

TV TODAY FROM THE
WORLD OF TOMORROW

PHILCO Predicta

TELEVISION

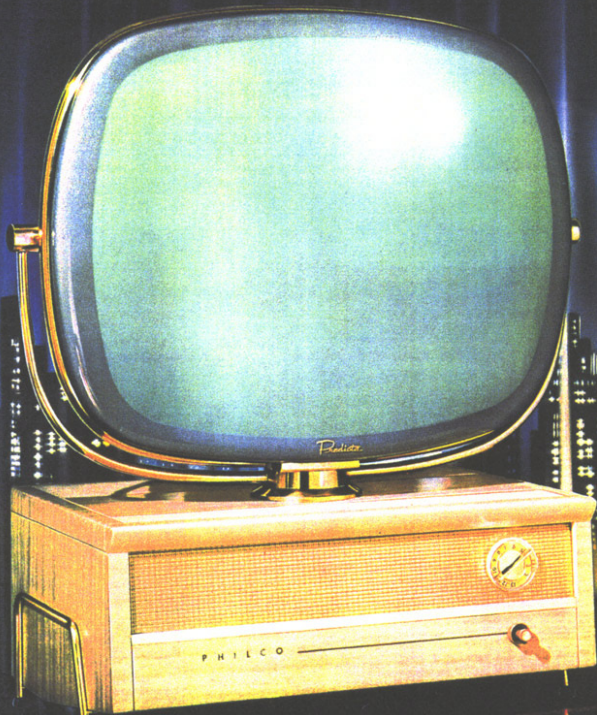
YOU ARE LOOKING AT

1965

Philco takes the most spectacular forward stride in television history with Predicta TV... a dream of the future come true. Here is a dynamic new television concept... 1965 TV ready now for 1959. Sweeping discoveries by Philco scientists in picture tube and chassis design have created the Philco Predicta, bringing new uses, new enjoyment and a new look to television.

Turn the page for the
biggest news in TV today...

PHILCO



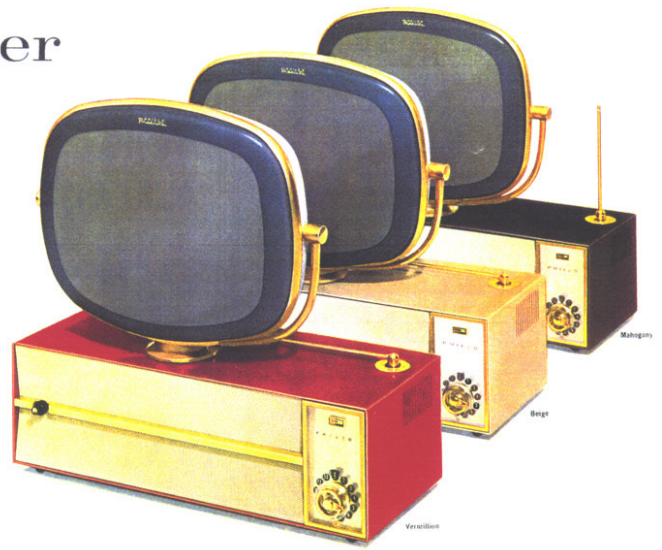
THE PHILCO Predicta



Predicta Seventeener

The ultimate in fresh, new decorator consolette* TV!

Here's TV in an exciting new form that perfectly complements contemporary furnishings. More compact than the conventional table TV, more appropriate for permanent location than a portable...it provides a perfect combination of size, color and design for today's new televiewing needs. And nothing could be newer...from its full circle swivel screen to its advanced Philco Predicta Seventeener chassis, with all the power of a 21" set.



Princess

PHILCO 3410. In a choice of Vermilion, Beige or Mahogany finish, this Predicta Seventeener is at home with any decor. Polished brass metal trim includes tube base, antenna and socket, and cabinet framing. Full circle swivel picture tube in safety case. Pivot-Tenna pivots to best signal. Front tuning — on, off, volume and station selector.



"Night Watch" Ideal for Bedrooms

Automatically turns the set off and on...the TV that puts itself to sleep and wakes itself up...always on time.

It's so relaxing...nothing to do but enjoy the program. No getting up to turn off the set when the show is over. Your Philco "Night Watch" will do it for you. Will turn on your TV too, at the hour you wish. It's all automatic.

Siesta

PHILCO 3412. New Predicta Seventeener Decorator TV with dramatic gold finish, highlighted with polished brass. New ultra short SF picture tube in safety case, swivels 350 degrees. Night watch automatic clock. Front tuning. Front sound with 6" oval speaker. Pivot-Tenna. Inset—same with smart Beige cabinet, on accessory stand of polished gold metal, with shelf.

All Philco Predicta Seventeener models have 17-inch diagonal measurement picture tube with 155 sq. in. viewing area. Cabinet dimensions: 7 $\frac{1}{2}$ " high, 9 $\frac{3}{16}$ " deep, 24 $\frac{1}{16}$ " wide. Cabinet on feet $\frac{1}{2}$ " above table top. *All models are complete with beautiful, custom consolette stand shown at left.



Charcoal Brown

Debutante

PHILCO 3408. This rich charcoal brown finish shows the complete adaptability of the Predicta Seventeener to every color scheme and decorating plan. Swivel screen gives full circle viewing. Pivot-Tenna extends full 39 inches and pivots to best signal. Superb front sound with 6" oval speaker. Front tuning. Exclusive Philco ultra-short SF picture tube in safety case.



Mahogany

Philco Predicta Holiday

PHILCO 4242. Gives the added viewing area of a 21-inch diagonal measurement 262 sq. in. picture. Available with rich natural mahogany or blond stripe mahogany finished cabinets. Polished brass supports hold cabinet $\frac{3}{4}$ " above table surface. Telescopic Pivot-Tenna. Front tuning controls. Direct front sound. Full circle swivel picture tube in safety case.



Blond Oak

4744
Solid walnut

PHILCO *Mastercraft* COLLECTION



PLANTER CABINET NOT INCLUDED

THE *Townhouse*

- Contemporary Room Divider TV
- Full Circle 350° Swivel Screen
- Front Tuning
- Front and Rear Sound with Twin 4" x 6" Speakers
- Tone Control
- Hi-Voltage 10L40 Chassis with 10 New Performance Advances
- 29 $\frac{1}{2}$ " high, 45 $\frac{1}{16}$ " wide, 18" deep, 21-inch overall diagonal measurement, 262 square inch viewable area
- Transformer Powered
- Deluxe Cascade Tuner
- New High Performance Silicon Rectifier
- New Higher Fidelity Audio Power System
- 110° Aluminized SF Picture Tube in Safety Case
- Positive Picture Lock
- 2-Position Electronic Range Switch
- Built-in UHF-VHF Antenna
- Perma-Circuit Chassis Construction with all components and circuits identified for ease of service
- Underwriters' Approved
- 117 Volts, 60 Cycle AC

PHILCO *Predicta* TELEVISION



THE *Continental*

- Space-Saving Swivel Screen Console
- Full Circle 350° Swivel Screen
- Top Front Tuning
- Front Sound with 6" Speaker
- Tone Control
- Hi-Voltage 10L40 Chassis with 10 New Performance Advances
- 25 $\frac{1}{2}$ " high, 8 $\frac{1}{2}$ " wide, 9 $\frac{1}{16}$ " deep, 21-inch overall diagonal measurement, 262 square inch viewable area
- Transformer Powered
- Deluxe Cascade Tuner
- New High Performance Silicon Rectifier
- New Higher Fidelity Audio Power System
- 110° Aluminized SF Picture Tube in Safety Case
- Positive Picture Lock
- 2-Position Electronic Range Switch
- Built-in UHF-VHF Antenna
- Perma-Circuit Chassis Construction with all components and circuits identified for ease of service
- Underwriters' Approved
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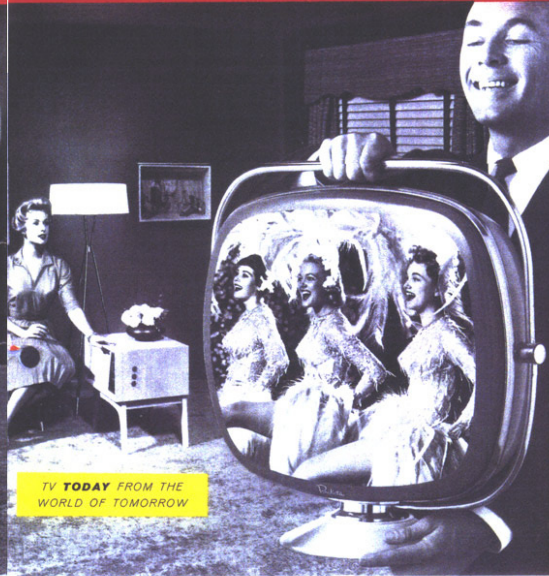
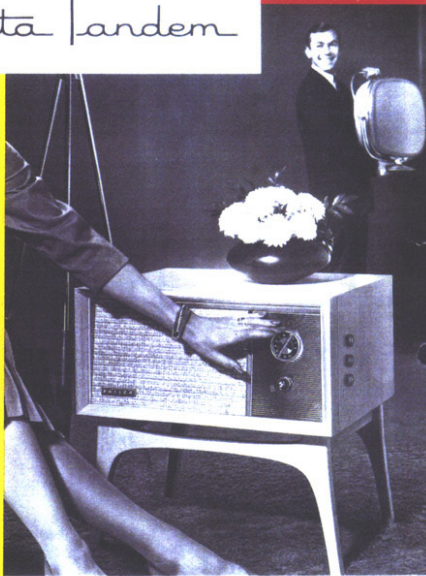
4730
Stripe mahogany finish
4730-W
Walnut grained finish

KEEP THE SET BESIDE YOUR CHAIR... PUT THE PICTURE ANYWHERE!

PHILCO Predicta Tandem

World's First Separate Screen Television

Another dividend of Philco research! Because the tube and chassis are no longer shackled together, an entirely new way to use and enjoy television has been created. It's remote control in reverse. Instead of movable controls with a stationary picture, here for the first time, are stationary controls with a picture that moves wherever you want it. The world's first separate screen television...and only Philco has it!



PHILCO Predicta Pedestal

WORLD'S FIRST SWIVEL-SCREEN CONSOLE

Again, Philco research makes possible the most unique and original console ever designed for television. In thousands of homes, it provides a fresh "look of tomorrow" that blends with modern or conventional decor.

For the first time in television history, you can put the picture wherever you want it, move it from place to place, even to another room, and keep the controls conveniently beside your easy chair.

The chassis and controls are built into a handsome table which can be placed beside a chair or couch or wherever it is most convenient. The picture tube is enclosed in a transparent safety case and connected to the controls with a 25 foot cord. It is free to travel anywhere. Sound stays with the controls or, an optional speaker moves with the picture.

In many ways and many places the Philco Predicta Tandem is the most practical way to enjoy television ever invented.



Mobile Television

Take the TV picture with you wherever you want, inside your home or out.



Custom Built-in

Now you can build the picture in... just like a painting on the wall.



Fits Any Decor

As much at home with traditional surroundings as it is with the most modern.

PHILCO Predicta

OUT OF BASIC PHILCO RESEARCH COMES A COMPLETELY NEW CONCEPT OF TELEVISION DESIGN

For the first time, Philco scientists have found the way to separate the picture tube from the chassis. This development in itself creates the basis for a revolutionary approach to the form and function of television.

New freedom has come to television design, thanks to basic new inventions from the Philco laboratories.

Since the day television was born, the picture tube has been harnessed to the chassis. Thus all through the years, the design of a television set has been con-

finied to variations in the form and appearance of the cabinet.

Now, in one bold stroke of Philco scientific research, the picture tube has been divorced from the chassis. In another, inches have been sliced from the depth of the cathode ray tube. As a result, Philco engineers have opened up entirely new avenues of television receiver design. New ideas, new forms and a completely new approach to the use and enjoyment of television have emerged from the discoveries of Philco research... exciting, different and as modern as tomorrow.