

JOAN CAULFIELD SAYS:

"see me at my best...see me on

Motorola TV

1952

REFERENCE

CATALOG

Motorola TV



BECAUSE IT WAS THE BEST FROM THE FIRST...

millions buy **Motorola**

ON ITS RECORD OF DEPENDABILITY



Paul V. Galvin
President, Motorola Inc.

This first Motorola auto radio was the beginning of a great new industry.



Since the very first product bearing the Motorola name, every other Motorola product has had the highest standard of quality to match or surpass. From that first Motorola auto radio, a world-wide reputation of superiority has grown and kept growing. Today, millions of people are familiar with the many products of the 14 great Motorola plants, because they are the owners of one or more examples of the engineering skill that has made Motorola a world leader for 23 years.



FOR DEPENDABLE SERVICE

ELECTRONIC **RESEARCH** AND **DEVELOPMENT**
 IN THESE MODERN ENGINEERING LABORATORIES KEEP
 MOTOROLA TV YEARS AHEAD AND PRODUCE TV THAT IS
 ONE OF THE TOP FOUR IN WORLD LEADERSHIP TODAY...

THIS IS WHY...

everything looks better on Motorola TV



Birthplace of Motorola miracles—the Engineering Division of the tremendous main plant of Motorola in Chicago, Illinois, where a full staff of engineering experts create the blueprints of TV progress.



Field Testing Laboratories at Lakewood, N. J. where hundreds of tests are made each week of Motorola TV reception, operation and its ability to endure rough transportation and handling.



Field Testing Station at Rockford, Ill. where "fringe area" signal reception tests are made under actual, normal operating conditions. This research and testing insures superior TV reception.



Electronic Laboratories at Phoenix, Ariz. constantly carry on the electronic research and development achievements which make and keep Motorola products far ahead of the field.



The finest engineering talent and experience available is concentrated in the modern engineering department at Motorola's main plant.

From these skilled engineers come vital blueprints of the future Motorola TV achievements, from original parts designs to chassis assembly.

SKILLED ENGINEERS CONDUCT RESEARCH TO DEVELOP GREATEST EFFICIENCY IN MOTOROLA TV



Some of the most famous names in electronics contribute to Motorola TV developments, such as Dr. Schlesinger, Mr. Frihart, Mr. Fyler and Mr. Heisig, shown in conference.



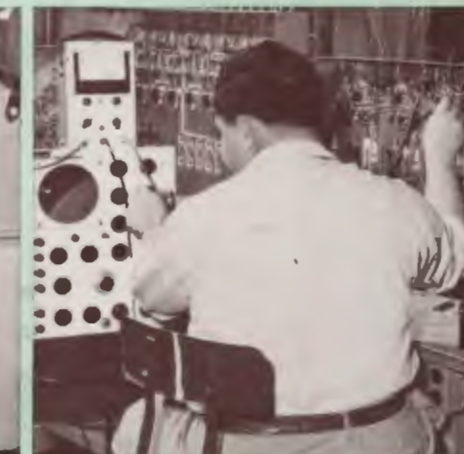
All-weather performance is assured by tests made in this scientific "stratosphere chamber" which produces the most extreme temperature, atmospheric and humidity conditions.



Motorola engineers are continually improving video and audio response by careful circuit and component analysis.



Investigating circuit sensitivity for finer reception quality is another phase of the constant research to produce finer TV.



Checking life expectancy of chassis parts is included in this thorough, expert research.

QUALITY CONTROL AND PERFORMANCE TESTING

ARE IMPORTANT REASONS WHY

everything looks better on Motorola TV



"SHAKE TABLE" TEST checks the stability of connections with an extremely rough "ride" on vibrations more violent than in normal usage, movement or transportation.



"LIVE POWER" TEST uses repeated 130 volt power surges to show up short-life parts so they may be replaced with parts that can be depended on for longer performance.

CONSTANT **QUALITY CONTROL** AND GIGANTIC FACILITIES
GUARANTEE THE MOST OF THE BEST AT LOWEST COST...



INDIVIDUAL WIRING connections are made with special care to assure lasting efficiency and guaranteed performance. Workers are highly skilled...specially trained.



PRODUCTION LINE precision includes constant checking of previous steps as further assurance of over-all perfection and accuracy. This is further quality control for dependability.

MOTOROLA PERFORMANCE TESTING SUBMITS THE CHASSIS TO RUGGED
TESTS TO ASSURE LASTING DEPENDABILITY IN MILLIONS OF HOMES



FOCUSING TEST insures sharp, clear reception instantly with the precision "target" tuner. Complete accuracy of the tuner in synchronizing sound and picture are assured.



FINAL CHECK-UP by highly skilled technicians spots any possible weakness which may have been undetected in previous individual sectional testing for quality assembly.



CHASSIS ASSEMBLY is carefully supervised even though each process is the individual responsibility of the trained personnel who specialize in the various phases of assembly.



END OF LINE TEST is the final production line test that double-checks connections, wiring, parts, tubes and assembly for mechanical perfection of operation and performance.



SPOT CHECKING pulls sets off the final assembly line at random and submits the chassis to a special inspection of power, reception, volume, tuning...other operational functions.



SIGNAL RECEPTION TEST in Motorola engineering laboratories tests the supersensitive power "pull" for distant "fringe area" signals as well as signals within 60-mile radius.

these new features **ARE MORE REASONS WHY**
everything looks better
on Motorola TV

EVERY NEW 1952 MOTOROLA TV HAS EXCLUSIVE **GLARE GUARD**
TRADE MARK



Exclusive Glare-Guard Curved Anti-Reflection Screen Eliminates 98% of Glare

Up to 98% of all reflected glare is eliminated from the surface of the *curved* Glare-Guard screen! And *only* Motorola TV gives you this feature that means greater TV enjoyment because it's *easier on the eyes!* Tested impartially by an authoritative jury of doctors, Motorola TV with Glare-Guard was found to be the *one* TV that could be viewed with *greatest comfort and clarity* in normally lighted rooms. These

tests were conducted with scientific light meters as well as through optically measured reactions of viewers' vision. Optically-engineered Glare-Guard is a *precision curved* anti-reflection screen. Light reflections that cause glare are directed *downward* from this curved surface out of range of the viewers' eyes. This *exclusive* new feature, built into every Motorola TV, gives you finer TV with **NO GLARE FROM ANYWHERE.**

All Motorola TV sets can be adapted to receive color television in black and white or can be converted to receive color broadcasts under present standards.



BUILT-IN UHF RECEPTION

Your 1952 Motorola TV is available with the complete Ultra High Frequency all-channel reception and tuner unit built-into the chassis (factory installed at extra cost).

OR, ALL-CHANNEL ADAPTER MAY BE ADDED LATER

Easily attached* to your Motorola TV without changing chassis or cabinet design to receive Ultra High Frequency broadcasts.

*So simple you can do it yourself.



INSTANT "TARGET" TUNING

The most reliable tuner available today. Synchronizes picture and sound automatically. Amazingly simple control—just turn set on, select a station—that's all!



SUPER-POWER "FRINGE" PICK-UP

Sharp, bright pictures even in distant or local difficult signal "fringe areas" where picture-fade is noticeable with many other sets. This means constant TV enjoyment.



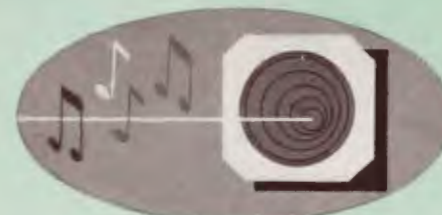
RAZOR-SHARP PICTURES

You see the entire picture in sharp detail edge-to-edge on the full-view rectangular screen, just as the TV camera "sees" it...without distortion or chopped-off corners.



ELECTRO-LOCK PICTURE FOCUS

The picture beam is electrically locked in focus over the entire face of the tube, without distortion or fuzziness anywhere on the screen. No bulging or caved-in edges.



"GOLDEN VOICE" SOUND

In both music and voice, Motorola TV gives full-range, naturally rich reproduction of every note and tone in perfect pitch. Finer speakers and acoustics produce this quality.



FILTERED-CLEAR PICTURES

Special filter circuits in the new Motorola TV chassis filter out undesirable spots and flashes that create picture disturbance. The picture **STAYS** sharp, bright and clear!

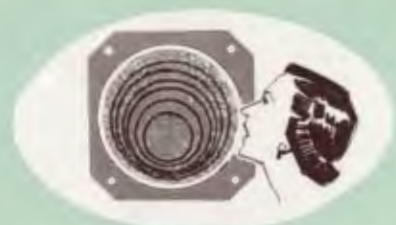


IMPROVED ANTENNA

The new Motorola TV Built-in-Antenna has enough power to pull in stations sharp and clear in good signal areas, requiring no additional rooftop installations.

IN TV COMBINATIONS...THESE **ADDITIONAL ENTERTAINMENT FEATURES** PROVE ALSO THAT **everything sounds better on Motorola**

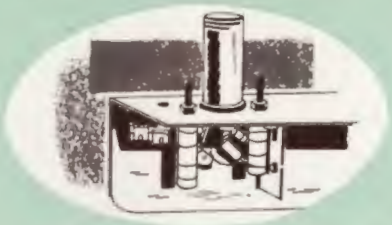
"GOLDEN VOICE" RADIO long range AM and concert tone FM



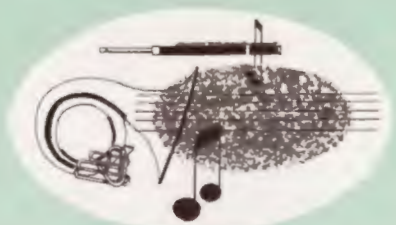
Improved design Alnico V dynamic speakers, rich "Golden Voice" tone.



Improved Aerovane loop antenna increases range and clarity of reception.



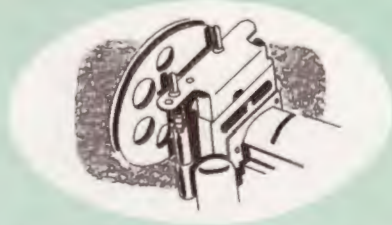
Greater selectivity and stability with new IF coils and silver mica condensers.



Full variable tone control faithfully picks up every shading of tone.



New tuned RF stage brings in distant stations thru local station interference.



Radar-type FM tuner locks station in perfect tune, reduces FM station "drift."

MULTI-PLAY PHONOGRAPH plays 78, 45 and 33 1/3 r.m.p. records in 3 sizes

VARIABLE SIZE RECORD SUPPORT
Moves back or forward to hold chosen size records. Special clamp holds all records firmly and safely.

SPEED CONTROL KNOB
Instantly and accurately sets speed at 78, 45 or 33 1/3 r.p.m.

SMOOTH, NOISE-FREE CHANGER
Accommodates any size records and releases support guide noiselessly. Last record repeats until shut-off.

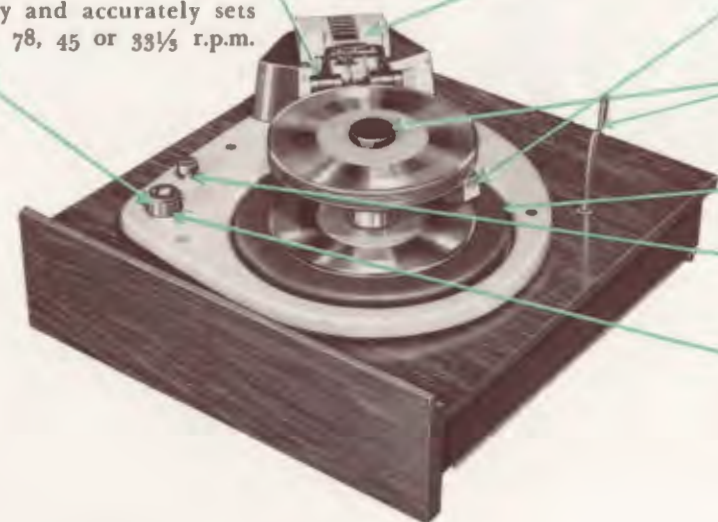
SINGLE TONE ARM, PERMANENT NEEDLE
Feather-lite arm gives faultless reproduction. Osmium tipped needle will play thousands of records perfectly.

2 SPINDLES PLAY ALL RECORDS
Spindle for 45 r.p.m. records requires no fillers; is easily switched with 78 and 33 1/3 r.p.m. type spindle.

EFFICIENT, QUIET TURNTABLE
Smooth, perfect operation at any chosen record speed.

MANUAL SAFETY REJECTOR
Convenient knob rejects any record at any point of play before completion easily with this simple switch.

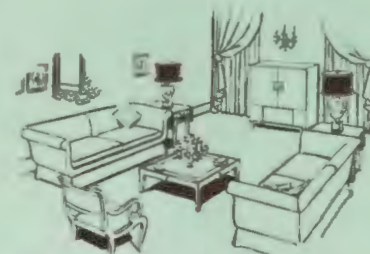
MECHANICAL "OFF" SWITCH
Lift pick-up arm, move to right and turn speed and power controls to "off" as last record repeats.



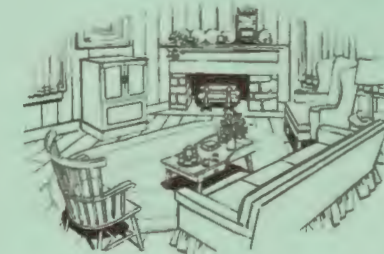
new 1952 Motorola TV cabinets
are styled to match your home



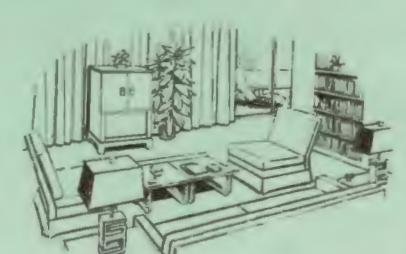
MOTOROLA TV IS FAMOUS FOR ITS DISTINCTIVE STYLING



Traditional designs in glowing Mahogany, as richly beautiful as finest Period furnishings.



Charming Early American styling in Colonial Maple adds individuality to home settings.



Classic lines in Lined Oak or Mahogany are a handsome emphasis to today's Modern furnishings.

the beautiful "Masterpiece Finish" is the work of skilled craftsmen



Cabinets are carefully constructed of perfectly matched imported mahogany and select woods of finest grain and texture.



Meticulous hand sanding smooths edges, prepares the cabinet for the application of quality filler, stains and high gloss finish.



Evenly applied color-highlights enhance the wood's natural beauty...must be skillfully applied by hand for absolute perfection.



The lasting high gloss is the result of repeated hand-polishing done gently and precisely under constant, careful supervision.



Protection of the final brilliant finish is assured with a fine lustrous wax, hand-polished to a satin-like glistening radiance.

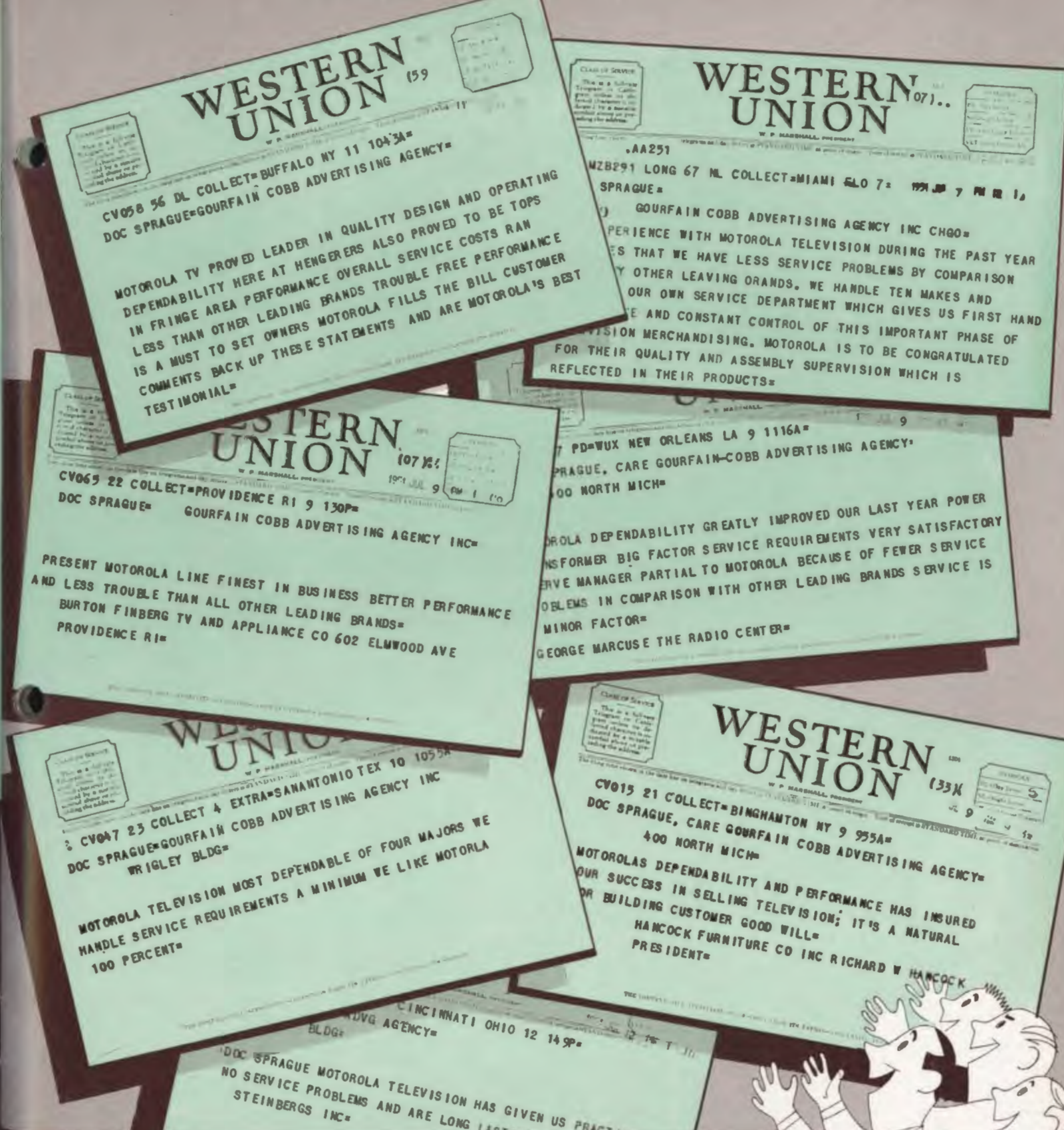
Motorola TV

most

dependable

say dealers coast to coast

...and here's *HOW* they say it...



*Dealers applaud
Motorola's service-free
performance and dependability!*



here is the 1952 line
of world "leadership" quality
Motorola TV

consumer surveys and service records **PROVE**

Motorola TV
most dependable!

Nationwide independent surveys have PROVED again and again that Motorola TV is known to be the *most dependable* TV of all...with less "time out" of the home for service. Dealers, as well as owners, are enthusiastic about the consistently high quality of Motorola TV performance. They agree, it spends more time in pleasurable operation in the home!

When you buy Motorola TV you are assured of longer, better, more continuous performance. Thorough quality control during its production *plus* rigid performance testing at factory and laboratory make sure that the Motorola TV you select is the finest set you can buy. It will give you years of good entertainment and reliability that has earned lasting fame among over a million owners and dealers.



MOTOROLA MODEL 14T4

Motorola's economy champion...ideal where space is limited...the perfect "extra" set, designed to blend with any home setting. Modern all wood cabinet in "Masterpiece Finish" Mahogany or Lined Oak, accented with gold-color trim. Exclusive anti-reflection 14 inch Glare-Guard Screen and Electro-Lock Focus. Instant "Target" tuning, rich "Golden Voice" tone and improved Bilt-in-Antenna. Cabinet is 15½" high, 19" wide and 17¹⁵/₁₆" deep.

Model 14T4 Mahogany—Model 14T4B Lined Oak



SUPERIOR MOTOROLA FEATURES

Model 14T4-14T4B

Mahogany and Limed Oak

14 INCH RECTANGULAR BLACK PICTURE TUBE	"Camera View" tube presents picture exactly as the camera "sees" it. No cut-off corners or inflated picture edges.
ELECTRO-LOCK FOCUS	Picture beam is electrically locked at maximum clarity over the entire screen.
GLARE-GUARD	Exclusive Motorola curved anti-reflection screen directs reflected light toward the floor—away from the viewer's eyes.
INSTANT TUNING	Turn it on, select a station—that's all! So simple a child can operate it.
BILT-IN-ANTENNA	Brilliant reception in good signal areas—needs no time consuming adjustment. Outside antenna easily attached where desired.
TARGET TUNER	Picture and sound "snap-in" together perfectly with just one simple control.
AUTOMATIC GAIN CONTROL	No picture fading. Picture quality remains constant with all elements sharp and vivid even when changing from strong to weak stations.
AUTOMATIC BRIGHTNESS CONTROL	No picture flicker. Light level locked in place automatically at uniform brightness for brightest, clearest pictures possible at all times.
SUPER POWER "FRINGE" PICK-UP	Improved "signal to noise" ratio provides photo-perfect picture with minimum noise and "snow" even in fringe area operation.
"GOLDEN VOICE" SOUND	Sound system and cabinet acoustically balanced for rich, natural reproduction of every note and tone, in perfect pitch.
FURNITURE STYLING	Selected top grain imported wood with special 10-step "Masterpiece Finish" process equaled only in the finest furniture.
"GOOD NEIGHBOR" SHIELDING	New low oscillator radiation shielding reduces interference with neighbors' sets.
ULTRA HIGH FREQUENCY RECEPTION	UHF unit available built-in if desired—or adapter may be added later.

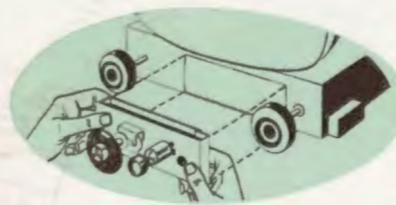
Specifications Subject to Change Without Notice.

Approved Underwriters' Laboratories.

MOTOROLA MODEL 17T5

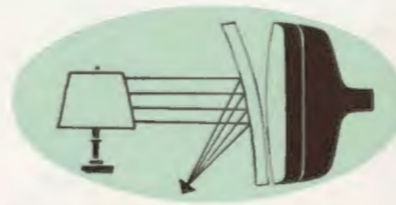
Life-size TV in a glowing, Mahogany shade plastic cabinet, styled to fit in with most contemporary home furnishings. Brushed gold-color trim adds a luxurious touch to this low-cost table model. Clear, steady 17 inch pictures with exclusive Glare-Guard anti-reflection screen, Electro-Lock Focus and instant "Target" tuning. Improved Bilt-in-Antenna and "Golden Voice" tone. 18½" high, 20" wide, 19⅝" deep.

Model 17T5 Mahogany Plastic



Built-In UHF Reception

Your new Motorola TV is available with the complete Ultra High Frequency all-channel reception and tuner unit built-into the chassis (factory installed at extra cost).



Glare-Guard Anti-Reflection Screen

The optically-curved TV screen that decreases glare annoyance by directing room-light reflections downward out of eye-range, eliminating up to 98% of reflected glare.



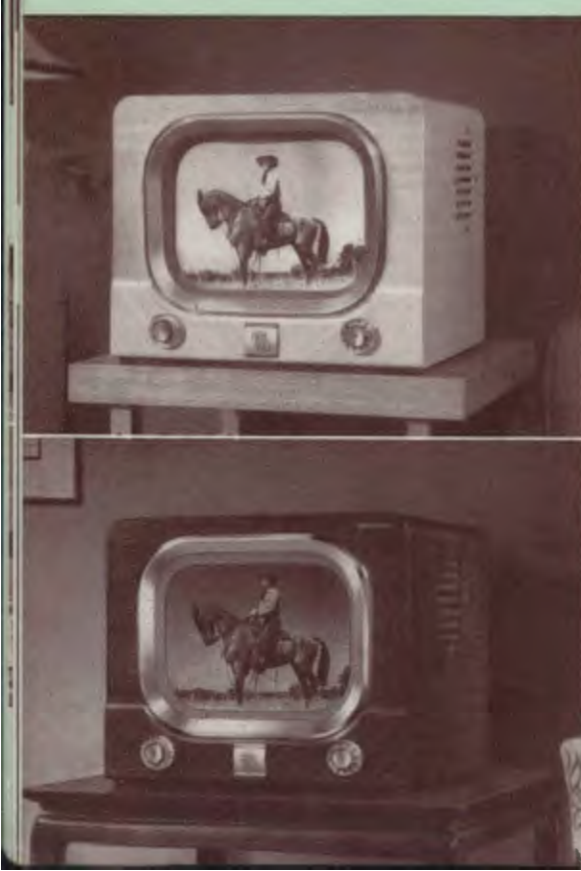
... OR All-Channel Adapter May Be Added Later

Easily attached* to your Motorola TV without changing chassis or cabinet design to receive Ultra High Frequency. *So simple you can do it yourself.



Filtered Clear Pictures

Special filter circuits in the new Motorola chassis filter out flecks, flashes and disturbing spots...keep the picture constantly sharp, clear, more enjoyable.



SUPERIOR MOTOROLA FEATURES

Model 17T5

Mahogany Color Plastic

17 INCH RECTANGULAR BLACK PICTURE TUBE	"Camera View" tube presents picture exactly as the camera "sees" it. No cut-off corners or inflated picture edges.
ELECTRO-LOCK FOCUS	Picture beam is electrically locked at maximum clarity over the entire screen.
GLARE-GUARD	Exclusive Motorola curved anti-reflection screen directs reflected light toward the floor—away from the viewer's eyes.
INSTANT TUNING	Turn it on, select a station—that's all! So simple a child can operate it.
BILT-IN-ANTENNA	Brilliant reception in good signal areas—needs no time consuming adjustment. Outside antenna easily attached where desired.
TARGET TUNER	Picture and sound "snap-in" together perfectly with just one simple control.
AUTOMATIC GAIN CONTROL	No picture fading. Picture quality remains constant with all elements sharp and vivid even when changing from strong to weak stations.
AUTOMATIC BRIGHTNESS CONTROL	No picture flicker. Light level locked in place automatically at uniform brightness for brightest, clearest pictures possible at all times.
SUPER POWER "FRINGE" PICK-UP	Improved "signal to noise" ratio provides photo-perfect picture with minimum noise and "snow" even in fringe area operation.
"GOLDEN VOICE" SOUND	Sound system and cabinet acoustically balanced for rich, natural reproduction of every note and tone, in perfect pitch.
DISTINCTIVE STYLING	Custom-designed cabinet of finest quality molded plastic with gold color trim.
"GOOD NEIGHBOR" SHIELDING	New low oscillator radiation shielding reduces interference with neighbors' sets.
ULTRA HIGH FREQUENCY RECEPTION	UHF unit available built-in if desired—or adapter may be added later.

Specifications Subject to Change Without Notice.

Approved Underwriters' Laboratories.

MOTOROLA MODEL 17T6

Beautifully finished, all wood cabinet with smooth modern lines equally at home in contemporary or traditional settings. Lasting "Masterpiece Finish" on imported Mahogany or golden Limed Oak with smart gold-color panel trim and matching dials. Glare-Guard Screen and big, 17 inch rectangular pictures with new Electro-Lock Focus. Easy, instant tuning and improved "Golden Voice" tone...Bilt-in-Antenna. 17 $\frac{3}{4}$ " high, 19 $\frac{5}{8}$ " wide and 18 $\frac{7}{16}$ " deep.

Model 17T6 Mahogany—Model 17T6B Limed Oak

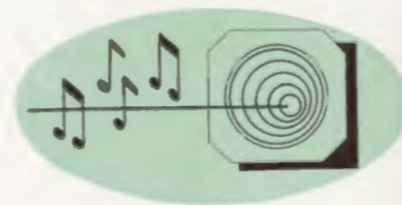


Mahogany Color Plastic



Improved Antenna

The new Motorola TV Bilt-in-Antenna has enough power to pull in stations sharp and clear requiring no additional rooftop installations in good signal areas.



"Golden Voice" Sound

Motorola TV gives full-range, naturally rich reproduction of every note and tone in perfect pitch. Finer speakers and acoustics produce this quality.



Electro-Lock Focus

Picture beam is electrically locked in perfect focus over the entire face of the tube...razor-sharp, edge-to-edge!



Glare-Guard Anti-Reflection Screen

The optically-curved TV screen that decreases glare annoyance by directing room-light reflections downward out of eye-range, eliminating up to 98% of reflected glare.

MOTOROLA MODEL 17T5



Model 17T6-17T6B

SUPERIOR MOTOROLA FEATURES

Mahogany and Limed Oak

17 INCH RECTANGULAR BLACK PICTURE TUBE	"Camera View" tube presents picture exactly as the camera "sees" it. No cut-off corners or inflated picture edges.
ELECTRO-LOCK FOCUS	Picture beam is electrically locked at maximum clarity over the entire screen.
GLARE-GUARD	Exclusive Motorola curved anti-reflection screen directs reflected light toward the floor—away from the viewer's eyes.
INSTANT TUNING	Turn it on, select a station—that's all! So simple a child can operate it.
BILT-IN-ANTENNA	Brilliant reception in good signal areas—needs no time consuming adjustment. Outside antenna easily attached where desired.
TARGET TUNER	Picture and sound "snap-in" together perfectly with just one simple control.
AUTOMATIC GAIN CONTROL	No picture fading. Picture quality remains constant with all elements sharp and vivid even when changing from strong to weak stations.
AUTOMATIC BRIGHTNESS CONTROL	No picture flicker. Light level locked in place automatically at uniform brightness for brightest, clearest pictures possible at all times.
SUPER POWER "FRINGE" PICK-UP	Improved "signal to noise" ratio provides photo-perfect picture with minimum noise and "snow" even in fringe area operation.
"GOLDEN VOICE" SOUND	Sound system and cabinet acoustically balanced for rich, natural reproduction of every note and tone, in perfect pitch.
FURNITURE STYLING	Selected top grain imported wood with special 10-step "Masterpiece Finish" process equaled only in the finest furniture.
"GOOD NEIGHBOR" SHIELDING	New low oscillator radiation shielding reduces interference with neighbors' sets.
ULTRA HIGH FREQUENCY RECEPTION	UHF unit available built-in if desired—or adapter may be added later.

Specifications Subject to Change Without Notice.

Approved Underwriters' Laboratories.

MOTOROLA MODEL 17K8

Elegantly modern lines in "Masterpiece Finish" imported Mahogany or popular Limed Oak. Unusual, matching wood lattice trim over the texture-woven grille cloth. This compact console model will add smart good looks to any home, as well as bringing the enjoyment of life-size 17 inch TV with exclusive Glare-Guard Screen and Electro-Lock Focus. Instant tuning, new Bilt-in-Antenna and wonderful "Golden Voice" tone. Cabinet is 38" high, 23" wide and 18 $\frac{3}{16}$ " deep.

Model 17K8 Mahogany—Model 17K8B Limed Oak



Reliable "Target" Tuner

The finest, most dependable and reliable tuner available today. It synchronizes picture and sound automatically at the turn of the "station selector" dial.



Filtered Clear Pictures

Special filter circuits in the new Motorola chassis filter out flecks, flashes and disturbing spots...keep the picture constantly sharp, clear.



Electro-Lock Focus

Picture beam is electrically locked in perfect focus over the entire face of the tube...razor-sharp, edge-to-edge!



Instant Easy Tuning

Amazingly simple control—just turn set on, select a station—that's all! Even children find it easy to tune in perfect pictures without complicated dialing.



SUPERIOR MOTOROLA FEATURES

Mahogany and Limed Oak

Model 17K8-17K8B	
17 INCH RECTANGULAR BLACK PICTURE TUBE	"Camera View" tube presents picture exactly as the camera "sees" it. No cut-off corners or inflated picture edges.
ELECTRO-LOCK FOCUS	Picture beam is electrically locked at maximum clarity over the entire screen.
GLARE-GUARD	Exclusive Motorola curved anti-reflection screen directs reflected light toward the floor—away from viewer's eyes.
INSTANT TUNING	Turn it on, select a station—that's all! So simple a child can operate it.
BILT-IN-ANTENNA	Brilliant reception in good signal areas—needs no time consuming adjustment. Outside antenna easily attached where desired.
TARGET TUNER	Picture and sound "snap-in" together perfectly with just one simple control.
AUTOMATIC GAIN CONTROL	No picture fading. Picture quality remains constant with all elements sharp and vivid even when changing from strong to weak stations.
AUTOMATIC BRIGHTNESS CONTROL	No picture flicker. Light level locked in place automatically at uniform brightness for brightest, clearest pictures possible at all times.
SUPER POWER "FRINGE" PICK-UP	Improved "signal to noise" ratio provides photo-perfect picture with minimum noise and "snow" even in fringe area operation.
"GOLDEN VOICE" SOUND	Sound system and cabinet acoustically balanced for rich, natural reproduction of every note and tone, in perfect pitch.
FURNITURE STYLING	Selected top grain imported wood with special 10-step "Masterpiece Finish" process equaled only in the finest furniture.
"GOOD NEIGHBOR" SHIELDING	New low oscillator radiation shielding reduces interference with neighbors' sets.
ULTRA HIGH FREQUENCY RECEPTION	UHF unit available built-in if desired—or adapter may be added later.

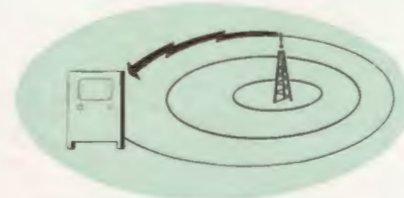
Specifications Subject to Change Without Notice.

Approved Underwriters' Laboratories.

MOTOROLA MODEL 17K9

Richly styled half-door cabinet with Orient-inspired decorative handles and exotic golden grille cloth. In burnished Mahogany it will complement Chinese Chippendale or most formal furnishings, while its Limed Oak version is perfect in any classic modern setting. Rectangular 17 inch Glare-Guard Screen, Electro-Lock Focus and instant "Target" tuning. Improved Bilt-in-Antenna and superior "Golden Voice" tone. 37³/₈" high, 23³/₄" wide and 20⁷/₈" deep.

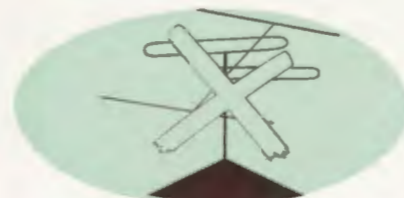
Model 17K9 Mahogany—Model 17K9B Limed Oak



Superpower "Fringe" Pick-Up
Sharp, bright pictures even in distant or local difficult signal "fringe areas" where picture-fade is noticeable with many other sets. This means constant TV enjoyment.



Super Dependable-Bilt Chassis
Better than ever before because of constant engineering research to produce the finest chassis possible. Its rugged construction assures continuous quality performance.



Improved Antenna
The new Motorola TV Bilt-in-Antenna has enough power to pull in stations sharp and clear requiring no additional rooftop installations in good signal areas.



Razor-Sharp Pictures
You see the entire picture in sharp detail edge-to-edge on the full-view rectangular screen, just as the TV camera "sees" it... without distortion or chopped-off corners.



Model 17K9-17K9B

SUPERIOR MOTOROLA FEATURES

Mahogany and Limed Oak

17 INCH RECTANGULAR BLACK PICTURE TUBE	"Camera View" tube presents picture exactly as the camera "sees" it. No cut-off corners or inflated picture edges.
ELECTRO-LOCK FOCUS	Picture beam is electrically locked at maximum clarity over the entire screen.
GLARE-GUARD	Exclusive Motorola curved anti-reflection screen directs reflected light toward the floor—away from viewer's eyes.
INSTANT TUNING	Turn it on, select a station—that's all! So simple a child can operate it.
BILT-IN-ANTENNA	Brilliant reception in good signal areas—needs no time consuming adjustment. Outside antenna easily attached where desired.
TARGET TUNER	Picture and sound "snap in" together perfectly with just one simple control.
AUTOMATIC GAIN CONTROL	No picture fading. Picture quality remains constant with all elements sharp and vivid even when changing from strong to weak stations.
AUTOMATIC BRIGHTNESS CONTROL	No picture flicker. Light level locked in place automatically at uniform brightness for brightest, clearest pictures possible at all times.
SUPER POWER "FRINGE" PICK-UP	Improved "signal to noise" ratio provides photo-perfect picture with minimum noise and "snow" even in fringe area operation.
"GOLDEN VOICE" SOUND	Sound system and cabinet acoustically balanced for rich, natural reproduction of every note and tone, in perfect pitch.
FURNITURE STYLING	Selected top grain imported wood with special 10-step "Masterpiece Finish" process equaled only in the finest furniture.
"GOOD NEIGHBOR" SHIELDING	New low oscillator radiation shielding reduces interference with neighbors' sets.
ULTRA HIGH FREQUENCY RECEPTION	UHF unit available built-in if desired—or adapter may be added later.

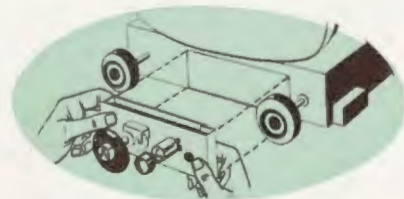
Specifications Subject to Change Without Notice.

Approved Underwriters' Laboratories.

MOTOROLA MODEL 17K10

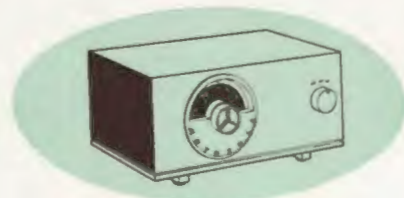
Stunning Early American styling that is ideal in the distinctively different atmosphere of Colonial, Provincial or, in fact, *any* informal traditional setting. Glowing, hand-rubbed Maple with authentic antique-design handles on the novel half-doors. Life-size 17 inch Glare-Guard Screen with new Electro-Lock Focus and big rectangular pictures. Instant tuning, Bilt-in-Antenna and "Golden Voice" tone. Cabinet size: 37¹/₁₆" high, 23³/₄" wide, 21¹/₁₆" deep.

Model 17K10 Maple



Built-In UHF Reception

Your new Motorola TV is available with the complete Ultra High Frequency all-channel reception and tuner unit built-into the chassis (*factory installed at extra cost*).



... OR All-Channel Adapter May Be Added Later

Easily attached* to your Motorola TV without changing chassis or cabinet design to receive Ultra High Frequency *So simple you can do it yourself.



Electro-Lock Focus

Picture beam is electrically locked in perfect focus over the entire face of the tube ...razor-sharp, edge-to-edge!



Super Dependable-Bilt Chassis

Better than ever before because of constant engineering research to produce the finest chassis possible. Its rugged construction assures continuous quality performance.



SUPERIOR MOTOROLA FEATURES

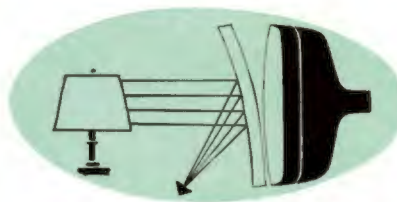
Model 17K10

Colonial Maple

17 INCH RECTANGULAR BLACK PICTURE TUBE	"Camera View" tube presents picture exactly as the camera "sees" it. No cut-off corners or inflated picture edges.
ELECTRO-LOCK FOCUS	Picture beam is electrically locked at maximum clarity over the entire screen.
GLARE-GUARD	Exclusive Motorola curved anti-reflection screen directs reflected light toward the floor—away from viewer's eyes.
INSTANT TUNING	Turn it on, select a station—that's all! So simple a child can operate it.
BILT-IN-ANTENNA	Brilliant reception in good signal areas—needs no time consuming adjustment. Outside antenna easily attached where desired.
TARGET TUNER	Picture and sound "snap-in" together perfectly with just one simple control.
AUTOMATIC GAIN CONTROL	No picture fading. Picture quality remains constant with all elements sharp and vivid even when changing from strong to weak stations.
AUTOMATIC BRIGHTNESS CONTROL	No picture flicker. Light level locked in place automatically at uniform brightness for brightest, clearest pictures possible at all times.
SUPER POWER "FRINGE" PICK-UP	Improved "signal to noise" ratio provides photo-perfect picture with minimum noise and "snow" even in fringe area operation.
"GOLDEN VOICE" SOUND	Sound system and cabinet acoustically balanced for rich, natural reproduction of every note and tone, in perfect pitch.
FURNITURE STYLING	Selected top grain maple with special 10-step "Masterpiece Finish" process equaled only in the finest furniture.
"GOOD NEIGHBOR" SHIELDING	New low oscillator radiation shielding reduces interference with neighbors' sets.
ULTRA HIGH FREQUENCY RECEPTION	UHF unit available built-in if desired—or adapter may be added later.

Specifications Subject to Change Without Notice.

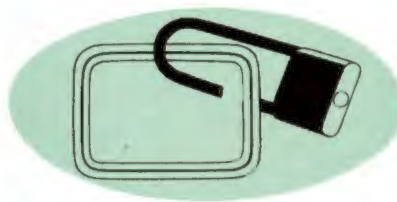
Approved Underwriters' Laboratories.



Glare-Guard Anti-Reflection Screen
The optically-curved TV screen that decreases glare annoyance by directing room-light reflections downward out of eye-range, eliminating up to 98% of reflected glare.



Improved Antenna
The new Motorola TV Bilt-in-Antenna has enough power to pull in stations sharp and clear requiring no additional rooftop installations in good signal areas.



Electro-Lock Focus
Picture beam is electrically locked in perfect focus over the entire face of the tube ...razor-sharp, edge-to-edge!



Reliable "Target" Tuner
The finest, most dependable and reliable tuner available today. It synchronizes picture and sound automatically at the turn of the "station selector" dial.

MOTOROLA MODEL 17K11

Custom-styled off-the-floor console in luxury-grain "Masterpiece Finish" Mahogany or stunning Lined Oak. Specially designed with smooth classical lines to harmonize with most of today's room settings. Smart, gold-color trim and decorator-type grille cloth. Life-size 17 inch rectangular pictures with anti-reflection Glare-Guard Screen. Instant tuning, rich "Golden Voice" tone and improved Bilt-in-Antenna. Cabinet is 37½" high, 23½" wide and 18½" deep.

Model 17K11 Mahogany—Model 17K11B Lined Oak



SUPERIOR MOTOROLA FEATURES

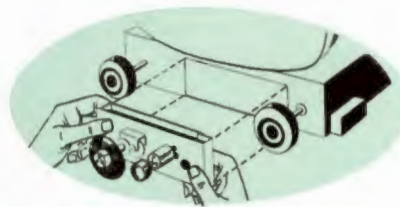
Model 17K11-17K11B

Mahogany and Lined Oak

17 INCH RECTANGULAR BLACK PICTURE TUBE	"Camera View" tube presents picture exactly as the camera "sees" it. No cut-off corners or inflated picture edges.
ELECTRO-LOCK FOCUS	Picture beam is electrically locked at maximum clarity over the entire screen.
GLARE-GUARD	Exclusive Motorola curved anti-reflection screen directs reflected light toward the floor—away from viewer's eyes.
INSTANT TUNING	Turn it on, select a station—that's all! So simple a child can operate it.
BILT-IN-ANTENNA	Brilliant reception in good signal areas—needs no time consuming adjustment. Outside antenna easily attached where desired.
TARGET TUNER	Picture and sound "snap-in" together perfectly with just one simple control.
AUTOMATIC GAIN CONTROL	No picture fading. Picture quality remains constant with all elements sharp and vivid even when changing from strong to weak stations.
AUTOMATIC BRIGHTNESS CONTROL	No picture flicker. Light level locked in place automatically at uniform brightness for brightest, clearest pictures possible at all times.
SUPER POWER "FRINGE" PICK-UP	Improved "signal to noise" ratio provides photo-perfect picture with minimum noise and "snow" even in fringe area operation.
"GOLDEN VOICE" SOUND	Sound system and cabinet acoustically balanced for rich, natural reproduction of every note and tone, in perfect pitch.
FURNITURE STYLING	Selected top grain imported wood with special 10-step "Masterpiece Finish" process equaled only in the finest furniture.
"GOOD NEIGHBOR" SHIELDING	New low oscillator radiation shielding reduces interference with neighbors' sets.
ULTRA HIGH FREQUENCY RECEPTION	UHF unit available built-in if desired—or adapter may be added later.

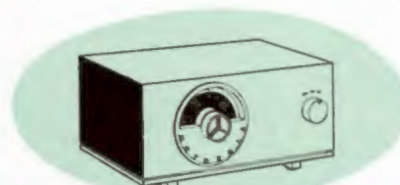
Specifications Subject to Change Without Notice.

Approved Underwriters' Laboratories.



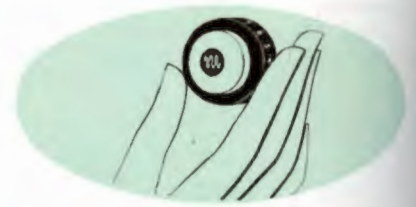
Built-In UHF Reception

Your new Motorola TV is available with the complete Ultra High Frequency all-channel reception and tuner unit built-into the chassis (factory installed at extra cost).



... OR All-Channel Adapter May Be Added Later

Easily attached* to your Motorola TV without changing chassis or cabinet design to receive Ultra High Frequency. *So simple you can do it yourself.



Instant Easy Tuning

Amazingly simple control—just turn set on, select a station—that's all! Even children find it easy to tune in perfect pictures without complicated dialing.



Filtered Clear Pictures

Special filter circuits in the new Motorola chassis filter out flecks, flashes and disturbing spots...keep the picture constantly sharp, clear, more enjoyable.

MOTOROLA MODEL 20T2

Versatile styling PLUS big screen enjoyment make this a standout television value in either Limed Oak or Mahogany. As a table model it mixes well with most period furniture...and with matching, easily attached legs (at no extra cost) it becomes a smart off-the-floor console perfect with contemporary furnishings. Giant 20 inch Glare-Guard Screen, "Golden Voice" tone and instant "Target" tuning. 22 $\frac{3}{4}$ " high (with legs: 42 $\frac{3}{4}$ " high), 22" wide, 20 $\frac{5}{16}$ " deep.

Model 20T2 Mahogany—Model 20T2B Limed Oak



Model 20T2-20T2B

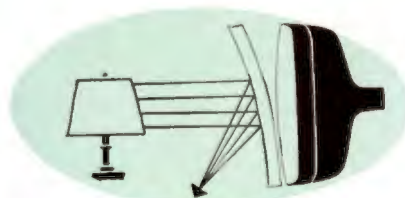
SUPERIOR MOTOROLA FEATURES

Mahogany and Lined Oak

20 INCH RECTANGULAR BLACK PICTURE TUBE	"Camera View" tube presents picture exactly as the camera "sees" it. No cut-off corners or inflated picture edges.
GLARE-GUARD	Exclusive Motorola curved anti-reflection screen directs reflected light toward the floor—away from the viewer's eyes.
INSTANT TUNING	Turn it on, select a station—that's all! So simple a child can operate it.
BILT-IN-ANTENNA	Brilliant reception in good signal areas—needs no time consuming adjustment. Outside antenna easily attached where desired.
TARGET TUNER	Picture and sound "snap-in" together perfectly with just one simple control.
AUTOMATIC GAIN CONTROL	No picture fading. Picture quality remains constant with all elements sharp and vivid even when changing from strong to weak stations.
AUTOMATIC BRIGHTNESS CONTROL	No picture flicker. Light level locked in place automatically at uniform brightness for brightest, clearest pictures possible at all times.
SUPER POWER "FRINGE" PICK-UP	Improved "signal to noise" ratio provides photo-perfect picture with minimum noise and "snow" even in fringe area operation.
"GOLDEN VOICE" SOUND	Sound system and cabinet acoustically balanced for rich, natural reproduction of every note and tone, in perfect pitch.
FURNITURE STYLING	Selected top grain imported wood with special 10-step "Masterpiece Finish" process equaled only in the finest furniture.
"GOOD NEIGHBOR" SHIELDING	New low oscillator radiation shielding reduces interference with neighbors' sets.
ULTRA HIGH FREQUENCY RECEPTION	UHF unit available built-in if desired—or adapter may be added later.

Specifications Subject to Change Without Notice.

Approved Underwriters' Laboratories.



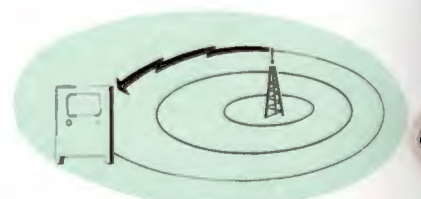
Glare-Guard Anti-Reflection Screen
 The optically-curved TV screen that decreases glare annoyance by directing room-light reflections downward out of eye-range, eliminating up to 98% of reflected glare.



Instant Easy Tuning
 Amazingly simple control—just turn set on, select a station—that's all! Even children find it easy to tune in perfect pictures without complicated dialing.



Full-Picture Screen
 No curved edges, chopped-off corners or distorted views because the rectangular tube brings you the entire picture, just as complete as the TV camera sees it.



Superpower "Fringe" Pick-Up
 Constantly sharp, bright pictures—even in distant or local difficult signal "fringe areas" where picture-fade is noticeable with many other TV sets.

MOTOROLA MODEL 20K3

The classic lines and detailed design of this big-screen console are especially congenial with formal period furnishings. The "Masterpiece Finish" imported Mahogany cabinet will blend beautifully with more modern settings, too. Rectangular 20 inch Glare-Guard anti-reflection screen. Instant tuning, Depend-a-Bilt chassis and improved Bilt-in-Antenna. Cabinet size: 40 $\frac{3}{4}$ " high, 26 $\frac{7}{8}$ " wide, 21 $\frac{1}{4}$ " deep.

Model 20K3 Mahogany



SUPERIOR MOTOROLA FEATURES

Model 20K3

Mahogany

20 INCH RECTANGULAR BLACK PICTURE TUBE	"Camera View" tube presents picture exactly as the camera "sees" it. No cut-off corners or inflated picture edges.
GLARE-GUARD	Exclusive Motorola curved anti-reflection screen directs reflected light toward the floor—away from the viewer's eyes.
INSTANT TUNING	Turn it on, select a station—that's all! So simple a child can operate it.
BILT-IN-ANTENNA	Brilliant reception in good signal areas—needs no time consuming adjustment. Outside antenna easily attached where desired.
TARGET TUNER	Picture and sound "snap-in" together perfectly with just one simple control.
AUTOMATIC GAIN CONTROL	No picture fading. Picture quality remains constant with all elements sharp and vivid even when changing from strong to weak stations.
AUTOMATIC BRIGHTNESS CONTROL	No picture flicker. Light level locked in place automatically at uniform brightness for brightest, clearest pictures possible at all times.
SUPER POWER "FRINGE" PICK-UP	Improved "signal to noise" ratio provides photo-perfect picture with minimum noise and "snow" even in fringe area operation.
"GOLDEN VOICE" SOUND	Sound system and cabinet acoustically balanced for rich, natural reproduction of every note and tone, in perfect pitch.
FURNITURE STYLING	Selected top grain imported wood with special 10-step "Masterpiece Finish" process equaled only in the finest furniture.
"GOOD NEIGHBOR" SHIELDING	New low oscillator radiation shielding reduces interference with neighbors' sets.
ULTRA HIGH FREQUENCY RECEPTION	UHF unit available built-in if desired—or adapter may be added later.

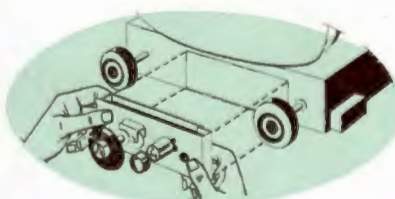
Specifications Subject to Change Without Notice.

Approved Underwriters' Laboratories.

Mahogany

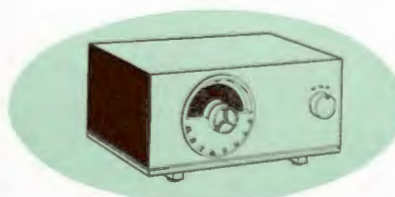


MOTOROLA MODEL 20K3



Built-In UHF Reception

Your new Motorola TV is available with the complete Ultra High Frequency all-channel reception and tuner unit built-into the chassis (*factory installed at extra cost*).



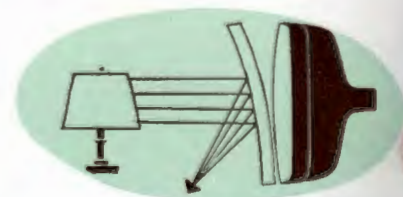
... OR All-Channel Adapter May Be Added Later

Easily attached* to your Motorola TV without changing chassis or cabinet design to receive Ultra High Frequency. *So simple you can do it yourself.



Razor-Sharp Pictures

You see the entire picture in sharp detail edge-to-edge on the full-view rectangular screen, just as the TV camera "sees" it... without distortion or chopped-off corners.



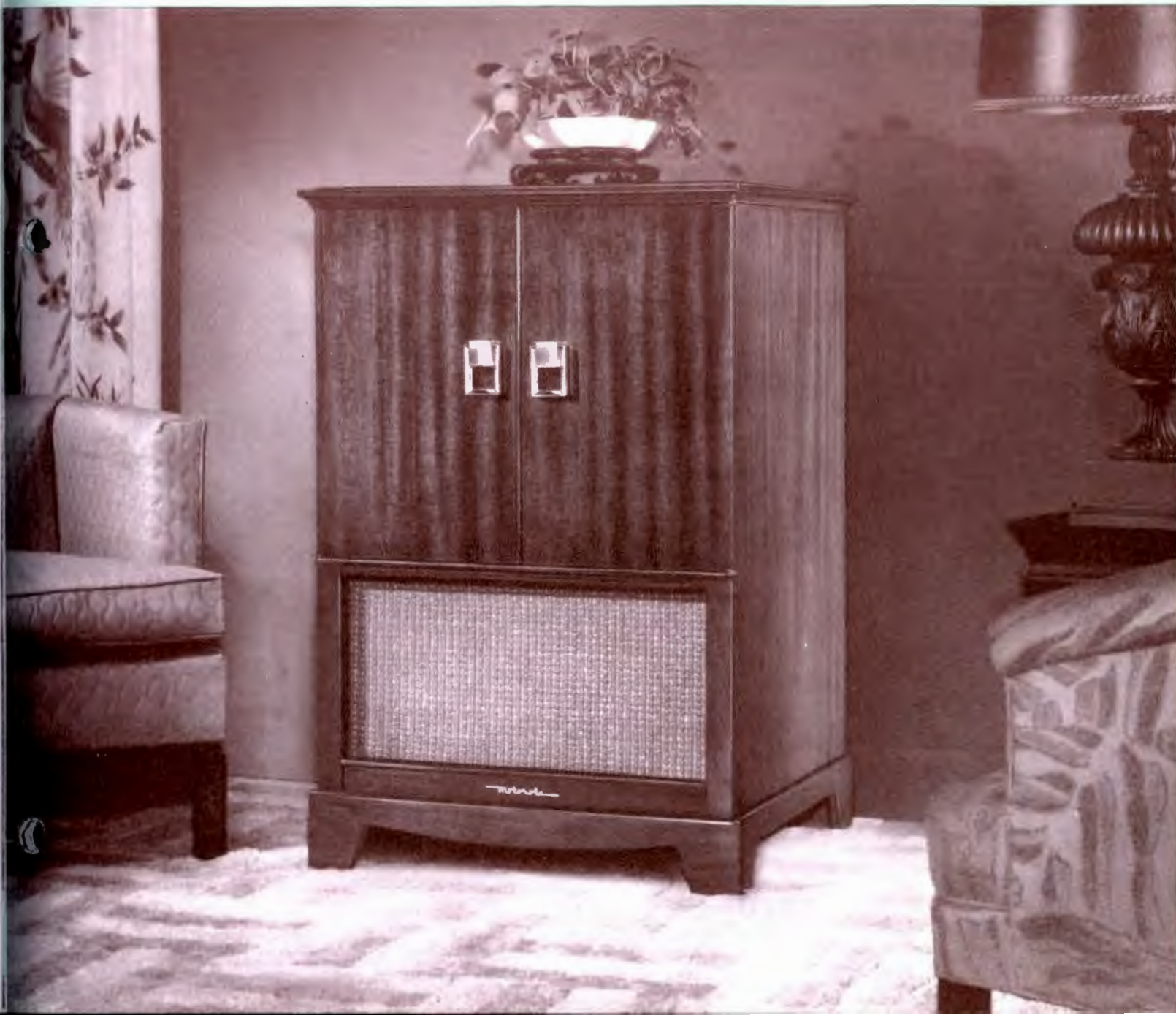
Glare-Guard Anti-Reflection Screen

The optically-curved TV screen that decreases glare annoyance by directing room-light reflections downward out of eye-range, eliminating up to 98% of reflected glare.

MOTOROLA MODEL 20K4

Handsomely styled cabinet with custom-designed grille cloth and attractive drop-ring pull on the ribbon-grain half-doors. Harmonious with traditional type furnishings in "Masterpiece Finish" Mahogany or equally at home with classical modern settings. Giant 20 inch screen with exclusive Glare-Guard, instant "Target" tuning, "Golden Voice" tone and Bilt-in-Antenna. 39" high, 26½" wide, 23½" deep.

Model 20K4 Mahogany



SUPERIOR MOTOROLA FEATURES

Model 20K4

Mahogany

20 INCH RECTANGULAR BLACK PICTURE TUBE	"Camera View" tube presents picture exactly as the camera "sees" it. No cut-off corners or inflated picture edges.
GLARE-GUARD	Exclusive Motorola curved anti-reflection screen directs reflected light toward the floor—away from the viewer's eyes.
INSTANT TUNING	Turn it on, select a station—that's all! So simple a child can operate it.
BILT-IN-ANTENNA	Brilliant reception in good signal areas—needs no time consuming adjustment. Outside antenna easily attached where desired.
TARGET TUNER	Picture and sound "snap-in" together perfectly with just one simple control.
AUTOMATIC GAIN CONTROL	No picture fading. Picture quality remains constant with all elements sharp and vivid even when changing from strong to weak stations.
AUTOMATIC BRIGHTNESS CONTROL	No picture flicker. Light level locked in place automatically at uniform brightness for brightest, clearest pictures possible at all times.
SUPER POWER "FRINGE" PICK-UP	Improved "signal to noise" ratio provides photo-perfect picture with minimum noise and "snow" even in fringe area operation.
"GOLDEN VOICE" SOUND	Sound system and cabinet acoustically balanced for rich, natural reproduction of every note and tone, in perfect pitch.
FURNITURE STYLING	Selected top grain imported wood with special 10-step "Masterpiece Finish" process equaled only in the finest furniture.
"GOOD NEIGHBOR" SHIELDING	New low oscillator radiation shielding reduces interference with neighbors' sets.
ULTRA HIGH FREQUENCY RECEPTION	UHF unit available built-in if desired—or adapter may be added later.

Specifications Subject to Change Without Notice.

Approved Underwriters' Laboratories.



Reliable "Target" Tuner

The finest, most dependable and reliable tuner available today. Synchronizes picture and sound automatically at the turn of the "station selector" dial.



Filtered Clear Pictures

Special filter circuits in the new Motorola chassis filter out flecks, flashes and disturbing spots...keep the picture constantly sharp, clear.



Dependa-Bilt Chassis

Better than ever before because of constant engineering research to produce the finest chassis possible. Its rugged construction assures continuous quality performance.



Instant Easy Tuning

Amazingly simple control—just turn set on, select a station—that's all! Even children find it easy to tune in perfect pictures without complicated dialing.

MOTOROLA MODEL 17F6

Four-way entertainment in a luxurious cabinet of imported "Masterpiece Finish" Mahogany. Styled to harmonize with modern furnishings and to blend with traditional settings as well. Handsomely designed hardware, lustrous grille cloth. Life-size 17 inch Glare-Guard TV screen... Multi-Play phonograph for all size 78, 45 and 33 $\frac{1}{8}$ r.p.m. records... "Golden Voice" AM and FM radio... record storage space. 36 $\frac{1}{2}$ " high, 36 $\frac{7}{8}$ " wide, 20 $\frac{1}{2}$ " deep.

Model 17F6 Mahogany



SUPERIOR MOTOROLA FEATURES

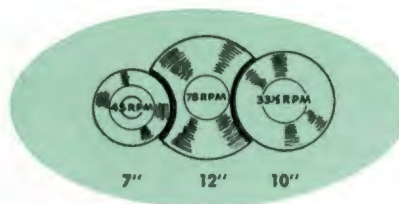
Model 17F6

Mahogany

17 INCH RECTANGULAR BLACK PICTURE TUBE	"Camera View" tube presents picture exactly as the camera "sees" it. No cut-off corners or inflated picture edges.
GLARE-GUARD	Exclusive Motorola curved anti-reflection screen directs reflected light toward the floor—away from the viewer's eyes.
INSTANT TUNING	Turn it on, select a station—that's all! So simple a child can operate it.
BILT-IN-ANTENNA	Brilliant reception in good signal areas—needs no time consuming adjustment. Outside antenna easily attached where desired.
AUTOMATIC GAIN CONTROL	No picture fading. Picture quality remains constant with all elements sharp and vivid even when changing from strong to weak stations.
AUTOMATIC BRIGHTNESS CONTROL	No picture flicker. Light level locked in place automatically at uniform brightness for brightest, clearest pictures possible at all times.
SUPER POWER "FRINGE" PICK-UP	Improved "signal to noise" ratio provides photo-perfect picture with minimum noise and "snow" even in fringe area operation.
"GOLDEN VOICE" SOUND	Sound system and cabinet acoustically balanced for rich, natural reproduction of every note and tone, in perfect pitch.
AM/FM RADIO CHASSIS	Famed Motorola "Golden Voice" sound system with full AC power transformer operated chassis...continuously variable tone control incorporating bass boost.
"MULTI-PLAY" CHANGER PLAYS ALL RECORD SPEEDS	3-speed changer automatically plays all sizes of 78 r.p.m., 45 r.p.m., and 33 $\frac{1}{3}$ r.p.m. records with whisper-free precision. Single tone arm. No needle changing.
FURNITURE STYLED CABINET	Selected top grain imported wood with special 10-step "Masterpiece Finish" process equaled only in the finest furniture.
ULTRA HIGH FREQUENCY RECEPTION	All-Channel UHF Adapter may be added, if desired; simply and easily attached.

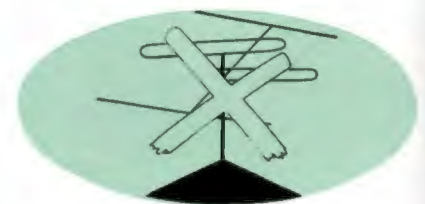
Specifications Subject to Change Without Notice.

Approved Underwriters' Laboratories.



Multi-Play 3-Speed Phono

Automatically plays and changes all size 78, 45 and 33 $\frac{1}{3}$ r.p.m. records with single feather-light tone arm. Instant speed selection, simple record size adapter.



Improved Antenna

The new Motorola TV Bilt-in-Antenna has enough power to pull in stations sharp and clear requiring no additional rooftop installations in good signal areas.



Razor-Sharp Pictures

You see the entire picture in sharp detail edge-to-edge on the full-view rectangular screen, just as the TV camera "sees" it... without distortion or chopped-off corners.



The "Golden Voice" of Radio

New undistorted power output assures rich, exciting symphonic FM tone...and the finest, most faithfully reproduced long-range AM radio reception.

MOTOROLA MODEL 17F9

Worlds of entertainment in a craftsman designed cabinet of gorgeous "Masterpiece Finish" Mahogany. A rich companion-piece for traditional furnishings, equally compatible with today's modern furniture styling. Life size 17 inch Glare-Guard rectangular TV screen with instant "Target" tuning... "Golden Voice" AM/FM radio... Multi-Play 3-speed all-size record changer and ample storage space for records. 37 $\frac{3}{4}$ " high, 36" wide and 20 $\frac{5}{8}$ " deep.

Model 17F9 Mahogany



SUPERIOR MOTOROLA FEATURES

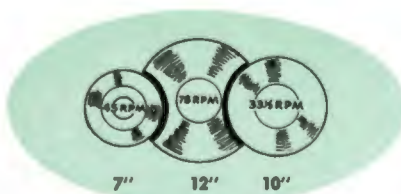
Model 17F9

Mahogany

17 INCH RECTANGULAR BLACK PICTURE TUBE	"Camera View" tube presents picture exactly as the camera "sees" it. No cut-off corners or inflated picture edges.
GLARE-GUARD	Exclusive Motorola curved anti-reflection screen directs reflected light toward the floor—away from the viewer's eyes.
INSTANT TUNING	Turn it on, select a station—that's all! So simple a child can operate it.
BILT-IN-ANTENNA	Brilliant reception in good signal areas—needs no time consuming adjustment. Outside antenna easily attached where desired.
AUTOMATIC GAIN CONTROL	No picture fading. Picture quality remains constant with all elements sharp and vivid even when changing from strong to weak stations.
AUTOMATIC BRIGHTNESS CONTROL	No picture flicker. Light level locked in place automatically at uniform brightness for brightest, clearest pictures possible at all times.
SUPER POWER "FRINGE" PICK-UP	Improved "signal to noise" ratio provides photo-perfect picture with minimum noise and "snow" even in fringe area operation.
"GOLDEN VOICE" SOUND	Sound system and cabinet acoustically balanced for rich, natural reproduction of every note and tone, in perfect pitch.
AM/FM RADIO CHASSIS	Famed Motorola "Golden Voice" sound system with full AC power transformer operated chassis...continuously variable tone control incorporating bass boost.
"MULTI-PLAY" CHANGER PLAYS ALL RECORD SPEEDS	3-speed changer automatically plays all sizes of 78 r.p.m., 45 r.p.m., and 33 $\frac{1}{3}$ r.p.m. records with whisper-free precision. Single tone arm. No needle changing.
FURNITURE STYLED CABINET	Selected top grain imported wood with special 10-step "Masterpiece Finish" process equaled only in the finest furniture.
ULTRA HIGH FREQUENCY RECEPTION	All-Channel UHF Adapter may be added, if desired; simply and easily attached.

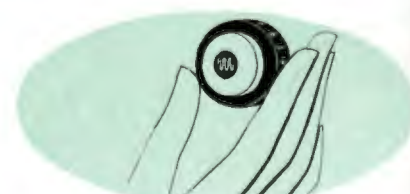
Specifications Subject to Change Without Notice.

Approved Underwriters' Laboratories.



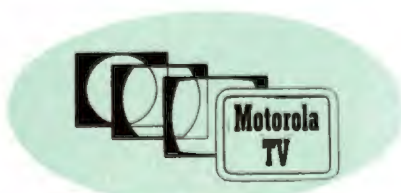
Multi-Play 3-Speed Phono

Automatically plays and changes all size 78, 45 and 33 $\frac{1}{3}$ r.p.m. records with single feather-light tone arm. Instant speed selection, simple record size adapter.



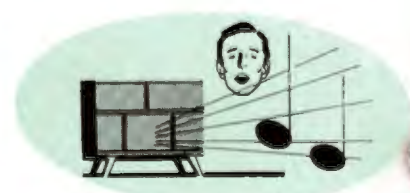
Instant Easy Tuning

Amazingly simple control—just turn set on, select a station—that's all! Even children find it easy to tune in perfect pictures without complicated dialing.



Full-Picture Screen

No more curved edges, chopped-off corners or distorted views because the rectangular tube brings you the entire picture, just as complete as the TV camera "sees" it.



The "Golden Voice" of Radio

New undistorted power output assures rich, exciting symphonic FM tone...and the finest, most faithfully reproduced long-range AM radio reception.

MOTOROLA MODEL 20F2

Everything you want for the finest in home entertainment...in an outstandingly beautiful "Masterpiece Finish" Mahogany cabinet with custom-crafted hardware and grille-cloth. Giant 20 inch rectangular Glare-Guard TV screen with instant tuning, razor-sharp pictures... "Golden Voice" AM/FM radio... Multi-Play 3-speed, all size record changer and two record storage compartments. Cabinet is 41 $\frac{5}{8}$ " high, 40 $\frac{1}{8}$ " wide and 22 $\frac{5}{8}$ " deep.

Model 20F2 Mahogany



SUPERIOR MOTOROLA FEATURES

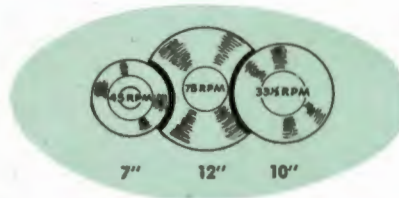
Model 20F2

Mahogany

20 INCH RECTANGULAR BLACK PICTURE TUBE	"Camera View" tube presents picture exactly as the camera "sees" it. No cut-off corners or inflated picture edges.
GLARE-GUARD	Exclusive Motorola curved anti-reflection screen directs reflected light toward the floor—away from the viewer's eyes.
INSTANT TUNING	Turn it on, select a station—that's all! So simple a child can operate it.
BILT-IN-ANTENNA	Brilliant reception in good signal areas—needs no time consuming adjustment. Outside antenna easily attached where desired.
AUTOMATIC GAIN CONTROL	No picture fading. Picture quality remains constant with all elements sharp and vivid even when changing from strong to weak stations.
AUTOMATIC BRIGHTNESS CONTROL	No picture flicker. Light level locked in place automatically at uniform brightness for brightest, clearest pictures possible at all times.
SUPER POWER "FRINGE" PICK-UP	Improved "signal to noise" ratio provides photo-perfect picture with minimum noise and "snow" even in fringe area operation.
"GOLDEN VOICE" SOUND	Sound system and cabinet acoustically balanced for rich, natural reproduction of every note and tone, in perfect pitch.
AM/FM RADIO CHASSIS	Famed Motorola "Golden Voice" sound system with full AC power transformer operated chassis...continuously variable tone control incorporating bass boost.
"MULTI-PLAY" CHANGER PLAYS ALL RECORD SPEEDS	3-speed changer automatically plays all sizes of 78 r.p.m., 45 r.p.m., and 33 $\frac{1}{3}$ r.p.m. records with whisper-free precision. Single tone arm. No needle changing.
FURNITURE STYLED CABINET	Selected top grain imported wood with special 10-step "Masterpiece Finish" process equaled only in the finest furniture.
ULTRA HIGH FREQUENCY RECEPTION	All-Channel UHF Adapter may be added, if desired; simply and easily attached.

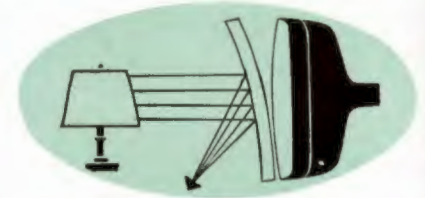
Specifications Subject to Change Without Notice.

Approved Underwriters' Laboratories.



Multi-Play 3-Speed Phono

Automatically plays and changes all size 78, 45 and 33 $\frac{1}{3}$ r.p.m. records with single feather-light tone arm. Instant speed selection, simple record size adapter.



Glare-Guard Anti-Reflection Screen

The optically-curved TV screen that decreases glare annoyance by directing room-light reflections downward out of eye-range, eliminating up to 98% of reflected glare.



Razor-Sharp Pictures

You see the entire picture in sharp detail edge-to-edge on the full-view rectangular screen, just as the TV camera "sees" it... without distortion or chopped-off corners.



The "Golden Voice" of Radio

New undistorted power output assures rich, exciting symphonic FM tone...and the finest, most faithfully reproduced long-range AM radio reception.

IT'S EASY TO SELL MOTOROLA TV WHEN YOU DEMONSTRATE THE OUTSTANDING FEATURES...

ACTION... *Emphasize your sales talk with action.*

When you talk about the simple tuning control, *show* your customer what you mean. When you tell her about Glare-Guard, *sell* her on it by actually showing how it works.

Make use of the sets on display by putting them to work for you. People remember what you show them longer than they can remember the words you may have said about the feature.



EXPLANATION... *Describe details completely and clearly.* Your customer does not know as much about the TV set you're showing her as you know.

Describe the features so clearly that there will be no question in her mind as to what they actually mean in providing greater TV enjoyment for her home.



PARTICIPATION... *Let customers try the set themselves.* The best way to sell a feature is by letting the customer become familiar with it. Let them see how easily and quickly the "Target" tuner brings in sound and picture in perfect unison; let them put a record on the "Multi-Play" changer and find how easily all sizes and all speeds can be played, and let the customer switch in "Golden Voice" AM or rich tone FM radio.



THEN ASK FOR THE ORDER... Close the show with a pleasant request to make out an order for delivery.

If the customer is undecided about the model, help her make up her mind by showing her the difference in features or styling. Use the new Shopping Guide and this catalog as "printed word" emphasis—and if she wants to take longer to make up her mind, send her home with a copy of the Shopping Guide and you'll be sure she'll "call back" soon.



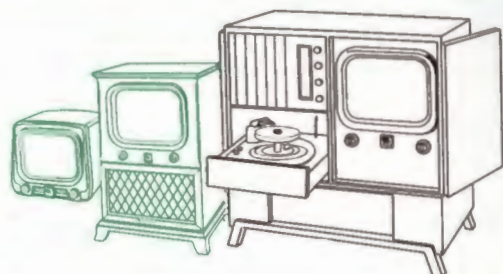
step up Motorola TV sales by stepping up customer interest in increased enjoyment...



Sell them the benefits of Motorola TV dependability, economy and superiority of performance.

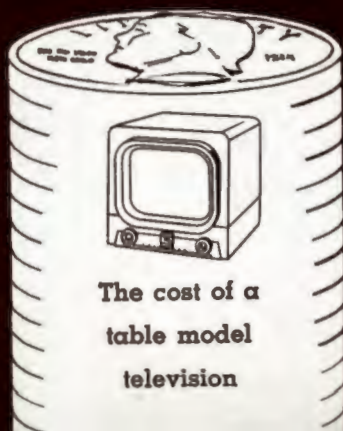


Compare the greater benefits of big-screen Motorola TV for added entertainment, accommodation of larger groups.



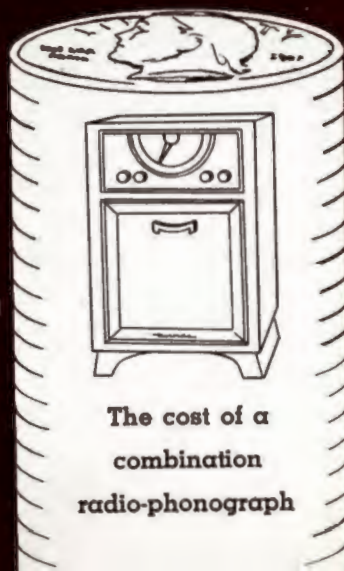
Emphasize the convenience and economy of having Motorola TV, Radio and Phonograph all in one beautiful unit costing less than 3 separate units.

WHEN YOU STEP UP TO COMBINATIONS
SELL THEM THE GREATER
ECONOMY AND CONVENIENCE OF
HAVING 4-WAY ENTERTAINMENT
IN ONE HANDSOME
NEW MOTOROLA CABINET



The cost of a
table model
television

+

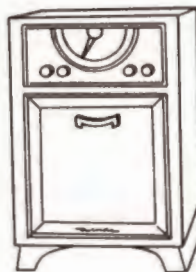


The cost of a
combination
radio-phonograph

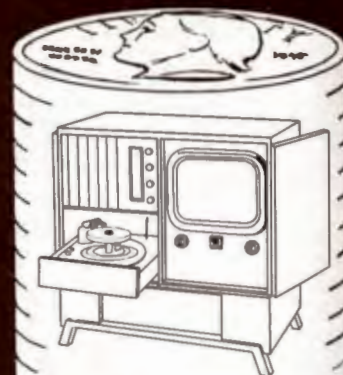
=



more total
dollar cost



than a new
4-way Motorola
combination.

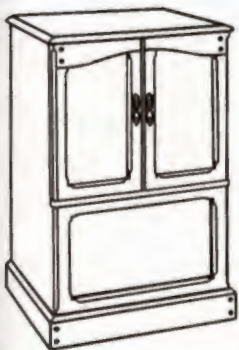
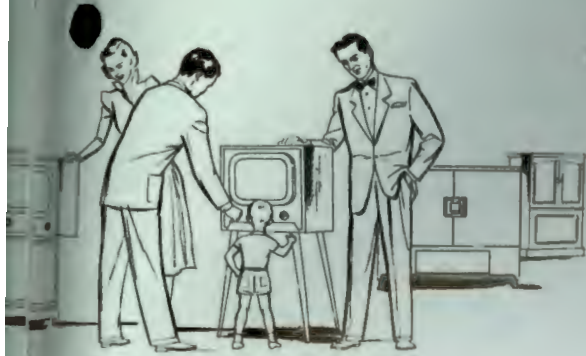


4-Way Motorola Fun
Costs Less... Is
Worth More!

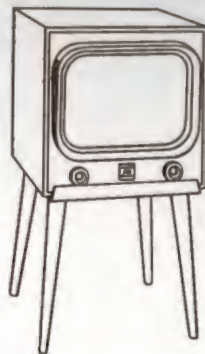
1. BIG-SCREEN TV
2. 3-SPEED
PHONOGRAPH
3. "GOLDEN VOICE"
AM RADIO
4. HIGH FIDELITY
FM RADIO

Plus Record Storage
Space and Distinctive
Furniture Styling!

tell more and you'll sell more
...show your customers how
they can get more benefits
for their TV dollars



CREATE THE DESIRE FOR SPECIAL STYLING — Show them how Motorola TV cabinet styles are designed to fit into their homes no matter what type of furnishings predominate. As an example, point out the variety of "period" styles—appealing "moderns"—even informal Maple.



CONVINCE THEM THAT BUYING TV FOR THE FUTURE NOW IS WISE — Because Motorola TV has every possible feature and improvement for today's enjoyment, PLUS provision for future expansion. UHF reception is available NOW built-into 1952 Motorola TV, and when color TV arrives it will require only simple set adaptations for its reception, too.

WATCH YOUR SALES CLIMB AS YOU BUILD UP THE GREATER BENEFITS OFFERED:

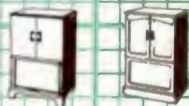
step by step you sell Motorola TV more and more convincingly because you actually add *features* with every set that emphasizes a step-up in quality.



B. Step up to the increased scope of visual pleasure with life-size screens in economy table models.



C. Demonstrate the practical good looks of modestly priced consoles plus life-size screen enjoyment.



E. Push the double-value appeal of giant screen PLUS unique 2-way styling.



F. Style appeal measures the step-up sales power for big-screen console investments.



G. "Best of everything" appeal moves the deluxe 4-way TV. Phonograph and AM/FM Radio.



A. Sell Motorola TV as the most dependable, finest TV with every new feature for enjoyment.

**every new set...
a new sales
opportunity!**

SUPERIOR MOTOROLA FEATURES

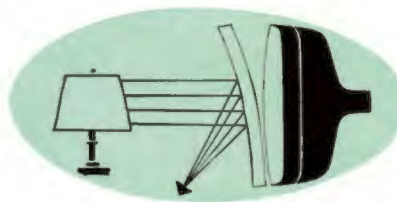
Model 17K10

Colonial Maple

17 INCH RECTANGULAR BLACK PICTURE TUBE	"Camera View" tube presents picture exactly as the camera "sees" it. No cut-off corners or inflated picture edges.
ELECTRO-LOCK FOCUS	Picture beam is electrically locked at maximum clarity over the entire screen.
GLARE-GUARD	Exclusive Motorola curved anti-reflection screen directs reflected light toward the floor—away from viewer's eyes.
INSTANT TUNING	Turn it on, select a station—that's all! So simple a child can operate it.
BILT-IN-ANTENNA	Brilliant reception in good signal areas—needs no time consuming adjustment. Outside antenna easily attached where desired.
TARGET TUNER	Picture and sound "snap-in" together perfectly with just one simple control.
AUTOMATIC GAIN CONTROL	No picture fading. Picture quality remains constant with all elements sharp and vivid even when changing from strong to weak stations.
AUTOMATIC BRIGHTNESS CONTROL	No picture flicker. Light level locked in place automatically at uniform brightness for brightest, clearest pictures possible at all times.
SUPER POWER "FRINGE" PICK-UP	Improved "signal to noise" ratio provides photo-perfect picture with minimum noise and "snow" even in fringe area operation.
"GOLDEN VOICE" SOUND	Sound system and cabinet acoustically balanced for rich, natural reproduction of every note and tone, in perfect pitch.
FURNITURE STYLING	Selected top grain maple with special 10-step "Masterpiece Finish" process equaled only in the finest furniture.
"GOOD NEIGHBOR" SHIELDING	New low oscillator radiation shielding reduces interference with neighbors' sets.
ULTRA HIGH FREQUENCY RECEPTION	UHF unit available built-in if desired—or adapter may be added later.

Specifications Subject to Change Without Notice.

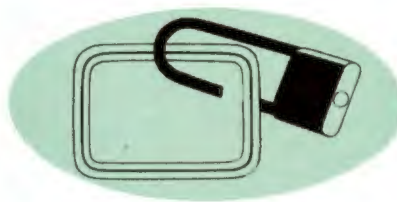
Approved Underwriters' Laboratories.



Glare-Guard Anti-Reflection Screen
The optically-curved TV screen that decreases glare annoyance by directing room-light reflections downward out of eye-range, eliminating up to 98% of reflected glare.



Improved Antenna
The new Motorola TV Bilt-in-Antenna has enough power to pull in stations sharp and clear requiring no additional rooftop installations in good signal areas.



Electro-Lock Focus
Picture beam is electrically locked in perfect focus over the entire face of the tube ...razor-sharp, edge-to-edge!



Reliable "Target" Tuner
The finest, most dependable and reliable tuner available today. It synchronizes picture and sound automatically at the turn of the "station selector" dial.

MOTOROLA MODEL 17K11

Custom-styled off-the-floor console in luxury-grain "Masterpiece Finish" Mahogany or stunning Lined Oak. Specially designed with smooth classical lines to harmonize with most of today's room settings. Smart, gold-color trim and decorator-type grille cloth. Life-size 17 inch rectangular pictures with anti-reflection Glare-Guard Screen. Instant tuning, rich "Golden Voice" tone and improved Bilt-in-Antenna. Cabinet is 37½" high, 23½" wide and 18½" deep.

Model 17K11 Mahogany—Model 17K11B Lined Oak



SUPERIOR MOTOROLA FEATURES

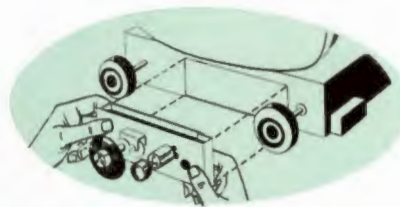
Model 17K11-17K11B

Mahogany and Limed Oak

17 INCH RECTANGULAR BLACK PICTURE TUBE	"Camera View" tube presents picture exactly as the camera "sees" it. No cut-off corners or inflated picture edges.
ELECTRO-LOCK FOCUS	Picture beam is electrically locked at maximum clarity over the entire screen.
GLARE-GUARD	Exclusive Motorola curved anti-reflection screen directs reflected light toward the floor—away from viewer's eyes.
INSTANT TUNING	Turn it on, select a station—that's all! So simple a child can operate it.
BILT-IN-ANTENNA	Brilliant reception in good signal areas—needs no time consuming adjustment. Outside antenna easily attached where desired.
TARGET TUNER	Picture and sound "snap-in" together perfectly with just one simple control.
AUTOMATIC GAIN CONTROL	No picture fading. Picture quality remains constant with all elements sharp and vivid even when changing from strong to weak stations.
AUTOMATIC BRIGHTNESS CONTROL	No picture flicker. Light level locked in place automatically at uniform brightness for brightest, clearest pictures possible at all times.
SUPER POWER "FRINGE" PICK-UP	Improved "signal to noise" ratio provides photo-perfect picture with minimum noise and "snow" even in fringe area operation.
"GOLDEN VOICE" SOUND	Sound system and cabinet acoustically balanced for rich, natural reproduction of every note and tone, in perfect pitch.
FURNITURE STYLING	Selected top grain imported wood with special 10-step "Masterpiece Finish" process equaled only in the finest furniture.
"GOOD NEIGHBOR" SHIELDING	New low oscillator radiation shielding reduces interference with neighbors' sets.
ULTRA HIGH FREQUENCY RECEPTION	UHF unit available built-in if desired—or adapter may be added later.

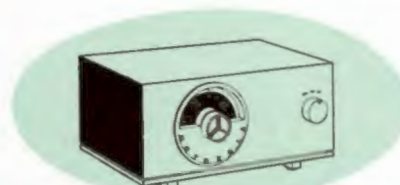
Specifications Subject to Change Without Notice.

Approved Underwriters' Laboratories.



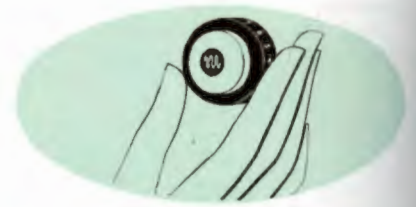
Built-In UHF Reception

Your new Motorola TV is available with the complete Ultra High Frequency all-channel reception and tuner unit built-into the chassis (*factory installed at extra cost*).



... OR All-Channel Adapter May Be Added Later

Easily attached* to your Motorola TV without changing chassis or cabinet design to receive Ultra High Frequency. *So simple you can do it yourself.



Instant Easy Tuning

Amazingly simple control—just turn set on, select a station—that's all! Even children find it easy to tune in perfect pictures without complicated dialing.



Filtered Clear Pictures

Special filter circuits in the new Motorola chassis filter out flecks, flashes and disturbing spots...keep the picture constantly sharp, clear, more enjoyable.

MOTOROLA MODEL 20T2

Versatile styling PLUS big screen enjoyment make this a standout television value in either Limed Oak or Mahogany. As a table model it mixes well with most period furniture...and with matching, easily attached legs (at no extra cost) it becomes a smart off-the-floor console perfect with contemporary furnishings. Giant 20 inch Glare-Guard Screen, "Golden Voice" tone and instant "Target" tuning. 22 $\frac{3}{4}$ " high (with legs: 42 $\frac{3}{4}$ " high), 22" wide, 20 $\frac{5}{16}$ " deep.

Model 20T2 Mahogany—Model 20T2B Limed Oak



Model 20T2-20T2B

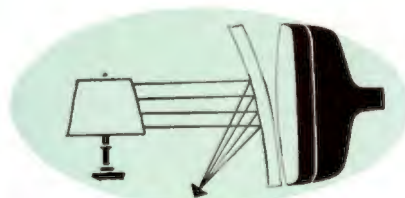
SUPERIOR MOTOROLA FEATURES

Mahogany and Lined Oak

20 INCH RECTANGULAR BLACK PICTURE TUBE	"Camera View" tube presents picture exactly as the camera "sees" it. No cut-off corners or inflated picture edges.
GLARE-GUARD	Exclusive Motorola curved anti-reflection screen directs reflected light toward the floor—away from the viewer's eyes.
INSTANT TUNING	Turn it on, select a station—that's all! So simple a child can operate it.
BILT-IN-ANTENNA	Brilliant reception in good signal areas—needs no time consuming adjustment. Outside antenna easily attached where desired.
TARGET TUNER	Picture and sound "snap-in" together perfectly with just one simple control.
AUTOMATIC GAIN CONTROL	No picture fading. Picture quality remains constant with all elements sharp and vivid even when changing from strong to weak stations.
AUTOMATIC BRIGHTNESS CONTROL	No picture flicker. Light level locked in place automatically at uniform brightness for brightest, clearest pictures possible at all times.
SUPER POWER "FRINGE" PICK-UP	Improved "signal to noise" ratio provides photo-perfect picture with minimum noise and "snow" even in fringe area operation.
"GOLDEN VOICE" SOUND	Sound system and cabinet acoustically balanced for rich, natural reproduction of every note and tone, in perfect pitch.
FURNITURE STYLING	Selected top grain imported wood with special 10-step "Masterpiece Finish" process equaled only in the finest furniture.
"GOOD NEIGHBOR" SHIELDING	New low oscillator radiation shielding reduces interference with neighbors' sets.
ULTRA HIGH FREQUENCY RECEPTION	UHF unit available built-in if desired—or adapter may be added later.

Specifications Subject to Change Without Notice.

Approved Underwriters' Laboratories.



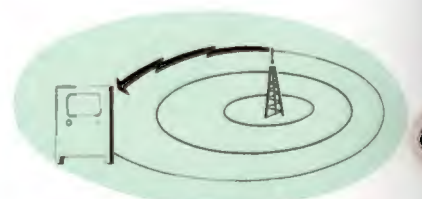
Glare-Guard Anti-Reflection Screen
The optically-curved TV screen that decreases glare annoyance by directing room-light reflections downward out of eye-range, eliminating up to 98% of reflected glare.



Instant Easy Tuning
Amazingly simple control—just turn set on, select a station—that's all! Even children find it easy to tune in perfect pictures without complicated dialing.



Full-Picture Screen
No curved edges, chopped-off corners or distorted views because the rectangular tube brings you the entire picture, just as complete as the TV camera sees it.



Superpower "Fringe" Pick-Up
Constantly sharp, bright pictures—even in distant or local difficult signal "fringe areas" where picture-fade is noticeable with many other TV sets.

MOTOROLA MODEL 20K3

The classic lines and detailed design of this big-screen console are especially congenial with formal period furnishings. The "Masterpiece Finish" imported Mahogany cabinet will blend beautifully with more modern settings, too. Rectangular 20 inch Glare-Guard anti-reflection screen. Instant tuning, Depend-a-Bilt chassis and improved Bilt-in-Antenna. Cabinet size: 40 $\frac{3}{4}$ " high, 26 $\frac{7}{8}$ " wide, 21 $\frac{1}{4}$ " deep.

Model 20K3 Mahogany



SUPERIOR MOTOROLA FEATURES

Model 20K3

Mahogany

20 INCH RECTANGULAR BLACK PICTURE TUBE	"Camera View" tube presents picture exactly as the camera "sees" it. No cut-off corners or inflated picture edges.
GLARE-GUARD	Exclusive Motorola curved anti-reflection screen directs reflected light toward the floor—away from the viewer's eyes.
INSTANT TUNING	Turn it on, select a station—that's all! So simple a child can operate it.
BILT-IN-ANTENNA	Brilliant reception in good signal areas—needs no time consuming adjustment. Outside antenna easily attached where desired.
TARGET TUNER	Picture and sound "snap-in" together perfectly with just one simple control.
AUTOMATIC GAIN CONTROL	No picture fading. Picture quality remains constant with all elements sharp and vivid even when changing from strong to weak stations.
AUTOMATIC BRIGHTNESS CONTROL	No picture flicker. Light level locked in place automatically at uniform brightness for brightest, clearest pictures possible at all times.
SUPER POWER "FRINGE" PICK-UP	Improved "signal to noise" ratio provides photo-perfect picture with minimum noise and "snow" even in fringe area operation.
"GOLDEN VOICE" SOUND	Sound system and cabinet acoustically balanced for rich, natural reproduction of every note and tone, in perfect pitch.
FURNITURE STYLING	Selected top grain imported wood with special 10-step "Masterpiece Finish" process equaled only in the finest furniture.
"GOOD NEIGHBOR" SHIELDING	New low oscillator radiation shielding reduces interference with neighbors' sets.
ULTRA HIGH FREQUENCY RECEPTION	UHF unit available built-in if desired—or adapter may be added later.

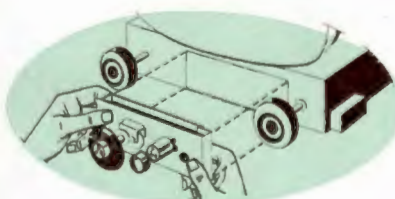
Specifications Subject to Change Without Notice.

Approved Underwriters' Laboratories.

Mahogany

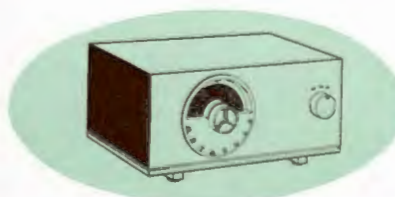


MOTOROLA MODEL 20K3



Built-In UHF Reception

Your new Motorola TV is available with the complete Ultra High Frequency all-channel reception and tuner unit built-into the chassis (*factory installed at extra cost*).



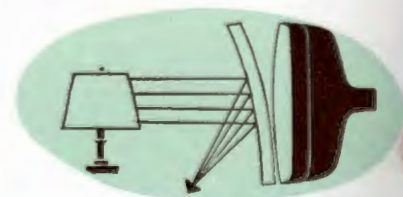
... OR All-Channel Adapter May Be Added Later

Easily attached* to your Motorola TV without changing chassis or cabinet design to receive Ultra High Frequency. *So simple you can do it yourself.



Razor-Sharp Pictures

You see the entire picture in sharp detail edge-to-edge on the full-view rectangular screen, just as the TV camera "sees" it... without distortion or chopped-off corners.



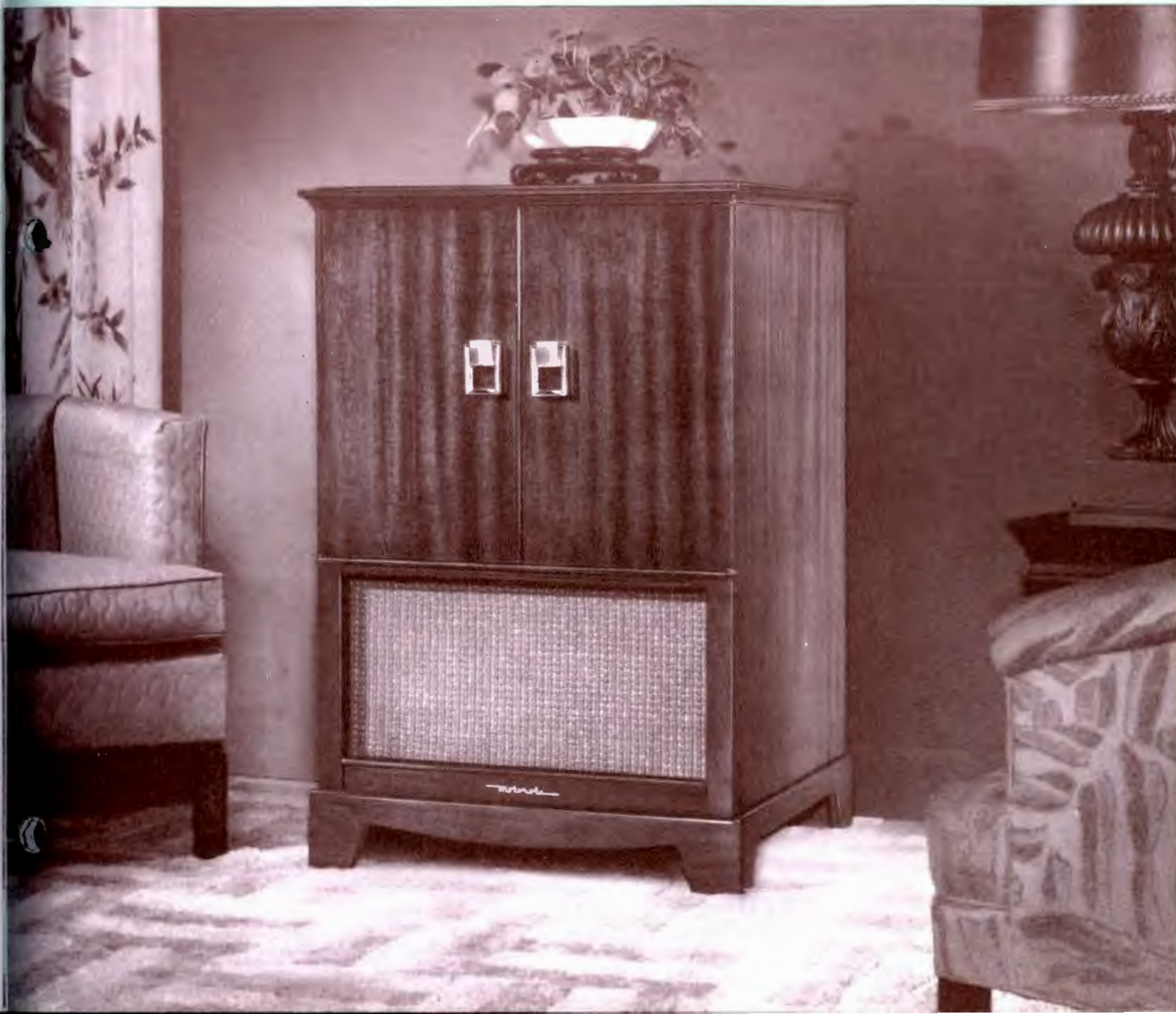
Glare-Guard Anti-Reflection Screen

The optically-curved TV screen that decreases glare annoyance by directing room-light reflections downward out of eye-range, eliminating up to 98% of reflected glare.

MOTOROLA MODEL 20K4

Handsomely styled cabinet with custom-designed grille cloth and attractive drop-ring pull on the ribbon-grain half-doors. Harmonious with traditional type furnishings in "Masterpiece Finish" Mahogany or equally at home with classical modern settings. Giant 20 inch screen with exclusive Glare-Guard, instant "Target" tuning, "Golden Voice" tone and Built-in-Antenna. 39" high, 26½" wide, 23½" deep.

Model 20K4 Mahogany



SUPERIOR MOTOROLA FEATURES

Model 20K4

Mahogany

20 INCH RECTANGULAR BLACK PICTURE TUBE	"Camera View" tube presents picture exactly as the camera "sees" it. No cut-off corners or inflated picture edges.
GLARE-GUARD	Exclusive Motorola curved anti-reflection screen directs reflected light toward the floor—away from the viewer's eyes.
INSTANT TUNING	Turn it on, select a station—that's all! So simple a child can operate it.
BILT-IN-ANTENNA	Brilliant reception in good signal areas—needs no time consuming adjustment. Outside antenna easily attached where desired.
TARGET TUNER	Picture and sound "snap-in" together perfectly with just one simple control.
AUTOMATIC GAIN CONTROL	No picture fading. Picture quality remains constant with all elements sharp and vivid even when changing from strong to weak stations.
AUTOMATIC BRIGHTNESS CONTROL	No picture flicker. Light level locked in place automatically at uniform brightness for brightest, clearest pictures possible at all times.
SUPER POWER "FRINGE" PICK-UP	Improved "signal to noise" ratio provides photo-perfect picture with minimum noise and "snow" even in fringe area operation.
"GOLDEN VOICE" SOUND	Sound system and cabinet acoustically balanced for rich, natural reproduction of every note and tone, in perfect pitch.
FURNITURE STYLING	Selected top grain imported wood with special 10-step "Masterpiece Finish" process equaled only in the finest furniture.
"GOOD NEIGHBOR" SHIELDING	New low oscillator radiation shielding reduces interference with neighbors' sets.
ULTRA HIGH FREQUENCY RECEPTION	UHF unit available built-in if desired—or adapter may be added later.

Specifications Subject to Change Without Notice.

Approved Underwriters' Laboratories.



Reliable "Target" Tuner

The finest, most dependable and reliable tuner available today. Synchronizes picture and sound automatically at the turn of the "station selector" dial.



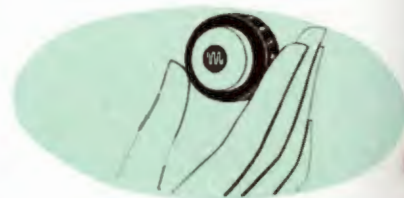
Filtered Clear Pictures

Special filter circuits in the new Motorola chassis filter out flecks, flashes and disturbing spots...keep the picture constantly sharp, clear.



Dependa-Bilt Chassis

Better than ever before because of constant engineering research to produce the finest chassis possible. Its rugged construction assures continuous quality performance.



Instant Easy Tuning

Amazingly simple control—just turn set on, select a station—that's all! Even children find it easy to tune in perfect pictures without complicated dialing.

MOTOROLA MODEL 17F6

Four-way entertainment in a luxurious cabinet of imported "Masterpiece Finish" Mahogany. Styled to harmonize with modern furnishings and to blend with traditional settings as well. Handsomely designed hardware, lustrous grille cloth. Life-size 17 inch Glare-Guard TV screen... Multi-Play phonograph for all size 78, 45 and 33 $\frac{1}{8}$ r.p.m. records... "Golden Voice" AM and FM radio... record storage space. 36 $\frac{1}{2}$ " high, 36 $\frac{7}{8}$ " wide, 20 $\frac{1}{2}$ " deep.

Model 17F6 Mahogany



SUPERIOR MOTOROLA FEATURES

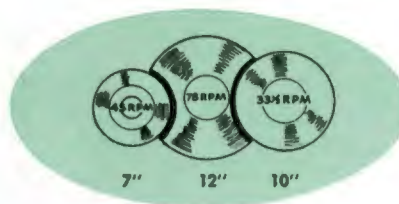
Model 17F6

Mahogany

<p>17 INCH RECTANGULAR BLACK PICTURE TUBE</p>	<p>"Camera View" tube presents picture exactly as the camera "sees" it. No cut-off corners or inflated picture edges.</p>
<p>GLARE-GUARD</p>	<p>Exclusive Motorola curved anti-reflection screen directs reflected light toward the floor—away from the viewer's eyes.</p>
<p>INSTANT TUNING</p>	<p>Turn it on, select a station—that's all! So simple a child can operate it.</p>
<p>BILT-IN-ANTENNA</p>	<p>Brilliant reception in good signal areas—needs no time consuming adjustment. Outside antenna easily attached where desired.</p>
<p>AUTOMATIC GAIN CONTROL</p>	<p>No picture fading. Picture quality remains constant with all elements sharp and vivid even when changing from strong to weak stations.</p>
<p>AUTOMATIC BRIGHTNESS CONTROL</p>	<p>No picture flicker. Light level locked in place automatically at uniform brightness for brightest, clearest pictures possible at all times.</p>
<p>SUPER POWER "FRINGE" PICK-UP</p>	<p>Improved "signal to noise" ratio provides photo-perfect picture with minimum noise and "snow" even in fringe area operation.</p>
<p>"GOLDEN VOICE" SOUND</p>	<p>Sound system and cabinet acoustically balanced for rich, natural reproduction of every note and tone, in perfect pitch.</p>
<p>AM/FM RADIO CHASSIS</p>	<p>Famed Motorola "Golden Voice" sound system with full AC power transformer operated chassis...continuously variable tone control incorporating bass boost.</p>
<p>"MULTI-PLAY" CHANGER PLAYS ALL RECORD SPEEDS</p>	<p>3-speed changer automatically plays all sizes of 78 r.p.m., 45 r.p.m., and 33$\frac{1}{3}$ r.p.m. records with whisper-free precision. Single tone arm. No needle changing.</p>
<p>FURNITURE STYLED CABINET</p>	<p>Selected top grain imported wood with special 10-step "Masterpiece Finish" process equaled only in the finest furniture.</p>
<p>ULTRA HIGH FREQUENCY RECEPTION</p>	<p>All-Channel UHF Adapter may be added, if desired; simply and easily attached.</p>

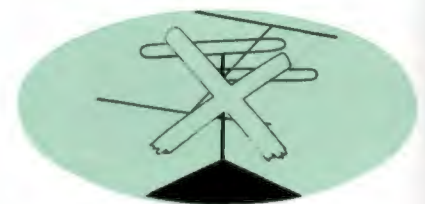
Specifications Subject to Change Without Notice.

Approved Underwriters' Laboratories.



Multi-Play 3-Speed Phono

Automatically plays and changes all size 78, 45 and 33 $\frac{1}{3}$ r.p.m. records with single feather-light tone arm. Instant speed selection, simple record size adapter.



Improved Antenna

The new Motorola TV Bilt-in-Antenna has enough power to pull in stations sharp and clear requiring no additional rooftop installations in good signal areas.



Razor-Sharp Pictures

You see the entire picture in sharp detail edge-to-edge on the full-view rectangular screen, just as the TV camera "sees" it... without distortion or chopped-off corners.



The "Golden Voice" of Radio

New undistorted power output assures rich, exciting symphonic FM tone...and the finest, most faithfully reproduced long-range AM radio reception.

MOTOROLA MODEL 17F9

Worlds of entertainment in a craftsman designed cabinet of gorgeous "Masterpiece Finish" Mahogany. A rich companion-piece for traditional furnishings, equally compatible with today's modern furniture styling. Life size 17 inch Glare-Guard rectangular TV screen with instant "Target" tuning... "Golden Voice" AM/FM radio... Multi-Play 3-speed all-size record changer and ample storage space for records. 37 $\frac{3}{4}$ " high, 36" wide and 20 $\frac{5}{8}$ " deep.

Model 17F9 Mahogany



SUPERIOR MOTOROLA FEATURES

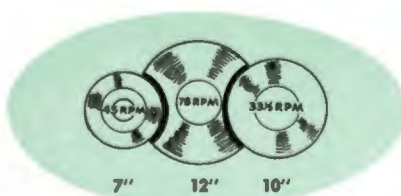
Model 17F9

Mahogany

17 INCH RECTANGULAR BLACK PICTURE TUBE	"Camera View" tube presents picture exactly as the camera "sees" it. No cut-off corners or inflated picture edges.
GLARE-GUARD	Exclusive Motorola curved anti-reflection screen directs reflected light toward the floor—away from the viewer's eyes.
INSTANT TUNING	Turn it on, select a station—that's all! So simple a child can operate it.
BILT-IN-ANTENNA	Brilliant reception in good signal areas—needs no time consuming adjustment. Outside antenna easily attached where desired.
AUTOMATIC GAIN CONTROL	No picture fading. Picture quality remains constant with all elements sharp and vivid even when changing from strong to weak stations.
AUTOMATIC BRIGHTNESS CONTROL	No picture flicker. Light level locked in place automatically at uniform brightness for brightest, clearest pictures possible at all times.
SUPER POWER "FRINGE" PICK-UP	Improved "signal to noise" ratio provides photo-perfect picture with minimum noise and "snow" even in fringe area operation.
"GOLDEN VOICE" SOUND	Sound system and cabinet acoustically balanced for rich, natural reproduction of every note and tone, in perfect pitch.
AM/FM RADIO CHASSIS	Famed Motorola "Golden Voice" sound system with full AC power transformer operated chassis...continuously variable tone control incorporating bass boost.
"MULTI-PLAY" CHANGER PLAYS ALL RECORD SPEEDS	3-speed changer automatically plays all sizes of 78 r.p.m., 45 r.p.m., and 33 $\frac{1}{3}$ r.p.m. records with whisper-free precision. Single tone arm. No needle changing.
FURNITURE STYLED CABINET	Selected top grain imported wood with special 10-step "Masterpiece Finish" process equaled only in the finest furniture.
ULTRA HIGH FREQUENCY RECEPTION	All-Channel UHF Adapter may be added, if desired; simply and easily attached.

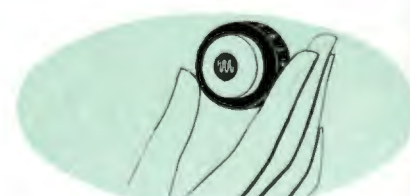
Specifications Subject to Change Without Notice.

Approved Underwriters' Laboratories.



Multi-Play 3-Speed Phono

Automatically plays and changes all size 78, 45 and 33 $\frac{1}{3}$ r.p.m. records with single feather-light tone arm. Instant speed selection, simple record size adapter.



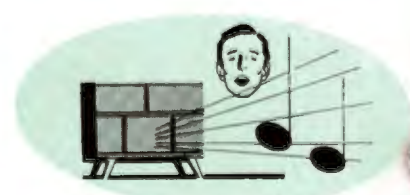
Instant Easy Tuning

Amazingly simple control—just turn set on, select a station—that's all! Even children find it easy to tune in perfect pictures without complicated dialing.



Full-Picture Screen

No more curved edges, chopped-off corners or distorted views because the rectangular tube brings you the entire picture, just as complete as the TV camera "sees" it.



The "Golden Voice" of Radio

New undistorted power output assures rich, exciting symphonic FM tone...and the finest, most faithfully reproduced long-range AM radio reception.

MOTOROLA MODEL 20F2

Everything you want for the finest in home entertainment...in an outstandingly beautiful "Masterpiece Finish" Mahogany cabinet with custom-crafted hardware and grille-cloth. Giant 20 inch rectangular Glare-Guard TV screen with instant tuning, razor-sharp pictures... "Golden Voice" AM/FM radio... Multi-Play 3-speed, all size record changer and two record storage compartments. Cabinet is 41 $\frac{5}{8}$ " high, 40 $\frac{1}{8}$ " wide and 22 $\frac{5}{8}$ " deep.

Model 20F2 Mahogany



SUPERIOR MOTOROLA FEATURES

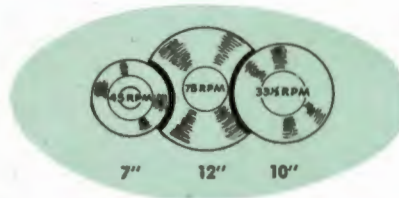
Model 20F2

Mahogany

20 INCH RECTANGULAR BLACK PICTURE TUBE	"Camera View" tube presents picture exactly as the camera "sees" it. No cut-off corners or inflated picture edges.
GLARE-GUARD	Exclusive Motorola curved anti-reflection screen directs reflected light toward the floor—away from the viewer's eyes.
INSTANT TUNING	Turn it on, select a station—that's all! So simple a child can operate it.
BILT-IN-ANTENNA	Brilliant reception in good signal areas—needs no time consuming adjustment. Outside antenna easily attached where desired.
AUTOMATIC GAIN CONTROL	No picture fading. Picture quality remains constant with all elements sharp and vivid even when changing from strong to weak stations.
AUTOMATIC BRIGHTNESS CONTROL	No picture flicker. Light level locked in place automatically at uniform brightness for brightest, clearest pictures possible at all times.
SUPER POWER "FRINGE" PICK-UP	Improved "signal to noise" ratio provides photo-perfect picture with minimum noise and "snow" even in fringe area operation.
"GOLDEN VOICE" SOUND	Sound system and cabinet acoustically balanced for rich, natural reproduction of every note and tone, in perfect pitch.
AM/FM RADIO CHASSIS	Famed Motorola "Golden Voice" sound system with full AC power transformer operated chassis...continuously variable tone control incorporating bass boost.
"MULTI-PLAY" CHANGER PLAYS ALL RECORD SPEEDS	3-speed changer automatically plays all sizes of 78 r.p.m., 45 r.p.m., and 33 $\frac{1}{3}$ r.p.m. records with whisper-free precision. Single tone arm. No needle changing.
FURNITURE STYLED CABINET	Selected top grain imported wood with special 10-step "Masterpiece Finish" process equaled only in the finest furniture.
ULTRA HIGH FREQUENCY RECEPTION	All-Channel UHF Adapter may be added, if desired; simply and easily attached.

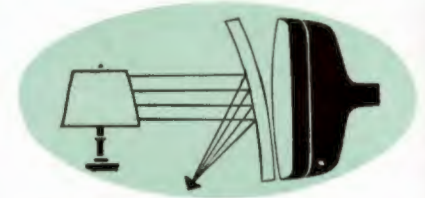
Specifications Subject to Change Without Notice.

Approved Underwriters' Laboratories.



Multi-Play 3-Speed Phono

Automatically plays and changes all size 78, 45 and 33 $\frac{1}{3}$ r.p.m. records with single feather-light tone arm. Instant speed selection, simple record size adapter.



Glare-Guard Anti-Reflection Screen

The optically-curved TV screen that decreases glare annoyance by directing room-light reflections downward out of eye-range, eliminating up to 98% of reflected glare.



Razor-Sharp Pictures

You see the entire picture in sharp detail edge-to-edge on the full-view rectangular screen, just as the TV camera "sees" it... without distortion or chopped-off corners.



The "Golden Voice" of Radio

New undistorted power output assures rich, exciting symphonic FM tone...and the finest, most faithfully reproduced long-range AM radio reception.

IT'S EASY TO SELL MOTOROLA TV WHEN YOU DEMONSTRATE THE OUTSTANDING FEATURES...

ACTION... *Emphasize your sales talk with action.*

When you talk about the simple tuning control, *show* your customer what you mean. When you tell her about Glare-Guard, *sell* her on it by actually showing how it works.

Make use of the sets on display by putting them to work for you. People remember what you show them longer than they can remember the words you may have said about the feature.



EXPLANATION... *Describe details completely and clearly.* Your customer does not know as much about the TV set you're showing her as you know.

Describe the features so clearly that there will be no question in her mind as to what they actually mean in providing greater TV enjoyment for her home.



PARTICIPATION... *Let customers try the set themselves.* The best way to sell a feature is by letting the customer become familiar with it. Let them see how easily and quickly the "Target" tuner brings in sound and picture in perfect unison; let them put a record on the "Multi-Play" changer and find how easily all sizes and all speeds can be played, and let the customer switch in "Golden Voice" AM or rich tone FM radio.



THEN ASK FOR THE ORDER... Close the show with a pleasant request to make out an order for delivery.

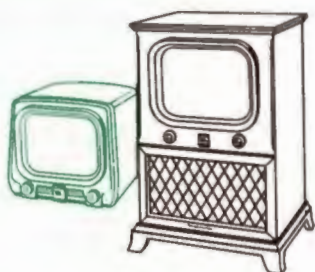
If the customer is undecided about the model, help her make up her mind by showing her the difference in features or styling. Use the new Shopping Guide and this catalog as "printed word" emphasis—and if she wants to take longer to make up her mind, send her home with a copy of the Shopping Guide and you'll be sure she'll "call back" soon.



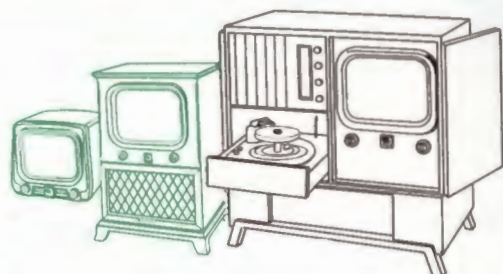
step up Motorola TV sales by stepping up customer interest in increased enjoyment...



Sell them the benefits of Motorola TV dependability, economy and superiority of performance.

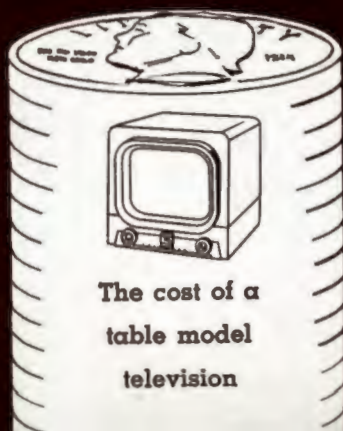


Compare the greater benefits of big-screen Motorola TV for added entertainment, accommodation of larger groups.



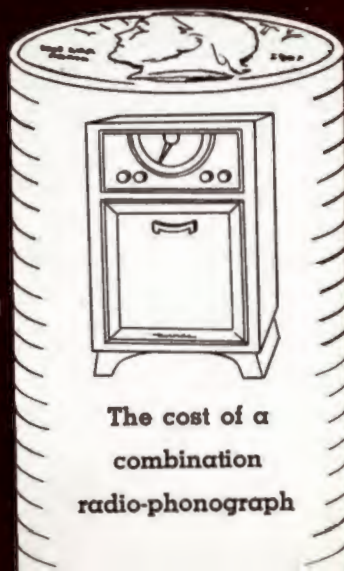
Emphasize the convenience and economy of having Motorola TV, Radio and Phonograph all in one beautiful unit costing less than 3 separate units.

WHEN YOU STEP UP TO COMBINATIONS
SELL THEM THE GREATER
ECONOMY AND CONVENIENCE OF
HAVING 4-WAY ENTERTAINMENT
IN ONE HANDSOME
NEW MOTOROLA CABINET



The cost of a
table model
television

+



The cost of a
combination
radio-phonograph

=



more total
dollar cost



than a new
4-way Motorola
combination.

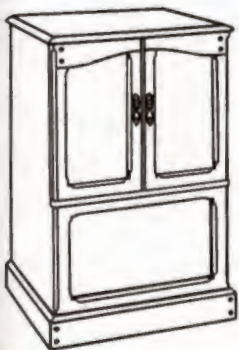
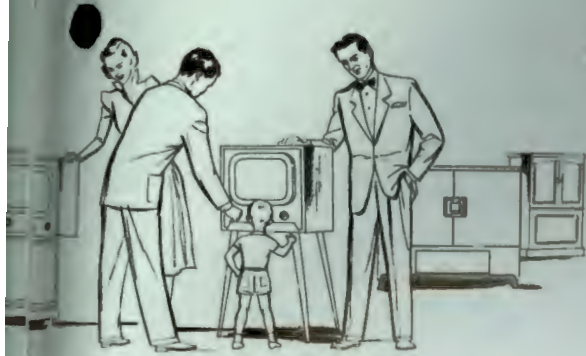


4-Way Motorola Fun
Costs Less... Is
Worth More!

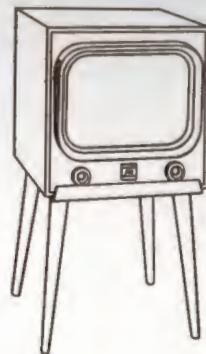
1. BIG-SCREEN TV
2. 3-SPEED PHONOGRAPH
3. "GOLDEN VOICE" AM RADIO
4. HIGH FIDELITY FM RADIO

Plus Record Storage
Space and Distinctive
Furniture Styling!

tell more and you'll sell more ...show your customers how they can get more benefits for their TV dollars



CREATE THE DESIRE FOR SPECIAL STYLING — Show them how Motorola TV cabinet styles are designed to fit into their homes no matter what type of furnishings predominate. As an example, point out the variety of "period" styles—appealing "moderns"—even informal Maple.



CONVINCE THEM THAT BUYING TV FOR THE FUTURE NOW IS WISE — Because Motorola TV has every possible feature and improvement for today's enjoyment, PLUS provision for future expansion. UHF reception is available NOW built-into 1952 Motorola TV, and when color TV arrives it will require only simple set adaptations for its reception, too.

WATCH YOUR SALES CLIMB AS YOU BUILD UP THE GREATER BENEFITS OFFERED:

step by step you sell Motorola TV more and more convincingly because you actually add features with every set that emphasizes a step-up in quality.

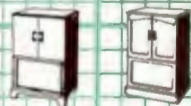


B. Step up to the increased scope of visual pleasure with life-size screens in economy table models.

A. Sell Motorola TV as the most dependable, finest TV with every new feature for enjoyment.



C. Demonstrate the practical good looks of modestly priced consoles plus life-size screen enjoyment.



E. Push the double-value appeal of giant screen PLUS unique 2-way styling.



F. Style appeal measures the step-up sales power for big-screen console investments.



G. "Best of everything" appeal moves the deluxe 4-way TV. Phonograph and AM/FM Radio.

**every new set...
a new sales
opportunity!**

23 YEARS OF INDUSTRY LEADERSHIP

thru peace and war, add world-wide experience and dependability to the many reasons why Motorola is the quality name in electronics.

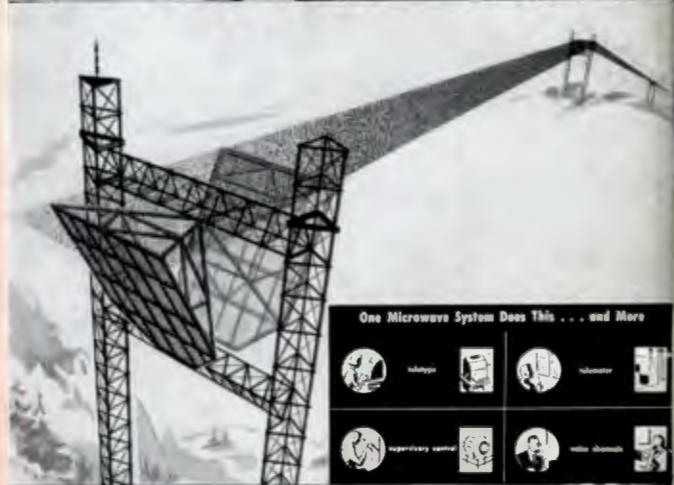
RADAR owed a great deal of its wartime efficiency to the electronic research and development carried on in the engineering laboratories of Motorola.

"HANDIE-TALKIE" units...born at Motorola, proved in battle... the Handie-Talkie Radiophone is now providing a vital, portable communications line for industry.

MICROWAVE (radio relay) installations form an economical means of high-speed communications across the nation for industries to which time is vital.

2-WAY MOBILE RADIO has found hundreds of uses in civilian industry, providing the finest assistance in the constant war against crime, fire and disaster.

"ELECTRONIC WEAPONS"...that fulfill the prediction of "pushbutton warfare" are based on the expert engineering "know-how" which has produced all these Motorola miracles in TV and radio electronics.



Motorola Inc.

4545 AUGUSTA BOULEVARD • CHICAGO 51, ILLINOIS

- ★ **WORLD'S LARGEST** independent auto radio manufacturer
- ★ **WORLD'S LARGEST** manufacturer of mobile 2-way radio communications equipment
- ★ One of the four **WORLD'S LARGEST** manufacturers of television
- ★ One of the two **WORLD'S LARGEST** manufacturers of all types of radio and television

