeps brightness and contrast steady when switching from one channel to another—helps retain proper “middle tones” of gray. Gives better contrast and depth to the picture. In addition, Motorola-developed automatic brightness control locks the light level—assures clear, steady pictures...always!

NEW FASHION-SMART STYLING
Distinctive decorator design and fine craftsmanship make this model an outstanding addition to any home. Blends with and enhances virtually any room setting.

"EXTENDED AREA"
LIFE-TIME FOCUS PICTURE TUBE
Now with larger viewing area exposed, 21-inch electrostatic spherical picture tube is focused for life...never needs adjusting. Motorola electronic “Picture Gun” accurately fires 1800 perfect pictures per minute at the screen—assures greater picture stability and better contrast.

ONE YEAR WARRANTY
Full one year warranty on picture tube. Complete 90 day warranty on all other tubes and parts.

Specifications subject to change without notice.
Motorola model 17T20

Here's a set that "fits in" wherever you want to use it. It's good looking in the living room! It's ideal for the den or rumpus room! And, it's priced so low you'll want to think about using it as a second set in the youngster's room. Big 17-inch screen. Handsome ebony or blonde finish cabinet. Also available in mahogany finish with aluminized picture tube and "Glare-Guard" tinted filter. 20\(\frac{1}{2}\)" wide, 17\(\frac{2}{16}\)" high, 19\(\frac{1}{4}\)" deep.
Motorola BIG LOOK FEATURES

MODEL 17T20

NEW "BIG LOOK" PERFORMANCE
Now, Motorola introduces the BIG LOOK that makes the big difference in TV. BIG LOOK Performance features the new, bigger, more powerful "Power-Drive" Chassis. These and other Motorola exclusive features make the big difference in value that makes Motorola your best buy.

NEW "POWER-DRIVE" CHASSIS
A brilliant performer in primary signal areas. Engineered for unmatched reliability. Assures you good reception—top TV enjoyment—for years to come.

SUPER-SENSITIVE "SABRE-JET" TUNER
Picture and sound "snap-in" together perfectly with just one simple control on the heavily shielded "SABRE-JET" VHF Tuner. Every Motorola TV is equipped with all-channel VHF. "SUPER-STRATA" UHF Tuner is offered optionally at slight extra cost and may be installed at factory, or attached to set through use of a converter.

LIFE-TIME FOCUS PICTURE TUBE
17-inch electrostatic spherical picture tube is focused for life...never needs adjusting. Motorola electronic "Picture Gun" accurately fires 1800 perfect pictures per minute at the screen—assures greater picture stability and better contrast.

DISTANCE SELECTOR SWITCH
Built-in booster with 3-position switch provides optimum reception for local, suburban, and distant locations.

NEW AUTOMATIC PICTURE CONTROL
Improved AGC automatically compensates for variations in signal strength. Keeps the quality of your picture always constant.

REMOVABLE FACE PLATE
An important feature on every Motorola TV. Glass plate is removable for easy cleaning of inside surface and tube face.

EXCLUSIVE AUTOMATIC GAMMATROL
Patented circuitry keeps brightness and contrast steady when switching from one channel to another—helps retain proper "middle tones" of gray. Gives better contrast and depth to the picture. In addition, Motorola-developed automatic brightness control locks the light level—assures clear, steady pictures...always!

NEW FASHION-SMART STYLING
Distinctive decorator design and fine craftsmanship make this model an outstanding addition to any home. Blends with and enhances virtually any room setting.

ONE YEAR WARRANTY
Full one year warranty on picture tube. Complete 90 day warranty on all other tubes and parts.

Specifications subject to change without notice.
Motorola
ANNOUNCES A NEW HORIZON IN hi fi d e l i t y
...glorious record reproduction at a modest price
MOTOROLA brings the beauty of Hi-Fidelity

Revolutionary, new Ceramic Cartridge—in resonance-free Golden Tone Arm—guarantees superb playback of all records. Cartridge is highly resistant to impact, temperature and moisture.

Convenient Flipover Stylus—eliminates need for changing cartridges when switching from LPs or 45s to 78s. The right stylus for your record is always ready in the one cartridge.

Motorola-Designed Amplifiers—assure ample undistorted power so that your records may be played as loud or as soft as you wish without disturbing the delicate balance of the music.
Motorola model 64HF1

Here is Hi-Fidelity at its very best. Motorola's sensational, new "Masterpiece" console 3-SPEED PHONOGRAPH reproduces every note on the record just as it was played at the original performance. Its brilliant tone and exceedingly wide range—30 to 15,000 cycles—can be equalled only by sets costing many times its price. Features giant 15-in. speaker and powerful 10-watt amplifier. Distinctive contemporary cabinet. Beautiful mahogany or blonde finish. 24¼" wide, 31" high, 17" deep.
superior features

HI-FIDELITY 3-SPEED RECORD CHANGER—The very heart of your Hi-Fidelity phonograph—designed for superior performance. Plays all records—7, 10 or 12-inch. Plays all speeds—33⅓, 45 or 78 RPM. Fully automatic changer lets you play many hours of music at one setting...and “Lazy Boy” Control shuts off entire set automatically (and silently) when the last record has been played. Plays up to twelve 7-in., twelve 10-in. or ten 12-in. records, and plays 10 and 12-inch records of the same speed intermixed without adjustment.

GOLDEN TONE ARM AND HI-FI CERAMIC CARTRIDGE—Die-cast metal Golden Tone Arm provides resonance—free reproduction. Perfectly balanced! Feather-light in weight to assure minimum record wear! Precision-made sapphire styli in convenient flipover cradle track your precious records with the very lightest pressure. Revolutionary new ceramic cartridge guarantees superb playback of music recorded to LP, NAB, AES, Orthophonic and all other modern recording characteristics. Cartridge is highly resistant to extreme impact, temperatures and moisture.

MOTOROLA DESIGNED 10-WATT AMPLIFIER—Features 5 tubes plus tube rectifier. Push-pull audio gives greatest power with least distortion.

GIANT 15-INCH SPEAKER AND SPECIAL 3-INCH TWEETER—Matched speakers with crossover network assure smooth response from 30 to 15,000 cycles with an average of less than 1% distortion at 10 watts. Giant 15-in. “woofer” gives full depth and resonance to deep bass notes of such instruments as the bass drum and cello. 3-in. tweeter assures sharp, crisp high notes. You hear all the overtones and harmonics that enable you to clearly identify each instrument and give you a feeling of “living presence.”

SEPARATE BASS AND TREBLE TONE CONTROLS—Permits you to accentuate “highs” or “lows” to suit personal preferences. Controls are calibrated from 1 to 10 so that you may always return to accurate preferred setting when you play a favorite record.

LOUDNESS CONTROL—A feature usually found only on the most expensive, custom high fidelity units. Automatically increases treble and bass as volume is reduced. Compensates for the reduced response of the ear to bass and treble frequencies at low listening levels.

BEAUTIFUL MASTERPIECE CABINET—Handsome designed with smooth, clean lines. Blends well with virtually any room setting. Heavy ⅝-in. woods act as effective acoustic chamber. Rich mahogany or blonde finish. Pilot light glows in front when set is on.

UNDERWRITERS’ LABORATORY APPROVAL—Approved for safety by Underwriters’ Laboratories.

Specifications subject to change without notice.
Motorola model 54HF1

Never before has there been a table-model phonograph with high fidelity tone like this! Revolutionary new design "bounces" the sound off the hard shelf at the bottom of the set—distributes it evenly throughout the entire room. No matter where you relax around this set, you feel you're ideally seated at the original performance. The smart, simple lines of this modern cabinet add beauty to any room. Your choice of luxurious Mahogany or Blonde finish. 18½" wide, 13¾" high, 15½" deep.
Motorola
model 54HF1
AVAILABLE IN Blonde or Mahogany

superior features

HI-FIDELITY 3-SPEED RECORD CHANGER—The very heart of your Hi-Fidelity phonograph—designed for superior performance. Plays all records—7, 10 or 12 inch. Plays all speeds—33 1/3, 45, or 78 RPM. Fully automatic changer lets you play many hours of music at one setting...exclusive “Lazy Boy” control shuts off entire set automatically (and silently) when the last record has been played. Plays up to twelve 7-in., twelve 10-in. or ten 12-in. records, and plays 10 and 12-inch records of the same speed intermixed without adjustment.

GOLDEN TONE ARM AND HI-FI CERAMIC CARTRIDGE—Die-cast metal Golden Tone Arm provides resonance-free reproduction. Perfectly balanced! Feather-light in weight to assure minimum record wear! Precision-made sapphire styli in convenient flipover cradle track your precious records with the very lightest pressure. Revolutionary new ceramic cartridge guarantees superb playback of music recorded to LP, NAB, AES, Orthophonic and all other modern recording characteristics. Cartridge is highly resistant to extreme impact, temperatures and moisture.

MOTOROLA-DESIGNED AMPLIFIER—Features 4 tubes plus selenium rectifier. Push-pull audio gives greatest power with least distortion.

NEW “ALL-DIRECTIONAL” SOUND—8-in. and 6-in. speakers—matched for smooth response from deep resonant bass to high, bell-like treble—gives you the world’s first perfect “all-directional” sound. Unique external baffle at bottom of set deflects sound evenly throughout the room.

SEPARATE BASS AND TREBLE TONE CONTROLS—Permits you to accentuate “highs” or “lows” to suit personal preferences. You play your records the way you like to hear them—with all the fine tone shadings of the original performance.

EXTENSION SPEAKER OUTLET—A plus feature! Convenient outlet on back of cabinet provides connections for extension speaker.

BEAUTIFUL MASTERPIECE CABINET—Here is contemporary design at its very best. Smart lift-lid cabinet is handsomely crafted to suit the most discriminating taste. Available in lovely Mahogany or Blonde finish.

UNDERWRITERS’ LABORATORY APPROVAL—Approved for safety by Underwriters’ Laboratories.
Specifications subject to change without notice.
Motorola model 34F1

Here's a compact, lightweight portable phonograph that really travels in high style. The handsome two-tone, airplane-luggage case is smartly finished in rugged Green and White leatherette. The 3-speed phonograph plays records of all sizes—all speeds—and plays them all as you've never heard them before from a set priced as moderately as this. Two 5¼-inch speakers project full-bodied sound to every corner of the room. AC only. 18" wide, 10½" high, 15¼" deep.
superior features

**FAMOUS 3-SPEED RECORD-CHANGER**—The very heart of your phonograph—designed for superior performance. Plays all records—7, 10, or 12-inch. Plays all speeds—33⅓, 45, or 78 RPM. Fully automatic changer lets you play many hours of music at one setting...exclusive "Lazy Boy" Control shuts off entire set automatically (and silently) after the last record. Plays up to twelve 7-in., twelve 10-in. or ten 12-in. records, and plays 7, 10, and 12-in. records of the same speed intermixed without adjustment.

**GOLDEN TONE ARM AND HI-FI CERAMIC CARTRIDGE**—Perfectly balanced! Feather-light in weight to assure minimum record wear! Sapphire styli in flipover cradle, track your treasured records with the very lightest pressure. Revolutionary new ceramic cartridge is highly resistant to extreme impact, temperatures and moisture. Golden Tone Arm clamps in place for travel.

**MOTOROLA-DESIGNED AMPLIFIER**—Features two tubes plus tube rectifier.

**TWO 5¼-INCH EXTENDED TONE SPEAKERS**—Placed on opposite sides of the cabinet so as to flood the entire room with sound. Speakers are matched to assure smoothest response through an exceptionally wide range of frequencies...from deep resonant bass to high, clear treble notes.

**CONTINUOUS TONE CONTROL**—Permits you to play records the way you like to hear them. Lets you accentuate treble or bass—and all the fine shadings of tone in between that add to your enjoyment.

**AIRPLANE-LUGGAGE CASE**—Ruggely built! Completely impervious to weather! Handsomely-fitted, two-tone—Green and White—leatherette covered case is outstandingly good looking. And, it provides outstanding protection for your Motorola phonograph, too!

**UNDERWRITERS' LABORATORY APPROVAL**—Approved for safety by Underwriters' Laboratories. Specifications subject to change without notice.
Motorola model 53F2

Now, an outstanding radio-phonograph combination featuring superb AM radio performance and 3-speed record-changer with the golden tone arm. Brings music lovers the answer to low cost Wide-Range reproduction! The entire AM radio system is used to reproduce every single rich tone that was originally recorded. Records last longer and old ones play with new brilliance. In attractive, fashion-styled cabinet of rich walnut plastic. 16\(\frac{3}{8}\)" wide, 9\(\frac{3}{8}\)" high, 18\(\frac{1}{2}\)" deep.
**Motorola Sonata**

**Model 53F2**

AVAILABLE IN: 53F2, Walnut

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**superior features**

**NEW, 3-SPEED RECORD-CHANGER**—The entire AM radio system is used to get every variation of highs and lows that is in the original music. Records will last longer and old ones will play with amazing new brilliance. The perfectly-balanced, lightweight Golden Tone Arm combined with the exclusive SONOGAP AIR CHAMBER and the revolutionary AIRTONE NEEDLE minimize pressure that causes record damage and greatly reduces record wear and scratches. Results: superior tone and longer record life. Record-changer automatically shuts off after last record is played—10 and 12-inch records playing on the same speed may be intermixed without adjustments.

**NEW “CONCENTRATED POWER” CHASSIS**—Long life plus superior reception is assured by 4 tubes plus rectifier (including 2 dual-purpose type) resulting in top radio performance. Provides excellent automatic volume control performance. AC, DC superheterodyne circuit.

Features 2-gang direct-drive tuning for easy, more efficient selection of stations. Rubber-floated variable condenser reduces microphonics.

**NEW EXTENDED-TONE SPEAKER**—New, giant 6 x 9 inch oval speaker for exceptional console tone quality, long life, and outstanding performance.

**LONG-RANGE RECEPTION**—New, super-sensitive Inductive Loop Antenna for excellent signal reception. Tuning range, 535-1620 kc.

**NEW FASHION-STYLED CABINET**—Handsome, modern cabinet of durable, Hi-Impact Bakelite plastic—withstanding extremes of temperature and rugged hard wear. Pilot light glows only when set is on. Size: 16¼" wide, 9¾" high, 18½" deep.

**UNDERWRITERS’ LABORATORIES APPROVAL**—Approved for safety by Underwriters’ Laboratories.

*Specifications subject to change without notice.*

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**Motorola Phonograph System**

**Golden Tone Arm**

**New, "Extended-Tone" Speaker**
REVOLUTIONARY PLAcir CHASSIS
Imagine a radio chassis so different it cannot be burned out, jarred loose, shorted or worn out! That’s the PLAcir Chassis, a Motorola exclusive so unique it has revolutionized the radio industry. Wafer-thin, the PLAcir Chassis is one compact, copper-plated panel with the wiring plated on it for life. The maze of wiring and troublesome connections of ordinary sets are completely eliminated. You get extra-long, trouble-free performance.

EXTENDED TONE SPEAKERS
An amazing advance in sound engineering! Motorola engineers took the bulky magnetic core from behind the speaker and mounted it up front in the center of the cone. The speaker was made flatter and the cone expanded without any more depth than taken by a 2-inch speaker. Result: Motorola radios are now smaller and lighter—yet deliver exceptional, console-like tone through the sensational "EXTENDED TONE SPEAKER!"
produced these years ahead features

RUGGED, SUB-MINIATURE TUBES
Sub-Miniature tubes take a fraction of the space used by old-type tubes. Yet, they out-perform and out-last the older, larger tubes.

GOLDEN VOICE OF RADIO TONE
Permanent-magnet speakers with Alnico 5 magnets assure full-bodied sound. Cabinets and speakers are acoustically matched.

EXTENDED POWER CHASSIS
High-efficiency, long-life tubes in a super-heterodyne circuit result in superior performance. Improved automatic volume control.

SUPER-SENSITIVE RECEPTION
Extended Power Chassis plus powerful antennas reach out to pull in distant signals and give excellent reception. 535 to 1620 kc.

ADVANCED COLOR STYLING
Motorola radios come in a vast array of glorious colors to suit every taste. These lovely colors accent the beautiful styling.

COMPACT, SPACE-SAVING DESIGN
The revolutionary PLAcir Chassis plus sub-miniature tubes permit Motorola to pack exceptional power into space-saving cabinets.
MOTOROLA PRESENTS
A RADIO FOR EVERY ROOM
AND PURPOSE

portable, clock
and table radios


Model 63C—Latest in clock radios. Telechron clock... handy appliance outlet. Mahogany, Sand, Spruce.

Model 63X—Distinctive table model with 6x9" speaker. Walnut, Ivory and Green.

Model 53C—Modestly priced, precision engineered clock radio. Walnut, Ivory, Green, Red.

Model 53H—Smartly styled, compactly designed table model. Ebony, Gray, Green, Red.

Model 53X—Uniquely styled table model with 5x7" speaker. Walnut, Sand and Green.

The Runabout—Powerful 3-way portable with 4x6" speaker. Gray, Green, Red, Mocha, Pink, Blue. Model 54L.

The Playmate—Lightweight, compact 3-way portable. Green, Maroon, Gray. Model 52M.

The Porta-Play—3-way portable featuring battery-saver switch. Green, Maroon, Gray. Model 52L.

The Escort—3-way portable. Black, Gray, Green, Flame, Hot Chocolate, Middy Blue, Pink, Azure Blue. Model 52B.
An excellent example of smart, high-fashion design is this new, distinctively-styled Motorola table model—the radio with the look of the future. Striking vertical cabinet design to complement many groups of fashionable furnishings. Outstanding console tone performance is achieved through the new, 6 x 9 inch EXTENDED-TONE speaker—largest ever used in any table radio!

AVAILABLE IN: 63X1, Ebony
63X2, Ivory • 63X3, Forest Green
ALSO AVAILABLE IN Short-Wave Model at slightly higher cost: 63X21, Ebony
Motorola

Model 63X

63X1, Ebony • 63X2, Ivory • 63X3, Forest Green
63X21, Ebony (Short-Wave)

superior features

NEW “CONCENTRATED POWER” CHASSIS—Long life plus superior reception is assured by 5 tubes plus rectifier resulting in top radio performance. Provides excellent automatic volume control performance. AC, DC broadcast receiver. Features 3-gang tuned RF tuner for easy, efficient selection of stations and full variable tone control.

NEW, EXTENDED-TONE SPEAKER—New, giant 6 x 9 inch oval speaker for exceptional console tone quality, long life, and the most outstanding performance ever obtained in a set this size. Permits the use of a larger speaker in the same space formerly occupied by a much smaller size—actually 43% larger speaker area than previous models with similar dimensions.

EASY-TO-TUNE SLIDE-RULE DIAL—Widely-spaced numerals separate stations for easy, accurate tuning. Protected dial pointer.


SHORT-WAVE RECEPTION—(63X21 series only). Flip of a switch brings in foreign stations quickly, clearly on AC, DC. Has a frequency range of 5½ to 16 megacycles.

NEW, FASHION-STYLED CABINET—Handsome, modern plastic cabinet of durable, Hi-Impact Bakelite plastic—withstanding extremes of temperature and rugged hard wear. High-fashion, decorator colors. Size: 12½” wide, 10” high, 6” deep tapering to 4¼” deep at top.

UNDERWRITERS’ LABORATORIES APPROVAL—Approved for safety by Underwriters’ Laboratories.

Specifications subject to change without notice.
Unique styling and outstanding engineering features combine in this model to produce an unusually attractive TABLE RADIO. Use it in a variety of room settings throughout the home. Features the new EXTENDED-TONE speaker for exceptional tone quality, it provides 43% more speaker area than previous models with similar dimensions.

AVAILABLE IN: 53X1, Walnut 53X2, Sand • 53X3, Forest Green
superior features

NEW "CONCENTRATED POWER" CHASSIS—Long life plus superior reception is assured by 4 tubes plus rectifier (including 2 dual-purpose type) resulting in top radio performance. Provides excellent automatic volume control performance. AC, DC superheterodyne circuit. Features 2-gang capacity vernier tuning for easy, more efficient selection of stations. Rubber floated variable condenser reduces microphonic.

NEW, EXTENDED-TONE SPEAKER—New, giant, 5 x 7 inch oval speaker for exceptional tone quality, long life, and the most outstanding performance ever obtained in a set this size. Permits the use of a larger speaker in the same space formerly occupied by a much smaller size—actually 43% more speaker area than previous models with similar dimensions.

EASY-TO-TUNE SWEEP DIAL—Widely spaced numerals separate stations for easy, accurate tuning. Protected dial pointer.


NEW FASHION-STYLED CABINET—Handsome, modern plastic cabinet of durable, Hi-Impact Bakelite plastic— withstands extremes of temperature and rugged hard wear. In high-fashion, decorator colors. Size: 11 1/2" wide, 7" high, 7 7/8" deep.

UNDERWRITERS’ LABORATORIES APPROVAL—Approved for safety by Underwriters’ Laboratories.

Specifications subject to change without notice.
Motorola Model 53H

This new, streamlined TABLE RADIO is handsomely designed to add beauty and style to any room in the home. Newly-perfected Extended Tone speaker is the largest ever used in a set this size, with 43% larger speaker area than other models of similar size—provides exceptional tone quality. Unique contour-styling makes this new Motorola model an unusually attractive radio.
NEW "CONCENTRATED POWER" CHASSIS—Long life plus superior reception is assured by 4 tubes plus rectifier (including 2 dual-purpose type) resulting in top radio performance. Provides excellent automatic volume control performance. AC, DC superheterodyne circuit. Features 2-gang vernier tuning for easy, more efficient selection of stations. Rubber-floated variable condenser reduces microphonics.

NEW EXTENDED-TONE SPEAKER—New, giant 4 x 6 inch oval speaker for exceptional tone quality, long life, and the most outstanding performance ever obtained in a set this size. Permits the use of a larger speaker in the same space formerly occupied by a much smaller size—actually 43% larger speaker area than previous models with similar dimensions.

EASY-TO-TUNE SLIDE-RULE DIAL—Widely-spaced numerals separate stations for easy, accurate tuning. Protected dial pointer.


UNDERWRITERS' LABORATORIES APPROVAL—Approved for safety by Underwriters' Laboratories.
Motorola Model 53R

Advanced engineering plus beautiful styling make this compact, new model an exceptional buy, at a surprisingly low price! Offers superior radio enjoyment through Motorola’s revolutionary, wafer-thin PLAcir Chassis and the new EXTENDED-TONE speaker, which delivers the finest tone quality obtainable in a small table model.

AVAILABLE IN: 53R1, Walnut • 53R2, Ivory 53R3, Citron • 53R4, Cloud Gray 53R5, Leaf Green • 53R6, Cherry Red
Motorola
Model 53R

53R1, Walnut • 53R2, Ivory • 53R3, Citron
53R4, Cloud Gray • 53R5, Leaf Green • 53R6, Cherry Red

**superior features**

**REVOLUTIONARY NEW PLAcir CHASSIS** — The wafer-thin PLAcir Chassis—an exclusive Motorola development—is a compact, copper-plated circuit that eliminates excess chassis wiring, takes a minimum of space, and assures long, trouble-free performance. It cannot be burned out, jarred loose, shorted, or worn out! Utilizes 4 long-life tubes (2 dual-purpose type) plus rectifier. Features excellent automatic volume control performance. AC/DC superheterodyne circuit. Includes 2-gang capacity direct drive tuning for easy, more efficient selection of stations.

**NEW, EXTENDED-TONE SPEAKER** — New, giant, 4 x 6 inch oval speaker for exceptional tone quality, long life, and the most outstanding performance ever obtained in a set this size. Permits the use of a larger speaker in the same space formerly occupied by a much smaller size—actually 43% larger speaker area than previous models with similar dimensions.

**LONG-RANGE RECEPTION** — New, super-sensitive Inductive Loop Antenna for excellent signal reception. Tuning range, 535-1620 kc.

**NEW FASHION-STYLED CABINET** — Handsome, modern plastic cabinet of durable, Hi-Impact Bakelite plastic— withstands extremes of temperature and rugged hard wear. In high-fashion, decorator colors. Size: 9⅜ wide, 6½ high, 5 deep.

**UNDERWRITERS’ LABORATORIES APPROVAL** — Approved for safety by Underwriters’ Laboratories.

*Specifications subject to change without notice.*
The original design of this unique, personalized DESK CLOCK-RADIO makes it an ideal addition to your desk in home or office. Features a handy perpetual calendar and beautiful Parker "51" Pen and Pencil set mounted on the streamlined, removable base. With many fine clock radio conveniences and exclusive Motorola engineering advancements.
NEW "CONCENTRATED POWER" CHASSIS — Four high-efficiency long-life tubes plus tube rectifier in a time-proven superheterodyne circuit, resulting in 5-tube performance. Dependable iron core permeability tuned IF transformers.


"GOLDEN VOICE"® RADIO TONE — 4-inch permanent magnet speaker is acoustically matched to cabinet for remarkable fidelity and rich tone.

CLOCK RADIO SWITCH — "Auto" position turns radio on at chosen pre-set time for your favorite program. "On" position allows radio to run continuously. "Off" position turns radio off immediately or any time up to 60 minutes if automatic shut off switch is set.

AUTOMATIC TURN-ON ALARM — After the desired time is chosen on alarm set, the radio switch is set in "Auto" position and alarm knob is pulled out... then the buzzer will sound 10 minutes after music or your favorite program has started.

LONG-RANGE RECEPTION — New, super-sensitive Inductive Loop Antenna for excellent, high-powered signal reception. Tuning range, 535-1620 kc.

NEW FASHION-STYLED CABINET — A distinctively-styled, high-quality desk clock-radio set with baked-on silver enamel radio housing plus rich, high-lustre gold color base and dial escutcheon. Removable base has built-in, perpetual calendar and famous Parker "51" Pen and Pencil mounted on each side. Size: 9¼" wide (18½" wide with stand), 5¼" high, 6¼" deep at bottom tapering to 5¼" deep at top.

UNDERWRITERS' LABORATORIES APPROVAL — Approved for safety by Underwriters' Laboratories.

Specifications subject to change without notice.

Parker "51" Pen and Pencil
Famous Precision Telechron Clock
Built-in Perpetual Calendar
Motorola
Model 63C

A new look in clock radios! This brand new attractive model, available in three decorator-colors, features the giant extended-tone speaker in unique "sound-up" position on top of set. Has all the automatic tuning and appliance outlet features that make this clock radio a beauty of a buy! Size: 7¾" high, 12½" wide, 6¾" deep.
superior features


NEW EXTENDED-TONE SPEAKER — New, giant 5 x 7-inch oval speaker is acoustically matched to cabinet for remarkable fidelity and 3-dimensional tone quality. Actually 43% larger speaker area than previous models with similar dimensions.

FAMOUS TELECHRON CLOCK — Accurate electric clock with second hand—independent of radio switch. Self-starting. Luminous hands for easy night reading.

CLOCK RADIO SWITCH — “Auto” position turns radio on at chosen pre-set time for your favorite program. “On” position allows radio to run continuously. “Off” position turns radio off immediately or any time up to 60 minutes if “Sleep” switch is set.

APPLIANCE OUTLET — A.C. outlet to plug in coffeemaker, toaster, bottle warmer or other electric appliances. Can be set to start coffee, turn off night light, and to perform a host of other duties automatically, at desired time.

AUTOMATIC TURN-ON ALARM — After the desired time is chosen on alarm set, the radio switch is set in “Auto” position and alarm knob is pulled out . . . then the buzzer will sound 10 minutes after music or your favorite program has started.

LONG-RANGE RECEPTION — New, super-sensitive Loop Antenna for excellent, high-powered signal reception. Tuning range, 535-1620 kc.

FASHION-STYLE CABINET — Handsome, modern cabinet of Hi-Impact Bakelite plastic—withstands high temperatures, moisture, and extreme hard wear. In high-fashion decorator colors.

Size: 7¾” high, 12½” wide, 6½” deep.

UNDERWRITERS’ LABORATORIES APPROVAL — Approved for safety by Underwriters’ Laboratories.

Specifications subject to change without notice.
Motorola strikes a pleasant new note in modern styling with this beautifully-designed CLOCK RADIO! A glamorous addition to your home and a reliable servant, as well. Lulls you to sleep at night, then starts the day with your favorite radio program. Performs many timing duties and turns appliances on or off. Exceptional tone quality is provided by the new EXTENDED-TONE speaker—biggest ever used in any set of comparable size.

AVAILABLE IN: 53C6, Walnut • 53C7, Ivory 53C8, Willow Green • 53C9, Sand

NEW EXTENDED-TONE SPEAKER—New, giant, 4 x 6 inch oval speaker for exceptional tone quality, long life, and the most outstanding performance ever obtained in a set this size. Permits the use of a larger speaker in the same space formerly occupied by a much smaller size—actually 43% larger speaker area than previous models with similar dimensions.

FAMOUS TELECHRON CLOCK—Modern, super-large electric clock with second hand—Independent of radio switch. Self-starting. Luminous hands for easy night reading.

CLOCK RADIO SWITCH—"Auto" position turns radio on at chosen pre-set time for your favorite program. "On" position allows radio to run continuously. "Off" position turns radio off immediately or at any time up to 60 minutes if bed-time switch is set.

APPLIANCE OUTLET—Special outlet to plug in coffeemaker, toaster, bottle warmer or other electric appliances. Can be set to start coffee, turn off night light, and to perform a host of other duties automatically, at desired time.

AUTOMATIC TURN-ON ALARM—After the desired time is chosen on alarm set, the radio switch is set in "Auto" position and alarm knob is pulled out...then the buzzer will sound 10 minutes after music or your favorite program has started.

LONG-RANGE RECEPTION—New, super-sensitive Inductive Loop Antenna for excellent, high-powered signal reception. Tuning range, 535-1620 kc.

NEW FASHION-STYLED CABINET—Handsome, modern plastic cabinet of Hi-Impact Bakelite plastic—Withstands high temperatures, moisture, and extreme hard wear. In high-fashion, decorator colors. Size: 5½” high, 12½” wide, 4½” deep.

UNDERWRITERS' LABORATORIES APPROVAL—Approved for safety by Underwriters' Laboratories.

Specifications subject to change without notice.
The new-low price of this sensational new CLOCK RADIO makes it ideal for very modest budgets! Features appliance outlet and automatic timer to perform a host of timing duties and dependably wake you to music in the morning. Attractive styling and precision engineering, with the sensational new PLAcir Chassis, assure you of lasting beauty and superior performance.

AVAILABLE IN: 53C1, Walnut • 53C2, Ivory 53C3, Leaf Green • 53C4, Cherry Red
REVOLUTIONARY NEW PLACir CHASSIS — The wafer-thin PLACir Chassis—an exclusive Motorola development—is a compact, copper-plated circuit that eliminates excess chassis wiring, takes a minimum of space, and assures long, trouble-free performance. It cannot be burned out, jarred loose, shorted, or worn out! Utilizes 4 long-life tubes (2 dual-purpose type) plus rectifier. Features excellent automatic volume control performance. Superheterodyne circuit. Includes 2-gang direct drive tuning for easy, more efficient selection of stations.

THE GOLDEN VOICE OF RADIO TONE — Dynamic, compact permanent magnet speaker is acoustically matched to cabinet for remarkable fidelity and 3-dimensional tone quality.

FAMOUS TELECHRON CLOCK — Accurate electric clock with second hand—-independent of radio switch. Self-starting.

CLOCK RADIO SWITCH — "Auto" position turns radio on at chosen pre-set time for your favorite program. "On" position allows radio to run continuously. "Off" position turns radio off immediately.

APPLIANCE OUTLET — Special outlet to plug in coffeemaker, toaster, lamp or other electric appliances. Can be set to perform a host of other duties automatically, at desired time.

LONG-RANGE RECEPTION — New, super-sensitive Inductive Loop Antenna for excellent, high-powered signal reception. Tuning range, 535-1620 kc.

NEW FASHION-STYLE CABINET — Handsome, modern cabinet of Hi-Impact Bakelite plastic—-withstands high temperatures, moisture, and extreme hard wear. In high-fashion, decorator colors. Size: 5¾" high, 10¾" wide, 5¾" deep.

UNDERWRITERS' LABORATORIES APPROVAL — Approved for safety by Underwriters' Laboratories.

Specifications subject to change without notice.
Motorola

Runabout

MODEL 54L

AVAILABLE IN SIX DECORATOR COLORS

A brand new Motorola portable radio is the 54L model. Smartly designed, compactly styled, it is available in six striking colors to suit any place or use. Look for many new features for outstanding performance including Motorola famed PLAcir chassis and sub-miniature tubes for better reception. Operates on AC, DC, and batteries. A beauty of a buy in portable radios!

Travel and Play with Motorola Portables
superior features

"CONCENTRATED POWER" PLATED CIRCUIT CHASSIS—Super-power shock resisting lo-heat sub-miniature tubes for extra long life—Battery saver circuits resulting in extra long battery life, incorporated into a new high-powered chassis which brings in distant stations with sparkling clarity. Mighty-Midget IF Coils mean more compact design.

THREE-WAY POWER—Instantly operates on AC, DC and batteries. No warm-up time required. Automatic change-over switch permits selection of battery or line current without the use of an additional switch or knob. Rugged, rubberized line cord hidden when not in use.

THE GOLDEN VOICE OF RADIO TONE—This portable uses an extended tone high fidelity type speaker that produces excellent tonal quality. Has 43% more effective speaker cone area than speakers used in equivalent models.

LONG-RANGE RECEPTION—Super-sensitive Ferrite Magnetic Core Antenna for best signal reception. Extra powerful, Extra sensitive ... it plays where other sets fail. Fully extended frequency range on standard broadcast band: 535-1620 kc.

BATTERIES—Uses one 67½ Volt "B" battery and two standard 1½ Volt flashlight cells for "A" batteries. Extra long life assured because of low battery drain of circuits and tubes.

FASHION-STYLED CABINET—Handsome, compact case of hi-impact bakelite with rich baked-on enamel finish—gives years of outdoor wear in all kinds of weather. Withstands high temperatures in direct rays of sun. Size: 9½" wide, 3½" deep, 7½" high. Weighs less than five pounds with batteries.

UNDERWRITERS' LABORATORIES APPROVAL—Approved for safety by Underwriters' Laboratories.

Motorola Runabout
MODEL 54L

54L1—Dove Gray
54L2—Leaf Green
54L3—Cherry Red
54L4—Mocha
54L5—Clover Pink
54L6—Azure Blue

Specifications subject to change without notice

Extended Tone Speaker
Sub-Miniature Tubes
Beautiful Fashion Styling

MOTOROLA PORTABLES—NOW FEATURING AMERICA'S FAVORITE COLORS
The famous Motorola Playmate, Jr. in a new modern design armored steel case. Flip-open cover turns set on instantly. Compactly styled and engineered for superior performance—it's the perfect radio companion anywhere—anytime—three power operation—AC, DC and batteries.
"CONCENTRATED POWER" CHASSIS—Super-power shock-resisting tubes for extra long-life—Battery saver circuits resulting in extra long battery life, incorporated into a high-powered chassis which brings in far-away stations with sparkling clarity.

THREE-WAY POWER—Instantly operates on AC, DC and batteries. No warm-up time required. Automatic changeover switch permits selection of battery or line current without the use of an additional switch or knob. Rugged, rubberized line cord hidden when not in use. Automatic switch turns set on when front cover is opened. Shuts off when lid is closed and saves batteries.

THE GOLDEN VOICE OF RADIO TONE—High fidelity type speaker produces exceptional tone quality.

LONG RANGE RECEPTION—Super-sensitive Inductive Loop Antenna for best signal reception. Extra powerful, extra sensitive... it plays where other sets fail. Fully extended frequency range on standard broadcast band: 535-1620 kc.

BATTERIES—Uses one 67½ Volt "B" battery and two standard 1½ Volt flashlight cells for "A" batteries. Extra long life assured because of low battery drain.

FASHION-STYLED CABINET—Handsome, compact case of armored steel with attractive baked-on enamel finish gives years of outdoor wear in all kinds of weather... withstands high temperatures in direct rays of sun. Size: 7¾" wide, 5½" high, 4¾" deep. Weighs 5¼ pounds with batteries.

UNDERWRITERS' LABORATORIES APPROVAL—Approved for safety by Underwriters' Laboratories. Specifications subject to change without notice.

Motorola 1st in Radio—Sales, Features, Styling
This attractively styled Motorola PORTABLE RADIO strikes a new note in engineering design and performance. New "full season" batteries plus battery saver switch provide extra long life battery operation. Smart, trim styling makes this powerful portable a wanted companion at the beach, on vacation—or anywhere you want the finest in listening pleasure. Three-power operation—AC, DC and long life batteries.
superior features

"CONCENTRATED POWER" CHASSIS—Super-power shock-resistant tubes for extra-long life—Battery saver circuits incorporated into a new high-powered chassis which brings in faraway stations with sparkling clearness.

THREE-WAY POWER—Instantly operates on AC, DC and batteries. No warm-up time required. Automatic changeover switch permits selection of battery or line current without the use of an additional switch or knob. Rugged, rubberized line cord hidden when not in use.

THE GOLDEN VOICE OF RADIO TONE—High fidelity type speaker produces exceptional tone quality.

LONG-RANGE RECEPTION—Super-sensitive Ferrite Magnetic Core Antenna for best signal reception. So powerful, so sensitive, it plays where other sets fail. Fully extended frequency range on standard broadcast band: 535-1620 kc.

"FULL-SEASON" BATTERIES—Uses one 67½ Volt "B" battery and two special, long-life 1½ Volt cells for "A" batteries. Extra long life assured because of low battery drain and battery saver switch—provides "full-season" operation.

FASHION-STYLED CABINET—Handsome, compact case of Hi-Impact polystyrene gives years of outdoor wear in all kinds of weather...withstands high temperatures in direct rays of sun. Sizes: 9¾" wide, 7¼" high, 3½" deep. Weighs 6¼ pounds with batteries.

UNDERWRITERS' LABORATORIES APPROVAL—Approved for safety by Underwriters' Laboratories.

Specifications subject to change without notice.

Motorola 1st in Radio—Sales, Features, Styling
Motorola Escort

MODEL 52B

AVAILABLE IN EIGHT DECORATOR COLORS

Here is the popular Motorola portable available in eight attractive color varieties. Super sensitive performance and three power operation—AC, DC, and batteries. The marvelous Motorola 52B portable models are unchallenged for compact size, for beauty, for famed "Golden Voice of Radio" performance.
**superior features**

"CONCENTRATED POWER" CHASSIS—Super-power shock-resisting tubes for extra long life—Battery saver circuits resulting in extra long battery life, incorporated into a new high-powered chassis which gives incomparable reception.

THREE-WAY POWER—Instantly operates on AC, DC and batteries. No warm-up time required. Automatic changeover switch permits selection of battery or line current without the use of an additional switch or knob. Rugged, rubberized line cord hidden when not in use.

THE GOLDEN VOICE OF RADIO TONE—This portable uses a large high fidelity type speaker that produces excellent tonal quality.

BATTERIES—Uses one 67½ Volt "B" battery and two standard 1½ Volt flashlight cells for "A" batteries. Extra long life assured because of low battery drain of circuits and tubes.

FASHION-STYLED CABINET—Handsome, compact case of husky die-cast metal with sturdy color-molded polystyrene bottom—gives years of outdoor wear in all kinds of weather. Set may be played in upright position or on its side. Recessed knobs avoid breakage. Size: 8½" wide, 2½" deep, 6" high. Weighs less than five pounds with batteries.

UNDERWRITERS’ LABORATORIES APPROVAL—Approved for safety by Underwriters’ Laboratories.
TELEVISION
Motorola was developing television receivers as early as 1941 and has long been in the vanguard of the industry in research, new design and quality engineering. Today, Motorola is one of the "Big Four" among television manufacturers. Its phenomenal growth — amazing even in an industry that is known for rapid strides — reflects the great public demand for Motorola quality television sets.

RADIO
Motorola — with the production of home, portable and car radios is 1st in radio sales, features and styling. Motorola is the world's largest independent car radio manufacturer. The Motorola PLACIr chassis — an exclusive Motorola development — revolutionized circuit design and production by showing how wire circuits could be copper plated on bakelite. Motorola home and portable radios are famous for extra power, fresh styling and attractive colors.

TWO-WAY COMMUNICATIONS
Motorola two-way communication installations account for more than all others combined. Motorola produces two-way mobile FM radio systems, long distance microwave relay systems and carrier and control systems. Users include police and fire departments, taxis, trucking companies, railroads, utilities, lumber and mining industries, newspapers, manufacturers and many others.

MILITARY ELECTRONICS
The Motorola Research Laboratory in Phoenix, Arizona, conducts many projects for the Armed Forces — projects that are of tremendous military importance and will probably result in new products for civilian use. The type of advance development work that is carried on by Motorola is one of the major factors in placing our country in a position of technological leadership—always ready to meet any eventuality.