

new 1952

Motorola TV

proved most dependable



FOR TELEVISION ENJOYMENT

the picture tells the story[®]



new 1952 **Motorola TV** gives you
THE PICTURE OF THE YEAR[®]

AND HERE'S THE STORY BEHIND IT

Dramatic evidence of its performance ability is the quality of the picture you see on Motorola TV. No other picture can compare in clarity, sharpness, depth and stability. To produce such visible perfection, and to maintain dependable performance night

after night at the same consistent quality—the finest skill of 482 engineers has been concentrated in designing the most advanced and most dependable TV chassis in the world today...with *exclusive new* features for even greater picture enjoyment.

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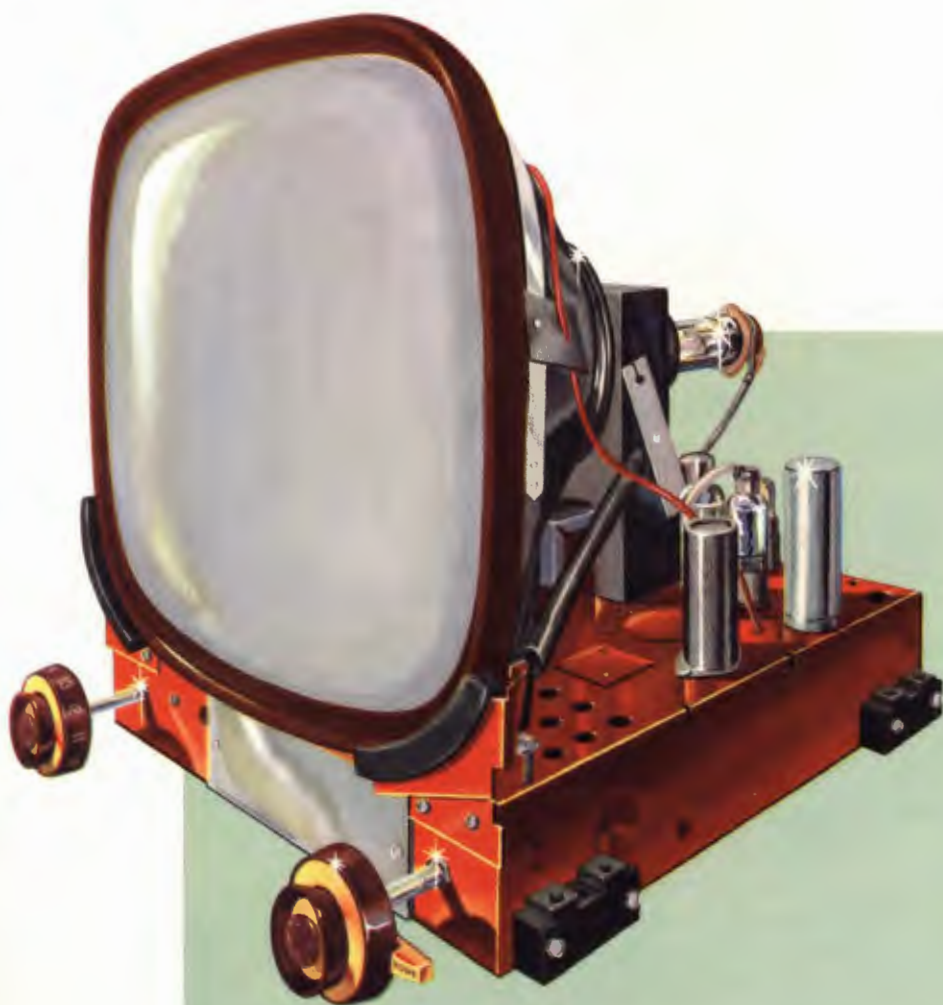
service records of leading dealers coast to

*perfect picture performance
with sensational new*

CONCENTRATED POWER CHASSIS

CHAMPIONS OF POWER... "Slamming Sammy" Snead, famous golfing champion, and the Concentrated Power chassis — both famous for long-distance performance.

The sensational, improved Concentrated Power chassis...three full years in development—backed by one year of actual field tests... is your assurance of perfect picture performance.



coast prove Motorola TV most dependable

only **Motorola TV** gives you all these features for full TV enjoyment...



"ACOUSTINATOR" TONE CONTROL—Provides continuously variable control of the "Golden Voice" tone for greater bass depth or sharper treble notes. Gives greater resonance in bass range; sharper clarity and distinction in treble range.



EXCLUSIVE AREA SELECTOR SWITCH: 3-position switch turns on greater power where it is needed. Special tube can be adjusted for normal reception strength or to boost reception power in distant or "fringe" areas.



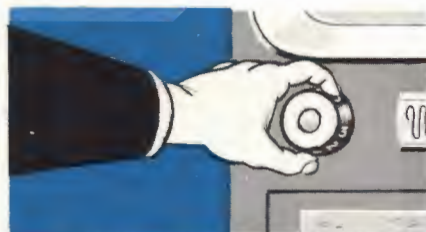
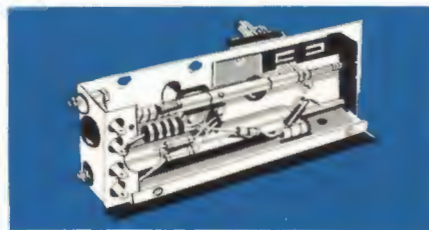
ANTI-REFLECTION GLARE-GUARD—Eliminates light reflection glare with a precision curved screen and non-reflecting tube.

FILTERED-CLEAR PICTURES—Amazing new circuits "filter" out annoying self-generated flecks, flashes and spots.



ELECTRO-LOCK FOCUS—Pictures stay in razor-sharp, perfect focus edge to edge on the screen without border distortion.

ALL-CHANNEL UHF TUNING—Motorola UHF "Strata-Tuner" gives continuous tuning of all UHF stations without further changes.



EASY, INSTANT "TARGET" TUNING—Picture and sound are automatically synchronized with the single selector dial.

IMPROVED BILT-IN ANTENNA—Provides adequate reception power in good signal areas without additional aerial installations.



NEW, IMPROVED 3-SPEED PHONOGRAPH—Plays all sizes of 78, 45 and 33 $\frac{1}{2}$ RPM records; smooth operating changer; single tone arm; rich tone reproduction.



THE "GOLDEN VOICE" OF RADIO—Long-range AM radio with super sensitivity, extra sharp station selectivity. FM radio has radar-type "station lock" tuner.

CASTERS FOR EASY MOVING—All 20-inch screen console models are equipped with concealed easy-roll swivel casters for moving the set as desired.



The Masterpiece

MODEL 21F1 The ultimate in 4-way entertainment in a distinctively styled Mahogany cabinet. "Golden Voice" AM radio, FM radio, 3-speed, all size record changer, 20 inch TV. Album storage space. 42 $\frac{3}{16}$ " wide, 35 $\frac{3}{8}$ " high, 23 $\frac{3}{8}$ " deep. **MODEL 21F1B** in Limed Oak

beautiful new style-setting big screen **Motorola TV**



299.95
18.00
Eg 224

MODEL 21K1 Traditional style 20 inch screen console design in finest imported Mahogany. Easy-roll casters. 24 $\frac{3}{4}$ " wide, 39" high, 22 $\frac{3}{8}$ " deep. **MODEL 21K1B** Limed Oak



MODEL 21K2 Graceful formal styling in a de luxe 20 inch screen, selected-grain Mahogany half-door console. Easy-roll casters. 24" wide, 39 $\frac{3}{8}$ " high, 23 $\frac{3}{8}$ " deep. **MODEL 21K2B** in Limed Oak

Specifications subject to change without notice.

**you enjoy the
Picture of the**



The Imperial

MODEL 17F12 Handsomely styled Mahogany cabinet with unusual door trim and "Masterpiece" finish. Big 17 inch TV, "Golden Voice" AM radio and 3-speed changer for all size records. Album storage space. 36 $\frac{1}{8}$ " wide, 36 $\frac{1}{2}$ " high, 20 $\frac{1}{2}$ " deep. **MODEL 17F12B** in Limed Oak



MODEL 17K12B Finest Limed Oak 17 inch screen console. Modern in styling yet equally harmonious with formal traditional furnishings. 22" wide, 37 $\frac{1}{8}$ " high, 17 $\frac{3}{8}$ " deep. **MODEL 17K12W** in Walnut. **MODEL 17K12** in Mahogany

MODEL 21T1B Distinctive 20 inch screen table model, Tan leatherette finish. Smart with Modern furnishings, harmonious in contemporary settings. 23" wide, 21" high, 21 $\frac{1}{16}$ " deep. **MODEL 21T1** in Mahogany color Leatherette

249.95 15.48 ea 24

MODEL 21T2 Modern design in luxury grain Mahogany. 20 inch screen table model will also harmonize with many period furnishings. 23" wide, 21" high, 21 $\frac{1}{16}$ " deep. **MODEL 21T2B** in Limed Oak



Year on new 1952 **Motorola TV**



MODEL 17T7 Popular styling in gleaming Mahogany color plastic. 17 inch screen table model, smartly designed for any home. 20" wide, 18½" high, 19¾" deep.



MODEL 17T8B A 17 inch screen Lined oak table model equally at home in formal or informal settings. 19¾" wide, 17¾" high, 18¾" deep. **MODEL 17T8** in Mahogany

MODEL 14P2 Portable 14 inch screen model in California Tan leatherette. "Golden Beam" antenna in slide-off cover. 19½" wide, 15½" high, 20½" deep (without cover), 22½" deep with cover.



good engineering insures top quality and dependability in every Motorola TV set

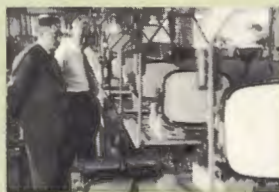
From the first design to the last step of production—Motorola TV is kept at the highest standards of quality. Rigid operation tests assure utmost satisfaction and dependability of performance.



Merciless vibrations on the "shake table" test wiring stability, reveal loose connections or parts.



Complete "phasing" test of completed chassis checks operation efficiency of all parts, circuits.



One hour "hot line" test of 126 volt cycle surges reveals short-life parts or faulty wiring.



Every completed set must pass a final 100% test for signal reception, picture and sound quality.

24 years of electronic leadership
in auto radio...home radio...
portable radio...2-way communications
...television.

A leader in the field of radio and television... Motorola has an equally exciting history in the production of highly technical electronic systems for civilian and military use such as microwave... radar... projectile control... Handie Talkie*... two-way FM mobile radio. *T.M. REG.

Motorola **TV**

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