

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...



THE PHILCO Predicta

PHILCO



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 tele-viewing 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.



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 dynamic gold finish, highlighted with polished brass. New ultra short 54 picture tube in safety case, screen 100 degrees. Night watch automatic clock. Front tuning. Front sound with 17" and speaker. Philco-Toneo loudspeaker with smart design cabinet, an accessory stand of polished gold metal, with shelf.

All Philco Predicta Seventeener models have 17 inch diagonal measurement picture tube with 155 cc. in viewing area. Cabinet dimensions 19 1/2" high, 17 1/2" deep, 13 1/2" wide. Control set for 1" above tube. The 140 models are complete with beautiful, custom constructed stand shown at left.

Plaza

PHILCO 3410. In a class of 17 models, large as Malaga's look, the Predicta Seventeener is at home with any decor. Polished brass screen case includes tube base, antenna and socket, and cabinet housing. Full circle swivel picture tube in safety case. Philco-Toneo speaker to best signal. Front tuning... all volume and station selection.



PHILCO 3410

Debutante

PHILCO 3408. This rich charcoal brown look shows the complete adaptability of the Predicta Seventeener to any color scheme and decorating plan. Swivel screen gives full circle viewing. Philco-Toneo speaker full 17 inches and gives a low signal. Perfect front sound with 17" and speaker. Front tuning. Exclusive Philco ultra short 54 picture tube in safety case.



Philco Predicta Holiday

PHILCO 4242. Give the added viewing area of a French diagonal measurement 20 1/2" picture tube by its picture handle with rich natural mahogany or blond stripe mahogany finished cabinet. Philco-Toneo speaker full volume 17" above table margin. Philco-Toneo Philco-Toneo front tuning controls. Screen housed. Full circle swivel picture tube in safety case.



4744
See ad on p. 10

PHILCO *Mastercraft* COLLECTION



PLANTER CABINET
1901 LINE

The Townhouse

- Contemporary Beach Garden TV
- Full Circle 20" Swivel Screen
- Front Tuning
- Front and Rear Sound with Two 4" x 8" Speakers
- Tone Control
- 40 Voltage 10-40 Channel with 10 New Performance Features
- 20 1/2" High, 15 1/2" Wide, 18" Deep, 21 inch overall diagonal measurement, 167 square inch viewing area
- Transformer Powered
- Deluxe Console Tuner
- New High Performance Screen
- Built-In
- New Higher Fidelity Audio Power System
- 110" Measurement of Picture Tube in Safety Case
- Positive Picture Lock
- 2-Position Electronic Range Switch
- Built-In 110V VHF Antenna
- Positive Circuit Checks Construction with all components and controls identified for ease of service
- Underwriters' Approved
- 117 400V, 60 Cycle AC

PHILCO *Predicta* TELEVISION



The Continental

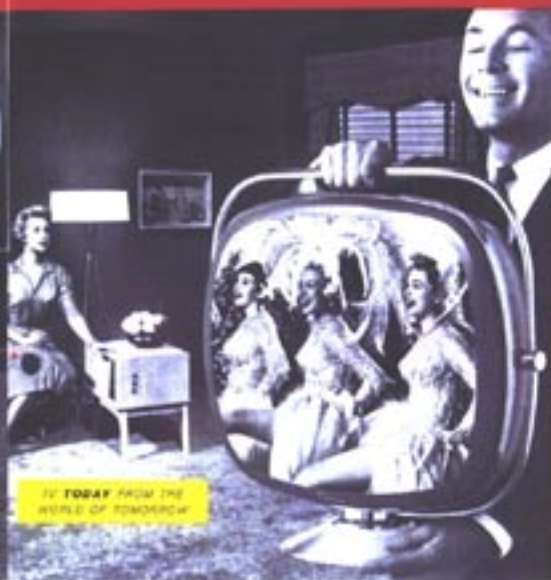
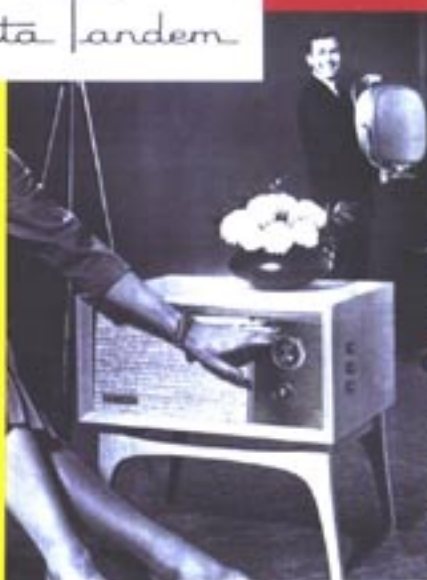
- Special Speedy Service Screen-Service
- Full Circle 19" Swivel Screen
- Top Front Tuning
- Rear Sound with 17" Speaker
- Tone Control
- 40 Voltage, 10-40 Channel with 10 New Performance Features
- 20 1/2" High, 15 1/2" Wide, 18" Deep, 21 inch overall diagonal measurement, 167 square inch viewing area
- Transformer Powered
- Deluxe Console Tuner
- New High Performance Screen
- New Higher Fidelity Audio Power System
- 110" Measurement of Picture Tube in Safety Case
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- 117 400V, 60 Cycle AC

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 television 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 mounted in a transparent safety case and mounted in a transparent safety case with a 20 foot cord. It is free to swivel anywhere. Swivel once with the controls or, an optional go-far motor 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. It's only your house on wheels.



Custom Built-in

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



Fits Any Decor

As much at home with the latest surroundings as it is with the most modern or conventional decor.

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-

lined 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 shorn 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.