

Motorola

The Golden
Voice
of Radio

TABLE RADIOS



CLOCK RADIOS



PORTABLE RADIOS



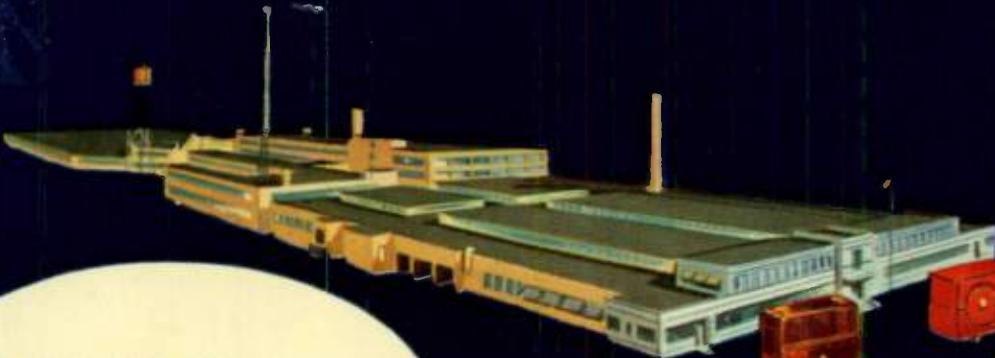
Announcing.



3

Show and Tell your customers
the many uses of

Motorola radios



BIRTHPLACE OF
electronic miracles

Known for its leadership in the field of radios and television . . . Motorola has an equally exciting history in the production and perfection of highly technical electronic systems for civilian and military use. Microwave . . . radar . . . projectile control . . . Handie Talkie® . . . multiple communications systems . . . two way FM mobile radio . . . all these highly efficient advances in electronic science owe a great part of their success to Motorola's magnificent engineering.

*T.M. REG.

Motorola Inc.

4545 AUGUSTA BLVD.,
CHICAGO 51, ILLINOIS

Beginning 24th year of leadership
—in Electronics Exclusively.



The complete line of table, clock
and portable radios by

Motorola for 1952

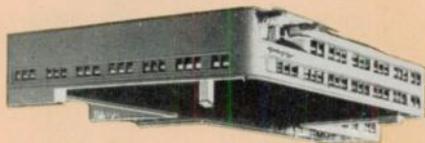
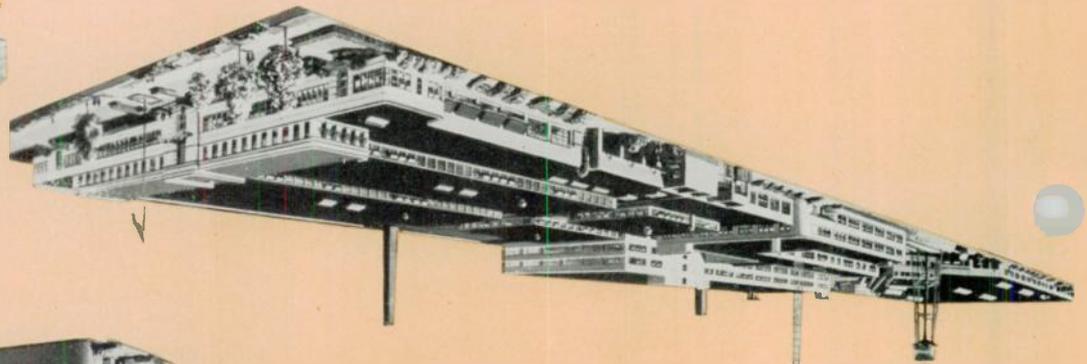
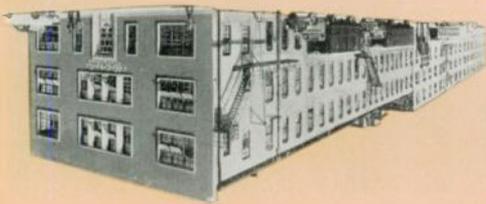
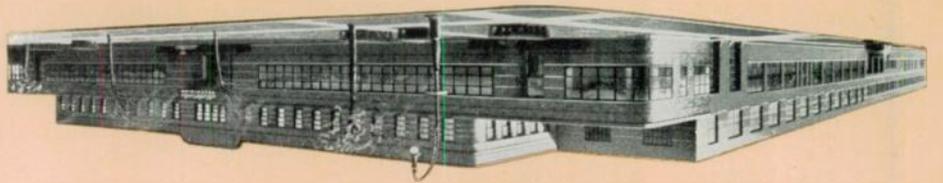
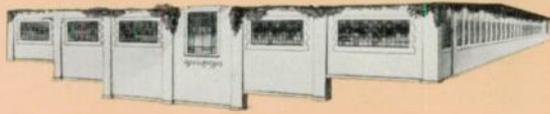
Motorola

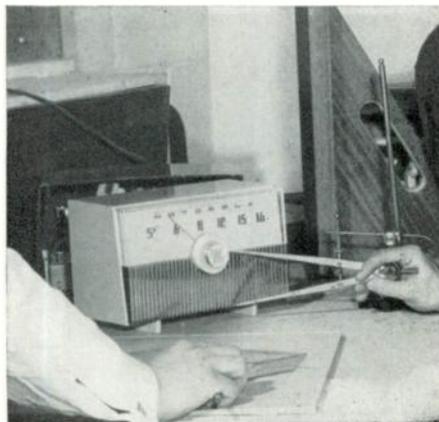
**Beginning 24TH year of
leadership in electronics
and communication
developments.**



Leadership is the reward of consistent product superiority. And every Motorola product—from the first auto radio to present complex communications systems and top quality TV—has lived up to the highest standards of performance and dependability. Motorola's good engineering assures outstanding advancements that will continue to keep every Motorola product a leader in its field. The careful craftsmanship of thousands of skilled, trained employees in the many plants further assures the production of dependable products.





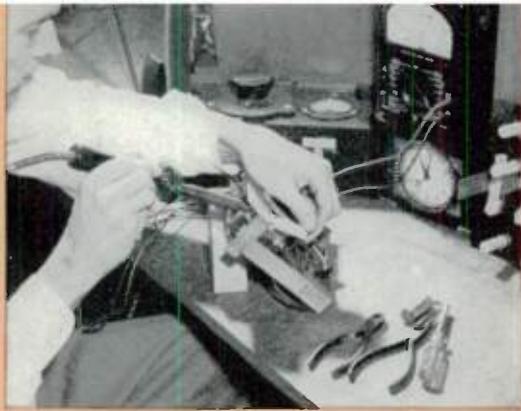


Famed
Motorola
advanced engineering

means the finest in
radio reception and design
today—and for the years to come

Each and every Motorola radio product has an enviable past and a promising future. A past that includes countless research and electronic development activities which helped it reach the high Motorola standard of production, and a future that will assure the best of performance and trouble-free service to its owner. To your customers this special emphasis that Motorola places on good engineering means superior quality in the Motorola they buy—a quality that is the best that modern science and electronics can produce.

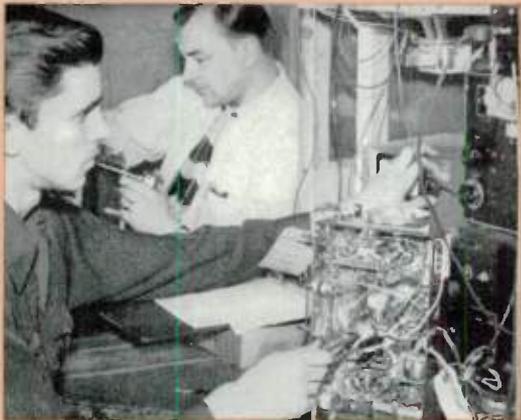
Pictures to the left depict planning, engineering and production operations of Motorola radios.



Electrical engineer assembles originally designed chassis before production begins.



Precise, exacting electrical tests are made to assure best circuit performance.



Production engineers check quality of sample unit. Sample must be in perfect order.



Punishing vibration tests are given sets to make sure of best performance anywhere.



Radio dial scale is put together by skilled employee on assembly production line.



Assembly line employee attaches necessary operating controls to radio receiver chassis.



Important operation during assembly line work is careful line inspection of sets.



Motorola employee is engaged here in the correct assembly of volume control parts.

Motorola



ARTIST COMPLETES COLOR
RENDERING OF NEW MODEL.



IMPORTANT IN CABINET
DESIGN IS COLOR CHOICE.



MOTOROLA STYLISTS CONFER
ON NEW TABLE SET MODEL.

perfection styling
adds the finishing
touch to a superior
radio product

● In every Motorola radio product the inner engineering superiority is reflected in the outer richness and beauty of the cabinet.

This quality of attractive and functional cabinetry is the result of design and creative activities by experts who have worked many months to come up with the precise cabinet design best suited to each Motorola chassis in the new line.

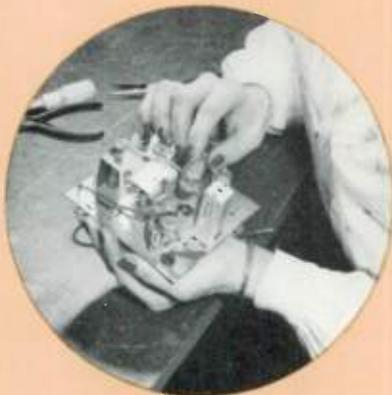
The inimitably distinctive and unusually beautiful styling of the new Motorola radios is truly a perfection of the designers art—a perfection that will translate itself into increased radio sales for you.

To the left are several scenes showing Motorola designers and stylists performing various operations for the new radio line.

Motorola



"CONCENTRATED POWER" CHASSIS
MEANS TOP PERFORMANCE.



NEW TUBE IMPROVES AUTO-
MATIC VOLUME CONTROL.



NEW MAGNETIC CORE ANTENNA
PRODUCES BEST RECEPTION.

radio features insure
clear reception
faithful performance
year after year

● The new Motorola radios with the "Concentrated Power" chassis are designed to deliver the finest possible performance in tone and quality reception wherever they are played. Some of the outstanding new Motorola features are new magnetic core antennas for better signal reception, a new tube for improved automatic volume control, more compact designs and other developments to make Motorola radios better than ever.

Each set is precision built for years of faithful and dependable service. These radios represent the high achievement of Motorola electronic engineering, research activities and furniture styling. Scores of testing and inspecting procedures, incorporating the latest engineering advances in radio manufacturing, are utilized in the production of every Motorola radio product.

Presenting

the new and
complete
Motorola radio line
for 1952

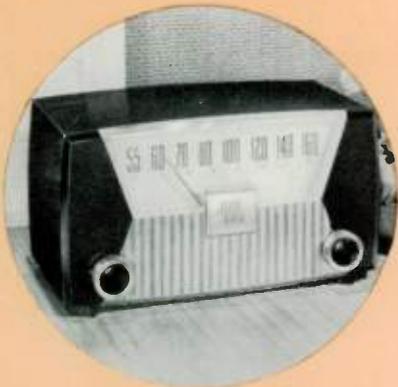


TABLE RADIOS



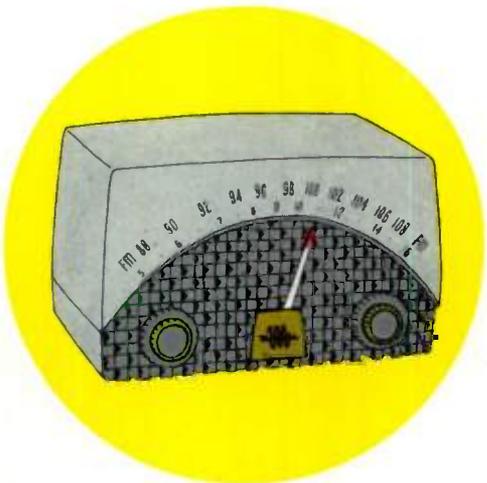
CLOCK RADIOS



PORTABLE RADIOS

*Matchless Beauty—
around-the-house utility*

The Golden Voice
of Radio



Motorola *Model 72XM21*

Twin listening pleasures! Static free FM radio with coaxial tuning for more stable and sensitive performance and long range AM radio. Superbly designed cabinet styled in attractive tones of gray. Sweep station selector for easy tuning.

72XM21, Two-tone Gray



Motorola Model 72XM21

72XM21, Two-Tone Gray

SUPERIOR FEATURES

FM Tuner NEW, improved coaxial tuner that gives maximum sensitivity, selectivity, image rejection, stability, and minimum oscillator radiation preventing interference with other FM receivers. This exclusive new Motorola FM tuner uses permeability tuned coaxial transmission line units with silver mica capacitors. Special design of variable tuning capacitor minimizes microphonics in AM reception. Tuned RF stage on FM. New FM IF transformers operate at 10.7 mc.

Built-In FM Line Antenna Motorola built-in high capacity FM line antenna — Exclusive pancake type "Aerovane" AM loop antenna for better performance.

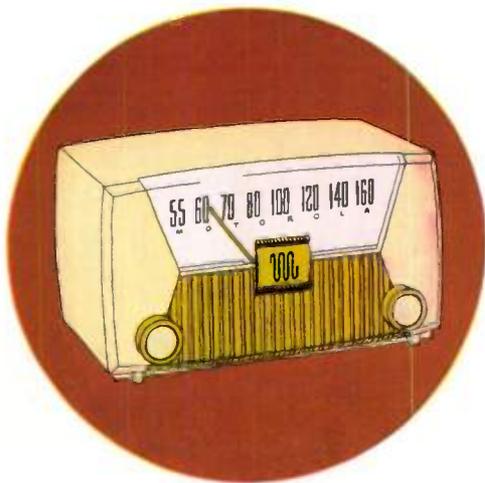
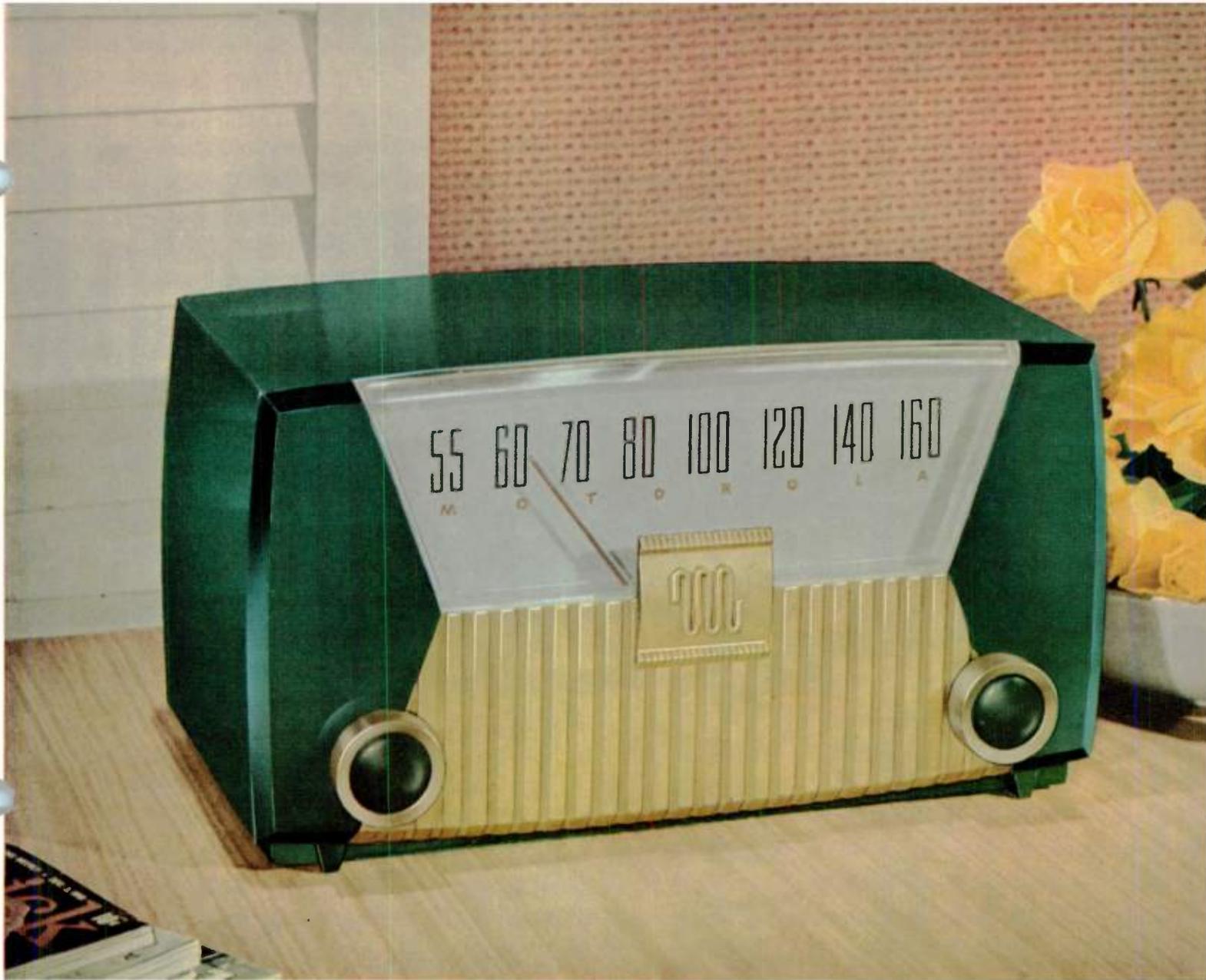
Dynamic Speaker Alnico V Permanent Magnet speaker acoustically matched to chassis and cabinet.

Dial and Controls Modern "Sweep Station" dial — easy-tuning controls.

"Concentrated Power" Chassis . . . Tubes and Circuit — NEW AVC tube for better automatic volume control performance. 6 tubes plus rectifier, resulting in 7-tube performance . . . New long-life type tubes including two new 9-pin tubes, with two dual-purpose and one triple-purpose type, plus a long-life selenium rectifier — AC/DC superhet circuit — Full tuning range on FM, 88-108 megacycles, AM, 535-1620 kc. Exclusive permeability tuned Hi-Q transformers using Litz wire, silver mica capacitors to give maximum performance and stability — Individual shielding of FM and AM IF transformers — Automatic Volume Control — Filtered power supply uses 3-section electrolytic to minimize hum — Compensated volume control — Positive and Negative feedback gives maximum low frequency response — Tuned RF stage on FM for better sensitivity — Ratio detector on FM.

Superbly Styled Cabinet Two Tones of Gray plastic, with contrasting gold embossed dial numerals. Size: 12-1/16" wide, 7 1/4" high, 7 1/2" deep.

Specifications Subject to Change Without Notice.

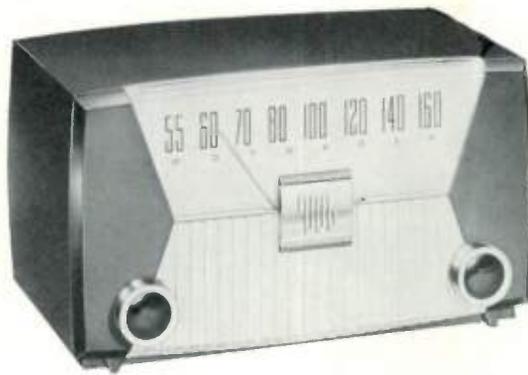


Motorola *Model 62X*

Advance engineering features and brilliant styling combine in this model to produce an unusually attractive table radio for use in a wide variety of room arrangements. Equipped with new oval speaker for best sound reproduction.

AVAILABLE IN 3 DECORATOR COLORS:

62X11, Walnut • 62X12, Ivory • 62X13, Forest Green



Motorola 62X Series

62X11, Walnut — 62X12, Ivory — 62X13, Forest Green

SUPERIOR FEATURES

"Concentrated Power" Chassis . . . Tubes and Circuit—NEW AVC tube for better automatic volume control performance. Increased undistorted power output assured by this AC/DC superheterodyne 5-tube AM receiver. 5 long-life tubes plus rectifier, resulting in 6-tube performance. Automatic Volume Control. New super IF coils for selectivity. Rubber-floated variable condenser reduces microphonics. RF stage for greater sensitivity. Compensated volume control. Vernier tuning.

The Golden Voice of Radio Tone . . . NEW Oval Dynamic Speaker provides unusually fine tonal quality. Speaker and cabinet are acoustically matched for high fidelity.

Easy-to-Tune "Full Sweep" Dial Widely spaced numerals separate stations, permitting unusual ease and speed in tuning. Dial pointer is protected by plastic window.

Long Range Reception . . . "Aerovane" Loop Antenna—Motorola's new pancake-type "Aerovane" loop antenna gives high-powered pickup of signal and exceptional selectivity.

Ultra-Modern Plastic Cabinet Handsome, modern-styled cabinet in walnut, forest green or ivory. Size: 12 $\frac{3}{4}$ " wide x 7-1/16" high x 7 $\frac{1}{4}$ " deep.

Underwriters' Laboratories Approval Approved for safety by Underwriters' Laboratories.

Specifications Subject to Change Without Notice.





Motorola *Model 529C*

Sure to grace any room in the home is this handsomely designed table model. New oval speaker for improved tonal performance. Easy to read horizontal sweep station dial.

AVAILABLE IN 3 DECORATOR COLORS:

52X11, Walnut • 52X12, Ivory • 52X13, Maroon



Motorola 52X Series

52X11, Walnut — 52X12, Ivory — 52X13, Maroon

SUPERIOR FEATURES

"Concentrated Power" Chassis . . . Tubes and Circuit—NEW AVC tube for better automatic volume control performance. Uses 4 new long-life tubes (2 dual-purpose) plus rectifier, resulting in 5-tube performance, for longer life and superior reception. AC/DC superhet circuit. Tuning range 535-1620 kc. Exceptional sensitivity for a set this size.

The Golden Voice of Radio Tone . . . Oval Dynamic Speaker NEW, improved dynamic power speaker acoustically matched to cabinet for remarkable fidelity and 3-dimensional tone quality.

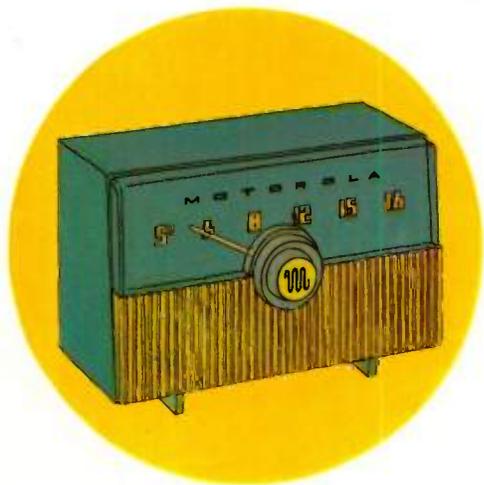
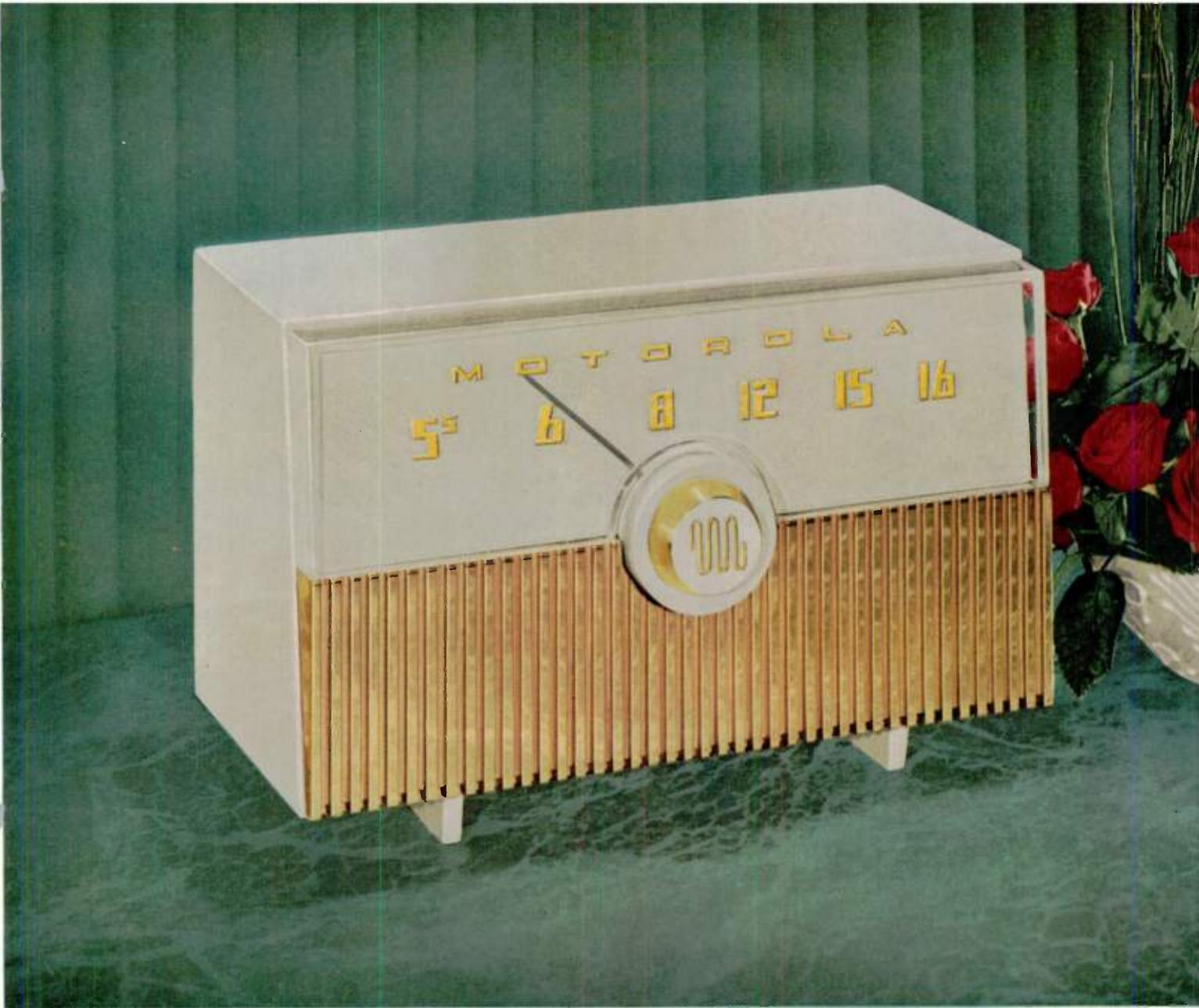
Easy-to-Tune Horizontal Dial Widely spaced numerals separate stations for easier tuning. Protected dial pointer.

Long Range Reception . . . "Aerovane" Loop Antenna—Motorola's new pancake-type "Aerovane" loop antenna gives high-powered pickup of signal and exceptional selectivity.

Furniture-Styled Cabinet Smart molded plastic cabinet in walnut, ivory or maroon. Size: 13⁵/₈" wide, 6-15/16" high, 6¹/₂" deep.

Underwriters' Laboratories Approval Approved for safety by Underwriters' Laboratories.

Specifications Subject to Change Without Notice.



Motorola *Model 523C*

Good to look at... better to hear. A modern power-packed table radio precision-engineered and perfection-styled to give continuous pleasure. Mix it or match it in a variety of settings.

AVAILABLE IN 4 DECORATOR COLORS:

52H11, Walnut • 52H12, Ivory • 52H13, Forest Green
52H14, Gray



Motorola 52H Series

52H11, Walnut — 52H12, Ivory — 52H13, Forest Green — 52H14, Gray

SUPERIOR FEATURES

"Concentrated Power" Chassis . . . Tubes and Circuit—NEW AVC tube for better automatic volume control performance. Long life and superior reception assured by 4 tubes plus rectifier (including 2 dual-purpose type) resulting in 5-tube performance. AC/DC super-heterodyne circuit—tuning range 535-1620 kc. Vernier tuning. Rubber-floated variable condenser reduces microphonics.

The Golden Voice of Radio Tone . . . Dynamic Speaker—NEW, improved dynamic speaker. Speaker and cabinet acoustically matched for remarkable new tone and realism.

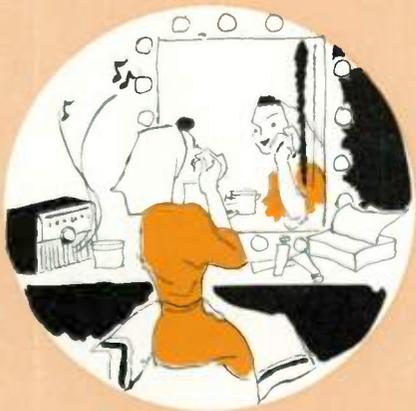
Easy-to-Tune "Full Sweep" Dial Widely spaced numerals for easy reading, faster tuning. NEW plastic window protects dial pointer.

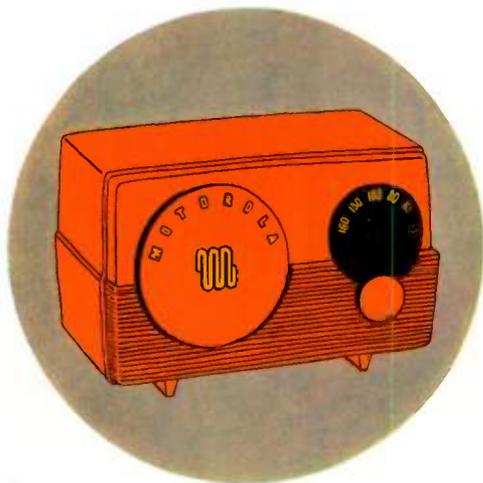
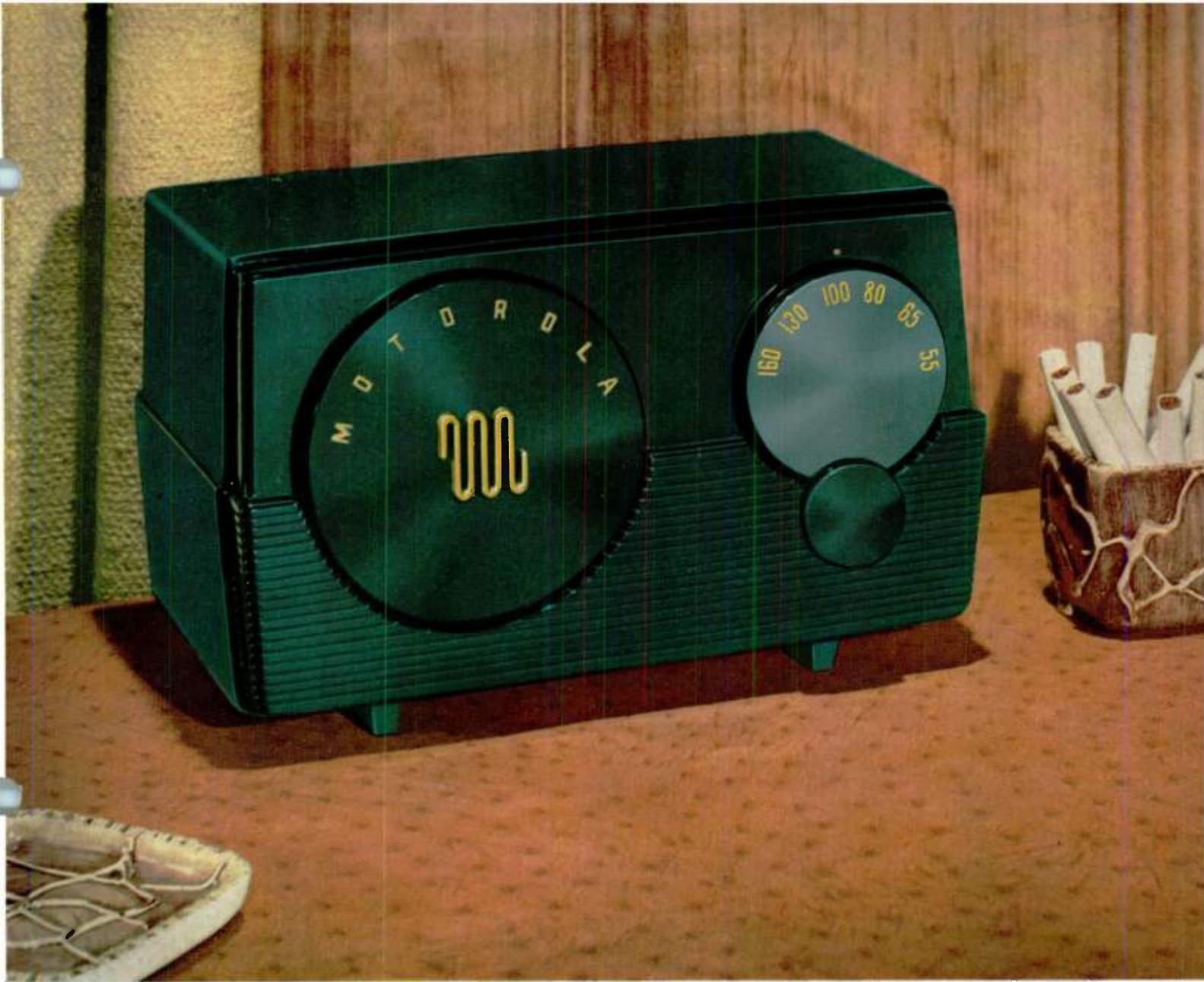
Long Range Reception . . . "Aerovane" Loop Antenna—Motorola's NEW pancake-type "Aerovane" loop antenna gives high-powered pickup of signal and exceptional selectivity.

Furniture-Styled Cabinet Uniquely handsome molded plastic cabinet in attractive walnut, ivory, forest green, or gray. Size: 10-11/16" wide x 7-1/16" high x 5-11/16" deep.

Underwriters' Laboratories Approval Approved for safety by Underwriters' Laboratories.

Specifications Subject to Change Without Notice.



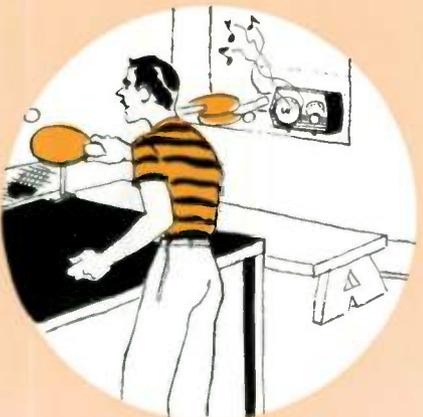


Motorola *Model 52R*

A triumph of compact design and beautiful styling! Here's a small radio that gives big Golden Voice performance yet is exceptionally light and easy to move about the home. Big radio features including new magnetic core antenna for best reception.

AVAILABLE IN 6 DECORATOR COLORS:

52R11, Walnut • 52R12, Ivory • 52R13, Maroon
52R14, Gray • 52R15, Forest Green • 52R16, Red



Motorola 52R Series

52R11, Walnut — 52R12, Ivory — 52R13, Maroon — 52R14, Gray
52R15, Forest Green — 52R16, Red

SUPERIOR FEATURES

"Concentrated Power" Chassis . . . Tubes and Circuit—NEW AVC tube for better automatic volume control performance. Uses 4 new long-life tubes (2 dual-purpose) plus rectifier, resulting in 5-tube performance, for long life and superior reception. AC/DC superhet circuit. Tuning range 535-1620 kc. Exceptional sensitivity for a set this size. Automatic Volume Control.

The Golden Voice of Radio Tone . . . Dynamic Speaker—NEW, improved dynamic power speaker acoustically matched to cabinet for remarkable fidelity and 3-dimensional tone quality.

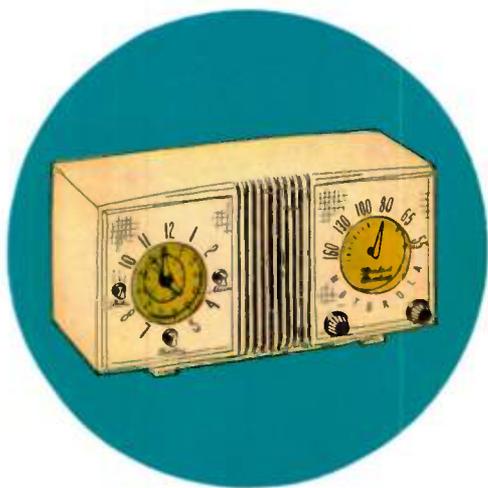
New Tuning Knob . . . NEW Type Knob simplifies tuning — gets stations quickly and easily with minimum effort.

Long Range Reception . . . NEW Magnetic Core Antenna—Motorola's New Ferrite antenna gives high-powered pickup of signal and exceptional selectivity.

Furniture-Styled Cabinet Available in six beautiful colors on plastic. Size: 9-5/16" wide x 5⁷/₈" high x 4⁷/₈" deep.

Underwriters' Laboratories Approval Models (52R11U, 52R12U, 52R13U, 52R14U, 52R15U, 52R16U) approved for safety by Underwriters' Laboratories.

Specifications Subject to Change Without Notice.

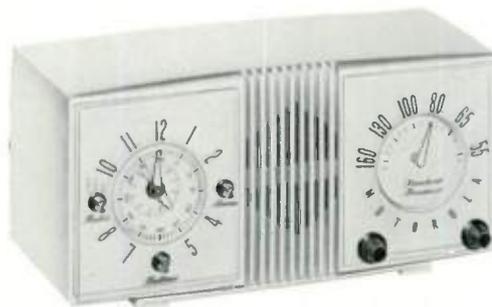


Motorola *Model 52C*

A radio with a memory! This deluxe Motorola clock radio remembers to wake you up to music in the morning and to perform many other timing duties. Its smart styling and Golden Voice tone make it ideal for round-the-home use.

AVAILABLE IN 3 DECORATOR COLORS:

52C6, Walnut • 52C7, Ivory • 52C8, Forest Green



Motorola Model 52C Clock Radios

52C6, Walnut — 52C7, Ivory — 52C8, Forest Green

SUPERIOR FEATURES

"Concentrated Power" Chassis . . . Tubes and Circuit — NEW AVC tube for better automatic volume control performance. 4 hi-efficiency long-life tubes plus tube rectifier in a time-proven super-heterodyne circuit, resulting in 5-tube performance. "Aerovane" Hi-Q Loop Antenna. Dependable iron core permeability tuned IF transformers. Tuning Range: 535-1620 kc.

The Golden Voice of Radio Tone Dynamic permanent magnet speaker acoustically matched to the cabinet for rich, full tone.

Clock An accurate electric timepiece with second hand. Operates continuously when plugged into ordinary AC house current outlet. Is independent of radio switch. Self-starting — Luminous hands for easy night reading.

Clock-Radio Switch "Auto" position turns radio on at chosen pre-set time for your favorite program. "On" position allows radio to run continuously. "Off" turns radio off immediately or at any time up to 60 minutes if bedtime switch is set.

"Bed-Time" Switch Permits reception of any program up to one hour with assurance that radio will shut off automatically.

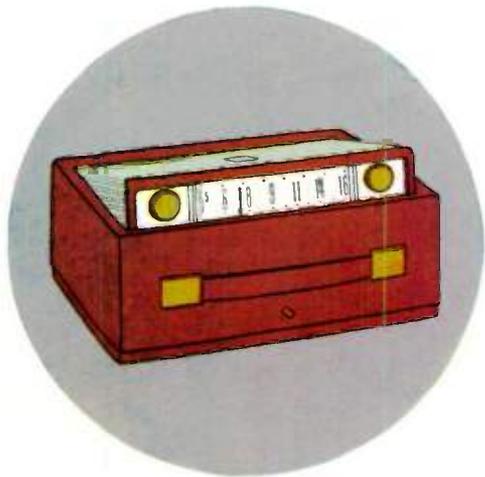
Alarm Radio is turned on at pre-set time, chosen by turning alarm button. When alarm button is turned on, you will wake up to music.

Appliance Outlet Special outlet to plug in coffeemaker, toaster, lamps, other electric appliances. Can be set to start coffee, turn off night light, perform other duties automatically, at desired time.

Furniture-Styled Cabinet Compact, molded plastic cabinet, finished in lustrous walnut, forest green or ivory. Easy-to-read dials. Size: 11¼" wide, 5-5/16" high, 4-15/16" deep.

Underwriters' Laboratories Approval Approved for safety by Underwriters' Laboratories.

Specifications Subject to Change Without Notice.



Motorola *Model 62L*

The brand new Motorola Town and Country portable is a masterpiece of distinctive styling and concentrated power chassis performance. Use it anywhere and be assured of the finest and most sensitive portable radio reception through new magnetic core antenna. Plays upright or on its side. Operates on AC, DC and batteries.

AVAILABLE IN 3 DECORATOR COLORS:

62L1, Forest Green • 62L2, Maroon • 62L3, Gray



Motorola Model 62L Portable Radios

62L1, Forest Green — 62L2, Maroon — 62L3, Gray

SUPERIOR FEATURES

Three-Power Operates instantly on AC, DC, or long-life one-unit battery pack—No warm-up time required—Automatic changeover switch permits selection of battery pack or line current operation without using additional switch or knob—Line cord may be hidden away in back of set when not in use.

The Golden Voice of Radio Tone High fidelity type speaker provides the finest tonal quality obtainable.

"Concentrated Power" Chassis . . . Tubes and Circuit—Super-power shock-resisting tubes for extra long-life—New Tuned Radio Frequency Stage for increased sensitivity and selectivity—Battery-saver circuits resulting in extra long battery life, incorporated into a new high-powered chassis—Full 90-volt power, the greatest possible for a portable this size and weight giving it outstanding tone quality and "range"—High capacity filter circuit is used to eliminate all hum.

Frequency Range Fully extended broadcast band: 535-1620 kc.

Long Range Reception . . . New Magnetic Core Antenna—Super-sensitive Ferrite Magnetic Core Antenna placed for best long range signal reception. **So powerful, with extra sensitivity, it plays where other sets fail.**

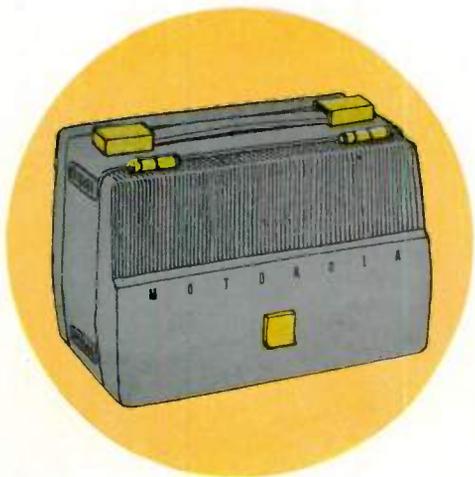
Batteries Easily changed, single unit battery pack of long-life construction. Low drain during use gives longer battery life.

Fashion-Styled Cabinet Handsome cabinet in forest green, maroon, gray—Trim, graceful design. Smart plastic grille cloth. Premium Polystyrene case weather tested for assured long life and appearance—Easy-to-read dial numerals. Flexible plastic handle collapses flat when not in use. Set may be operated upright or on its side with dial exposed or hidden. Size: 11 $\frac{5}{8}$ " wide, 9 $\frac{1}{8}$ " high, 4-11/16" deep. Weight 14 pounds with battery pack.

Underwriters' Laboratories Approval Approved for safety by Underwriters' Laboratories.

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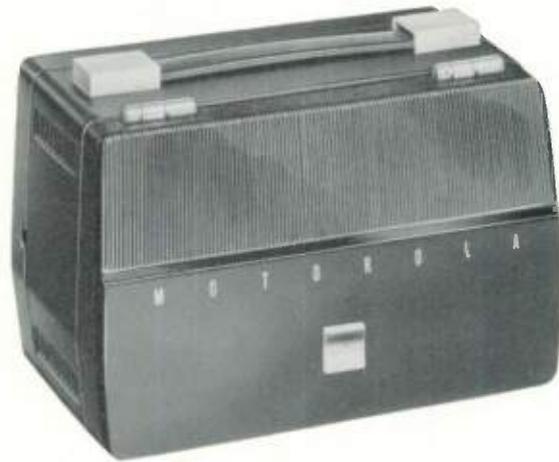
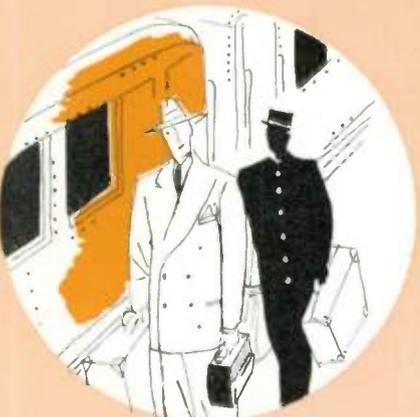
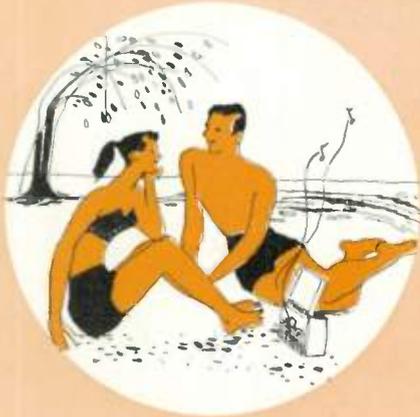


Motorola *Model 52M*

The famous Motorola Playmate, Jr. in a new modern design armored steel case. Flip open cover turns set on instantly. Compactly styled and engineered for superior performance—it's the perfect radio companion anywhere—anytime —three power operation—AC, DC and batteries.

AVAILABLE IN 3 DECORATOR COLORS:

52M1, Forest Green • 52M2, Maroon • 52M3, Gray



Motorola Model 52M Portable Radios

52M1, Forest Green — 52M2, Maroon — 52M3, Gray

SUPERIOR FEATURES

Three-Power Operates instantly on AC, DC, and batteries—No warm-up time required—Automatic changeover switch permits selection of battery or line current operation without using additional switch or knob—Fold-away cord rack in back of set for easy storage of line cord when not in use. Automatic switch turns set on when front cover is opened. Also shuts off when lid is closed and saves batteries.

"Concentrated Power" Chassis . . . Tubes and Circuit—Super-power shock-resisting tubes for extra long-life—Battery saver circuits resulting in extra long battery life, incorporated into a new high-powered chassis which brings in far-away stations with sparkling clarity.

The Golden Voice of Radio Tone High fidelity type speaker produces the finest tonal quality obtainable.

Frequency Range Fully extended broadcast band: 535-1620 kc.

Long Range Reception Aerovane Loop Antenna placed in cover for best long-range signal reception. **So powerful, with extra sensitivity, it plays where other sets fail.**

Batteries Uses one 67½ Volt "B" battery and two standard 1½ Volt flashlight cells for "A" batteries. The "A" batteries are encased in plastic holders. Long life because of low battery drain.

Handsomely-Styled Sturdy "armored" steel cabinet with plastic cover—weather tested for assured long life and appearance. Recessed protected dial knobs avoid breakage. Flexible plastic handle collapses flat when not in use. Size: 7¾" wide, 4-9/16" deep, 5-3/16" high. Weight 5¾ pounds with batteries.

Underwriters' Laboratories Approval Approved for safety by Underwriters' Laboratories.

Specifications Subject to Change Without Notice.



Motorola *Models 52B, 42B*

With the new Escort model Motorola strikes a unique portable style note. Here's a portable radio that looks and handles like a small camera. Super sensitive performance with magnetic core antenna. Three power operation—AC, DC and batteries. Also available is the Escort, Jr. which plays only on batteries.

52B1 (Escort), Black and Chrome

42B1 (Escort Jr.), Black and Chrome



Motorola Models 52B and 42B Portable Radios

52B, Escort, Black and Chrome (three power operation)
42B, Escort Jr., Black and Chrome (batteries only)

SUPERIOR FEATURES

Three-Power Operates instantly on AC, DC, and batteries (52B)—No warm-up time required—Automatic changeover switch permits selection of battery or line current operation without using additional switch or knob—Line cord may be hidden in back of set when not in use.

The Golden Voice of Radio Tone This portable uses a larger speaker than any other set this size. High fidelity type speaker produces the finest tonal quality obtainable.

"Concentrated Power" Chassis . . . Tubes and Circuit—Super-power shock-resisting tubes for extra long-life—Battery saver circuits resulting in extra long battery life, incorporated into a new high-powered chassis which brings in distant stations with sparkling clarity.

Frequency Range Fully extended broadcast band: 535-1620 kc.

Long Range Reception . . . New Magnetic Core Antenna—Super-sensitive Ferrite Magnetic Core Antenna placed for best signal reception. **So powerful, with extra sensitivity, it plays where other sets fail.**

Batteries Uses one 67½ Volt "B" battery and two standard 1½ Volt flashlight cells for "A" batteries. The "A" batteries are encased in plastic holders. Long-life because of low battery drain.

Unusual Design Camera Case Compact, husky die cast metal case with sturdy royalite composition bottom—weather tested for assured long-life and appearance. Set may be played in upright position or on its side. Recessed knobs avoid breakage. Beautifully styled in chrome and black. Leather covered steel handle for carrying case—folds down when not in use. Size: 8¼" wide, 2-5/16" deep, 6-9/32" high. Weight with batteries: (52B) 47½ pounds; (42B) 4¾ pounds.

Underwriters' Laboratories Approval 52B approved for safety by Underwriters' Laboratories.

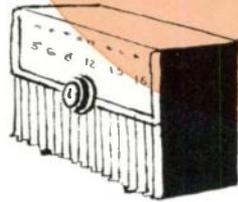
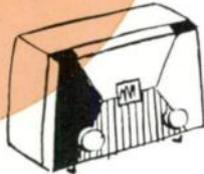
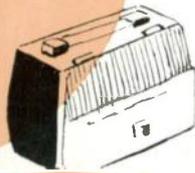
Specifications Subject to Change Without Notice.

Step up your radio sales through displays and demonstrations



1

keep your sets
out in front
where they can be played



2

know what your
customers want
and help them to get it