



YOUR
Motorola

...AND
WHAT MAKES IT AS
WONDERFUL AS IT IS



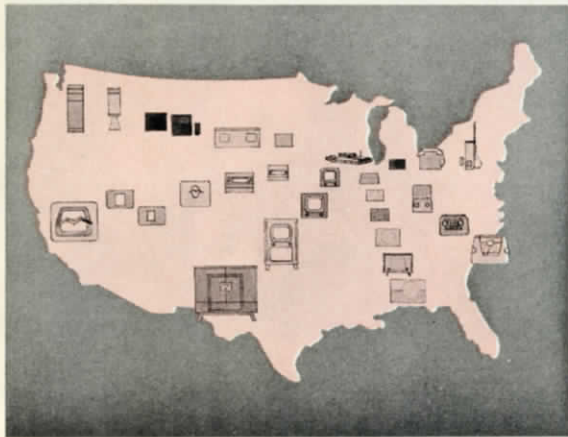
**A Message from
Mr. P. V. GALVIN, President,
Motorola Inc.**

"Today we live in a fascinating 'age of electronics' where the miracles of television, radio, radar and industrial communications have become a vital part of our everyday living. Motorola is proud of its 23-year role as a world leader in their research, development and manufacture . . . making your life a happier, better, more productive one—through electronics!

"This great background of scientific experience is *your* guarantee that products which bear the name Motorola will be completely worthy of your highest expectation . . . now and for the years to come!"

P. V. Galvin

**OVER 10 MILLION OWNERS ENJOY
MOTOROLA ENTERTAINMENT BECAUSE
IT WAS THE BEST FROM THE FIRST**



Motorola dependability makes the difference!

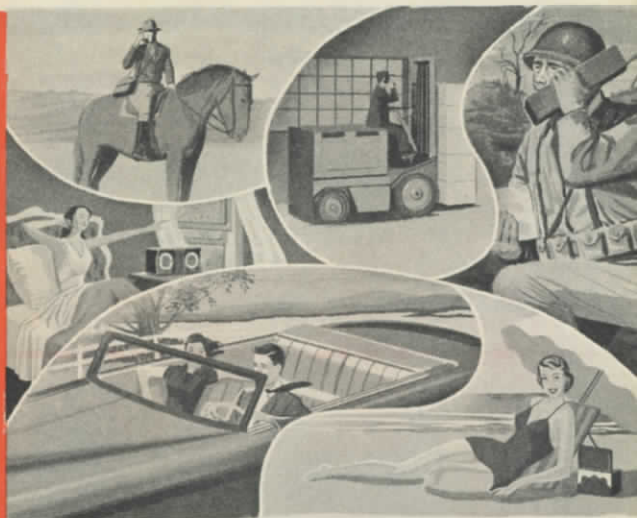
Since the very first product bearing the Motorola name, every succeeding Motorola product has had the highest standard of quality. From the first Motorola auto radio, a world-wide reputation of dependability has grown and kept growing. Today, 10 million Motorola owners throughout America know what Motorola dependability means . . . for they own the miracles of Motorola's engineering skill that has given Motorola an enviable reputation in electronics!

Motorola . . . making your life a better life thru electronics!



THE MIRACLE OF **MOTOROLA** TV IN NEARLY 1½ MILLION HOMES

There's more fun in television today than any other form of family-shared entertainment . . . comedy, drama, music, sports, world events, educational shows . . . fun that everyone enjoys. More and more families are enjoying television at its best with Motorola TV! Motorola's scientists, designers and engineers have made it better through constant research and performance-testing. You can be sure with Motorola TV . . . it's America's most dependable TV!



THERE IS A **MOTOROLA** FOR HOME, INDUSTRY AND NATION

Wherever you go, you can find a Motorola product to serve you. Whether you enjoy a dependable Auto Radio when you drive, or carry a handsome Portable Radio to the beach . . . with Motorola you *know* you have top quality performance. Motorola is world leader in FM 2-way communication systems for business and industry, police and fire departments, farms and ranches, civil defense and electronic equipment for the nation's armed forces.

23 YEARS OF CONTINUOUS RESEARCH

Over 400 engineers in research laboratories



CHICAGO, ILLINOIS, PLANT LABORATORY

LAKESWOOD,
NEW JERSEY,
LABORATORY



PHOENIX, ARIZONA, LABORATORY

AND ENGINEERING IN ELECTRONICS

devoted to radar, radio and TV

The finest engineering talent and experience is concentrated in the modern engineering department at Motorola's main Chicago plant. From these skilled technicians come the blueprints of future Motorola achievements in electronics.



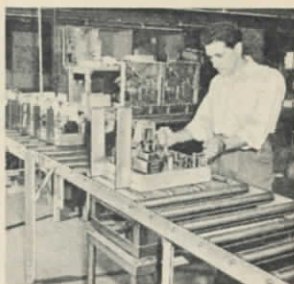
Engineers at the Field Testing Station at Lakewood, N. J., test new Motorola TV developments under difficult long distance performance conditions. They are always testing new circuits for better reception at greater distances from stations.



In seeking new methods in communications, many electronics scientists at the huge Phoenix, Arizona, laboratory are constantly carrying on their new experiments and research. These developments are used in a variety of products serving the national defense and industry.

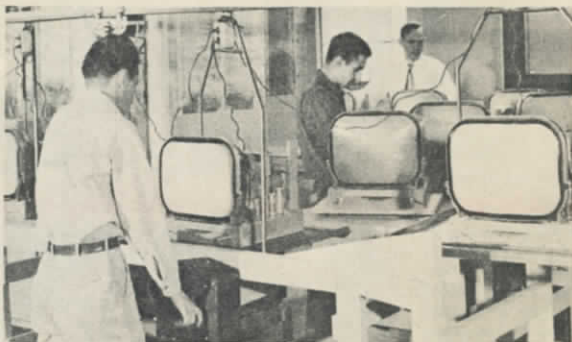


PERFORMANCE TESTING



SHAKE TABLE vibrates violently to test the stability of all connections and components.

For 23 years, Motorola has been world famous for consistent high quality and dependable performance. This is the result of a never-ending testing cycle which insists on perfection as its standard! Every new model absorbs more punishment than it normally receives during a life-time of service.



LIVE POWER TESTING subjects each new Motorola TV chassis to repeated power surges of 130 volts. This test causes short-life parts to show up and be replaced for long-life performance.

Thorough, continuous testing assures top performance, top quality in every Motorola

To make Motorola TV the fine performer that it is, sets and chassis are selected at random for a series of punishing tests that approximate extreme weather, operating and shipping conditions. Extensive field testing under actual operating conditions checks "fringe area" reception and all-channel performance.



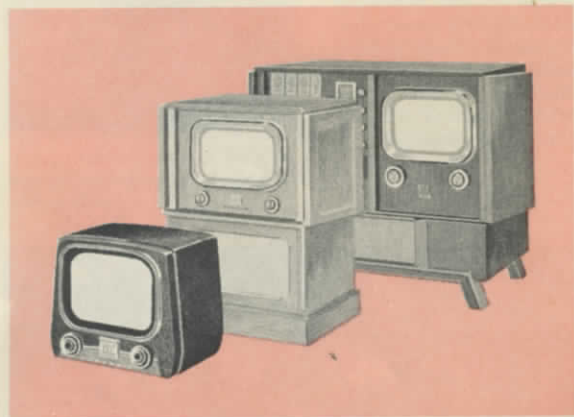
FINAL ALL-OVER TEST double-checks sets before shipment.



SPOT CHECKING signal reception by service engineers who make daily operating checks of sets which are taken from the assembly line. It's the test that tests all other tests.

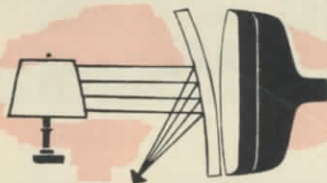
ADVANCE DESIGN FEATURES THAT TELL
YOU WHY EVERYTHING LOOKS BETTER ON

Motorola TV



Today thousands are enjoying clearer, brighter, steadier pictures than ever before...made possible by a host of exclusive "years-ahead" developments from Motorola's research and testing laboratories. The new Motorola TV provides distinctive styling, as well as entertainment, for the American home. There is a large variety of furniture-styled models to choose from...big-picture table models, compact consoles, elegant combinations with famous Motorola "Golden Voice" Radio and Multi-Play Record Changer.

YOUR EYE TELLS WHY — MOTOROLA IS YOUR BEST BUY!



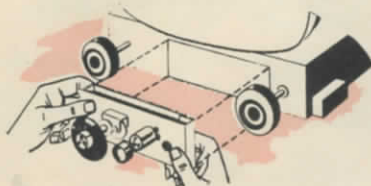
GLARE-GUARD ANTI-REFLECTION SCREEN

Optically curved anti-reflection screen eliminates up to 98% of reflected glare by directing it away from the viewer's eyes.



ELECTRO-LOCK FOCUS

Picture beam is electrically locked in focus...no picture distortion, fuzziness, bulging or caved-in edges!



BUILT-IN UHF RECEPTION

Installed by the factory (at extra cost), if you desire, for immediate Ultra High Frequency reception; OR the UHF All-Channel Adapter may be easily added to your set later.



BUILT-IN ANTENNA

Designed to pull in stations sharp and clear in good signal areas without additional roof-top installations.



"MASTERPIECE" CABINET FINISHING

Exclusive 10-point cabinet finishing by skilled craftsmen enhances natural wood beauty with lasting high gloss.



"GOLDEN VOICE" SOUND SYSTEM

The most faithfully reproduced sound you've ever heard. Deep, high-fidelity tone for perfect listening pleasure.



INSTANT "TARGET" TUNING

The finest, most dependable tuner available today. Synchronizes picture and sound automatically.

THE "GOLDEN VOICE TONE" OF RADIO TELLS SOUNDS BETTER ON **Motorola**



GREATER RECEPTION RANGE

Stations come in sharper, clearer, stronger with improved Aerovane Antenna.



POWERFUL, LONG- LIFE TUBES

Designed for more power, longer life, built to take the bumps of hard use.



NO FM STATION "DRIFT"

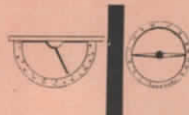
Radar-type permeability tuner locks station in perfect tune for perfect tone.

YOU WHY EVERYTHING **Radios....**



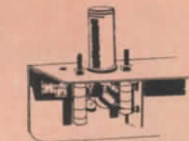
"GOLDEN VOICE" TONE

New undistorted power output assures rich, faithfully reproduced tone.



SIMPLE, PRECISION TUNING

Precision tuning with more "spread" between stations for easiest operation.



INCREASED STABIL- ITY, SELECTIVITY

Iron Core IF Coils for greater selectivity, stability, maximum performance!



SUPER SENSITIVITY

New Tuned RF Stage brings in distant stations sharp and clear.

MOTOROLA PORTABLES—AUTO RADIOS



"Town and Country"



"All-In-One" Auto Radio Unit



"Playmate, Jr."



Deluxe Auto Radio

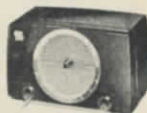
MOTOROLA HOME RADIOS



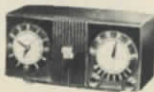
Radio-Phono Combination



FM/AM Table Radios



AM Table Radios



Radio-Larm Clock Radio



MOTOROLA FM 2-WAY RADIO



Motorola FM 2-way radio can be easily installed in any vehicle or used as portable base station.

4 OUT OF 5 POLICE RADIOS ARE MOTOROLA

Motorola's mobile communication systems are first choice of the nation's public safety services, as well as for industry, taxi companies, forestry service, harbor control, and hundreds of other applications. Motorola gives *guaranteed peak performance* . . . incorporating the "years-ahead" developments of its research laboratories.



MOTOROLA MICROWAVE RELAY COMMUNICATION

The first private cross-country communications system, Motorola-engineered Microwave offers multi-channel facilities for voice circuits, supervisory control networks, telemeter and teletype, 2-way radio tie-in and countless other combinations. It offers top dependability and efficiency regardless of weather or terrain . . . featuring simplicity, reliability, flexibility and economy.

ONE MICROWAVE SYSTEM DOES ALL THESE JOBS . . .



TELETYPE
Carries 100 circuits at one time!



SUPERVISORY CONTROL
400 functions!



VOICE CHANNEL
Handles 10 voice circuits at once!



TELEMETER
Various high or low speed combinations.

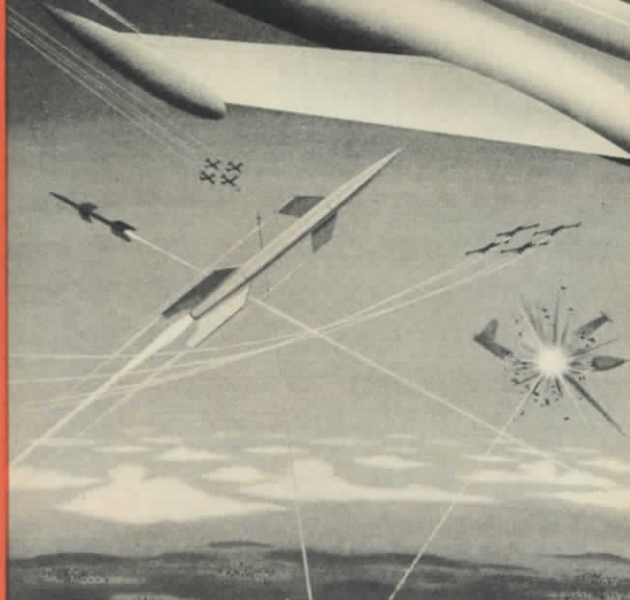




MOTOROLA IN CIVIL DEFENSE

**"NERVE CENTER" OF COMMUNICATIONS—
ALWAYS READY FOR ANY EMERGENCY!**

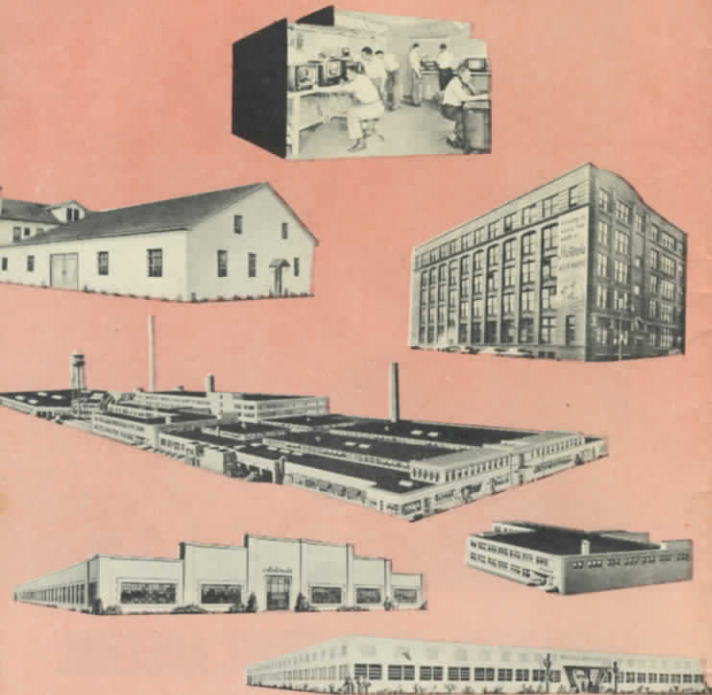
Thousands of ever-vigilant Motorola 2-way radio systems are now in operation, providing communications in many civil defense plants. For years Motorola has been producing communication systems for the public safety services and industrial plant protection . . . more of these systems are in use today than all others combined! These efficient systems offer complete reliability and maximum service under the most extreme conditions . . . a result of Motorola's 23 years of distinguished engineering experience and outstanding leadership in electronics.



MOTOROLA—ELECTRONIC ARSENAL

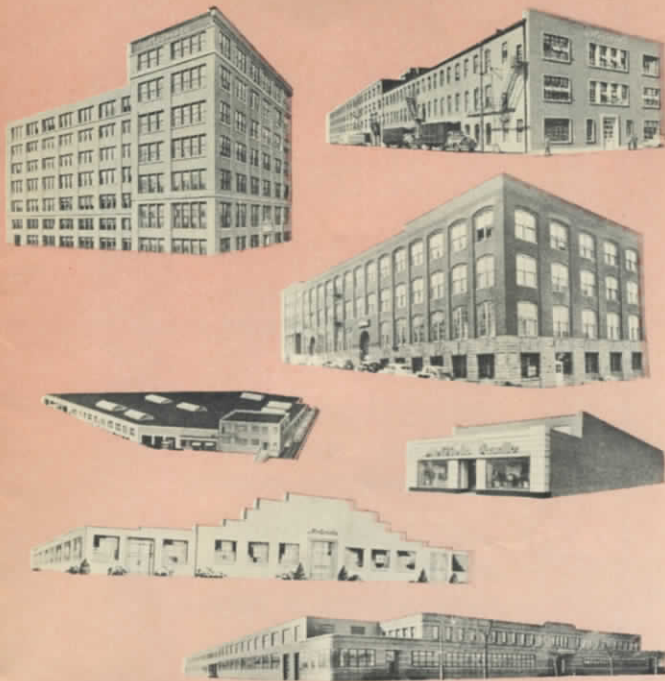
**. . . DEVELOPING GREAT NEW ELECTRONIC
WEAPONS FOR AMERICA'S ARMED FORCES**

Motorola's vast wartime experience in developing and producing electronic equipment is now being put to use in producing many secret weapons that are fulfilling the prediction of "pushbutton warfare." During World War II, radar owed a great deal of its wartime efficiency to the research and development in the engineering laboratories of Motorola. Proved in battle, the famous Handie-Talkie® radio units were born at Motorola. Through peace and war, add world-wide experience and dependability to the many reasons why Motorola is the *quality* name in electronics.



MOTOROLA-MADE MIRACLES COME

To answer the demands made by a fast-moving and dynamic industry such as Electronics, Motorola has greatly expanded its research, engineering and production facilities. Today 14 up-to-date plants and laboratories are developing, designing and manufacturing the electronic products that have made Motorola a by-word in homes and industries throughout the world for nearly a quarter of a century... establishing an unmatched record of high efficiency and progress. Constant progress for constant leadership!



FROM FOURTEEN MODERN PLANTS

Every Motorola plant is staffed with the finest technicians obtainable... men and women with many years of experience and technical training. The Motorola capacity for research, development, testing and production is unsurpassed in physical equipment and modern methods.

Motorola is still growing. It will continue to grow to better serve you with even better products, year after year. CONSTANT PROGRESS is another reason why YOUR MOTOROLA IS AS WONDERFUL AS IT IS!

MOTOROLA'S SPECTACULAR RECORD OF LEADERSHIP

★ WORLD'S LARGEST INDEPENDENT
MANUFACTURER OF AUTO RADIOS

★ WORLD'S LARGEST MANUFACTURER
OF MOBILE 2-WAY RADIO
COMMUNICATIONS EQUIPMENT

★ ONE OF THE WORLD'S FOUR LARGEST
MANUFACTURERS OF TELEVISION

★ ONE OF THE TWO LARGEST MANUFAC-
TURERS OF ALL TYPES OF
RADIO AND TELEVISION

Motorola Inc.

4545 AUGUSTA BLVD., CHICAGO 51, ILLINOIS