

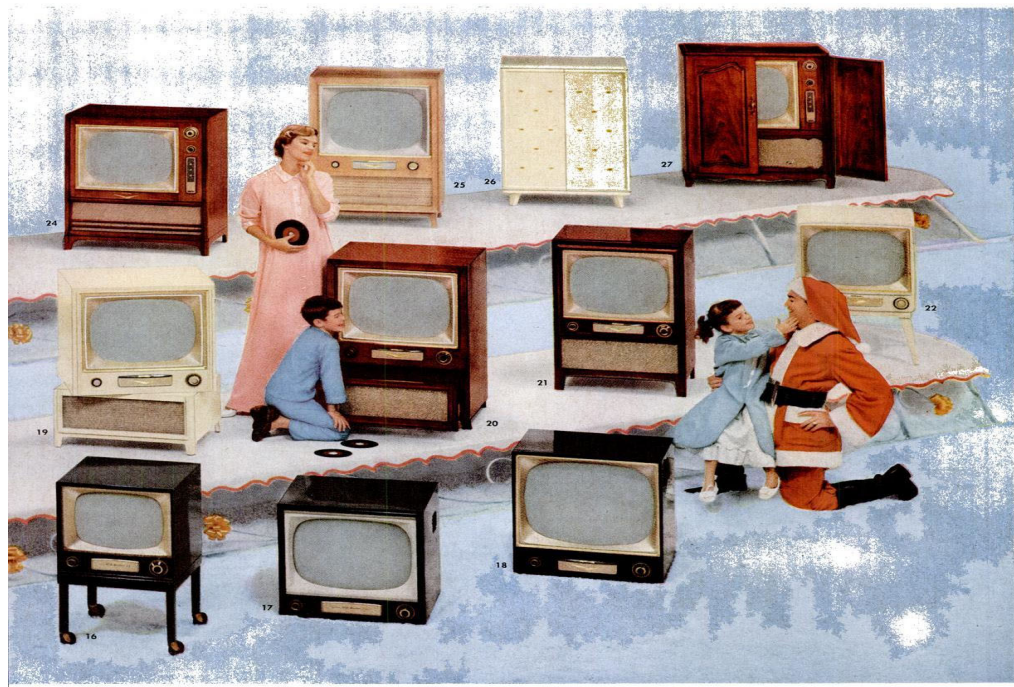
Volume 1 # 5
December, 2024

WHAT'S NEW IN OLD TVs

The Newsletter of the Early Television Foundation



“Television, The Gift That Keeps on Giving”



11. "Yachtsman" 3-way portable. AC, DC, or batteries. Model 3BX51. In Brown or Green; \$34.95 (less batteries).
 12. "Forbes" AM-FM table radio. Model 2XF91. Maroon. \$59.95.
 13. Portable "Victrola" 3-speed phonograph. Model 5EM23 Series. Finished in brown and lined oak, green and lined oak, maroon and brown; \$29.95.
 14. New Orthophonic High Fidelity "Victrola" Phonograph Console/ette. 3 speakers. 3-speed changer. Model 3HESSC. Mahogany finish, \$159.95. Lined oak finish, \$169.95.
 15. New Orthophonic High Fidelity "Victrola" 45 Phonograph. Model 45HY4. In maroon, \$69.95.

TELEVISION

16. 17-inch Trant. Model 17S450. Matching "Roll-Around" stand, extra. Ebony finish, \$149.95.
 17. 21-inch "Medalist 21", Model 21S501. Ebony finish, \$199.95.
 18. 24-inch Baylor. Model 24S512. Ebony finish, \$299.95.
 19. 21-inch Carrol. Swivel-base. 3 speakers. Model 21S526. Finished in grained mahogany, \$339.50. Grained lined oak finish, \$369.50.
 20. 21-inch Gayner. TV-AM radio-3-speed "Victrola" phonograph combination. Model 21S48. Mahogany finish, \$399.50. Blond tropical hardwood, \$409.50.
 21. 21-inch Trifton. Model 21S518. Finished in grained mahogany, \$279.95. Grained lined oak finish, \$289.95.
 22. 21-inch Console/ette, with legs. Model 21S517. Grained lined oak finish, \$249.95.
 23. 21-inch Benson. Model 21S522. Blond tropical hardwood, walnut trim, \$339.50.

24. 21-inch Pickford. "Low-boy". 2 speakers. Model 21S523. Mahogany finish, \$349.50. Blond tropical hardwood, \$359.50.
 25. 24-inch Martel. Model 24S532. In natural birch, \$395.00.
 26. 24-inch Freemont Deluxe. 2 speakers. Model 24D543. In natural walnut or blond tropical hardwood; \$500.00.
 27. 24-inch Prentiss Deluxe. 2 speakers. Model 24D544. In mahogany or natural walnut; \$500.00.

Ask about RCA Factory Service, available in most TV areas—only to RCA Victor TV owners. Suggested list prices subject to change. Slightly higher in far West and South. UHF TV optional at extra cost. "All-Clear" Picture Tube on all TV sets from \$199.95 up.



See NBC-TV's great Color Spectacular, Monday, December 13. Other Mondays see Sid Caesar NBC-TV.

Your Editors were called to duty testing tubes for Santa as he prepares vintage TVs for all the senior boys and girls on his list.. Steve could not attend the regular November Zoom meeting so there is no news to report this month. There will be no December Zoom meeting since it would fall right between the holidays.

The regular newsletter will be back in January, 2025
So "Happy New Year " to all

Greetings Early Television Fans.

For the holiday time, we thought it might be nice to wish everyone, whatever you observe, a wonderful, joyous and fulfilling holiday season.

Truly a time to give thanks for all that we have and the friendships that we all enjoy!

Take a few moments to look at the advertising that we assembled here and enjoy the memories.

Merry Christmas, Happy Channukah etc.



New life-size TV picture. Big chest type off-the-floor cabinet with provincial legs, unique door pulls. Hand-rubbed Walnut. MODEL 17F2

CHOOSE THE RIGHT GIFT THIS EASY WAY
do your
CHRISTMAS SHOPPING
on this page

GIVE A MOTOROLA AND YOU KNOW YOU GIVE THE BEST

The happiest people this Christmas are sure to be the ones you remember with a beautiful new Motorola television or radio set. For playing Santa, there's no finer choice than a Motorola—the gift of lasting entertainment!



fashion academy award
for distinctive styling

all specifications subject to change without notice

TV FUN FOR THE WHOLE FAMILY



20 inch rectangular TV... "Golden Voice" FM/AM radio... 3-speed record changer... 2 record storage compartments—all in a stunning new cabinet. Hand-rubbed Mahogany or Limed Oak. MODEL 20F1



This "18th Century" cabinet has a **BIGGER** than life-size screen. Classic styling features half doors, bowed grille, antique door handles. Ideal for traditional settings! Hand-rubbed Mahogany. MODEL 19K3



Here's a handsome cabinet that blends with either modern or traditional furnishings. Life-size rectangular TV... FM/AM radio... 3-speed record changer. Hand-rubbed Mahogany or Limed Oak. MODEL 17F1



Big life-size TV in a custom-styled console with distinctive half doors. It's a swell gift for home and family that's priced to spare your budget. Hand-rubbed Mahogany or Limed Oak. MODEL 17K2



This lovely 16 inch TV console will be "at home" in any home! Pictures are photo-perfect, life-size! There's a hint of Oriental influence in the Fashion Award styling. Mahogany or Limed Oak. MODEL 17K1



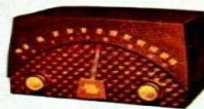
Here's **BIG-PICTURE** TV at a big saving! Life-size 16 inch rectangular screen in a streamlined table cabinet... Styled to blend beautifully in the modern American home. Walnut-finish Bakelite. MODEL 17T3

Motorola TV AND RADIO

FOR FUN INDOORS



The gift with the "Golden Voice"! Compact AM radio with plenty of rugged power. Choice of six striking colors in handsome cabinet. MODEL 3R



Two gifts in one! Super-sensitive radio plays both FM and AM with full concert tone. Exclusive "Sweep Station" Dial, beautiful styling. Brown or Green. MODEL 7XM

FOR FUN OUTDOORS

Portables play outdoors on own batteries... indoors on ordinary house current.



The "Jewel Box"—a gem of a gift! Your lady will be thrilled with its brilliant styling and performance. Ebony or Green. MODEL 5J



The "Playmate Jr."—gift of fun! Sturdy yet light steel cabinet takes to travel like a duck to water. Amazing tone! Green or Maroon. MODEL 5M

FOR MUSIC LOVERS



Finest FM/AM Radio-Phonograph featuring "Golden Voice" tone, 3-speed record changer, record storage compartments, exquisite styling. Luxury-grained Mahogany or Limed Oak. MODEL 9FM21

WAKE UP TO MUSIC



The new Motorola **RADIO-LARM CLOCK RADIO** wakes you musically each morning... starts your coffee... performs dozens of duties *automatically*. A new and "different" gift! Green, Walnut, Ivory. MODEL 5C





THE BEST IN COLOR TV...
Motorola Color TV Model 19CT1
 205-square-inch screen, \$895.



SANTA'S JOLLY HELPERS SAY, "FOR A MERRIER CHRISTMAS..."

Make it a Motorola!



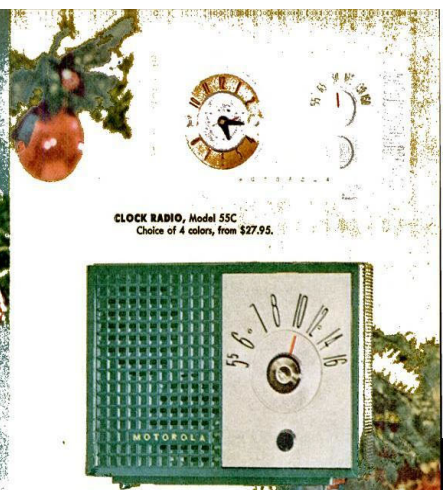
THE BEST IN BLACK-AND-WHITE!
Motorola TV, (above)
 Model 17T20, 17" screen, Ebony, Blonde, Maroon or Mahogany.
Motorola TV, (left)
 Model 21K21, 21" screen, Blonde or Mahogany.
Motorola TV, (right)
 Model 21T19, 21" screen, Blonde or Mahogany.



MASTERPIECE Hi-Fidelity Phonograph Model 64HF1
 Mahogany, \$199.95
 Blonde higher.

THIS IS THE YEAR to give your family the merriest Christmas ever! For never before has it been possible to give them so much, that's so good, for so little! In home entertainment, for example: The whole world of music, sports, drama, news, comedy... yours for the dialing! And now Motorola makes it so easy for you to enjoy them all at their best!

So when you're thinking about Christmas this year, let your Motorola dealer be your guide. You can't go wrong in his convenient Christmas Gift Idea Center. He and Motorola can help you give every member of your family a Merrier Christmas... and a Happier 1955!



CLOCK RADIO, Model 55C
 Choice of 4 colors, from \$27.95.



TABLE RADIO, Model 54X
 Choice of 3 colors, from \$29.95.



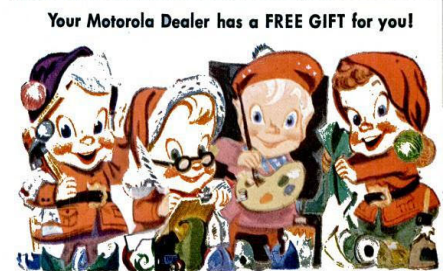
3-WAY PORTABLE, Model 52B
 Choice of 8 colors, from \$29.95. (batteries extra)



CAR RADIO, Model 404
 With Volumatic Control, \$39.95.

... and for Merrier Christmas Shopping,
 Visit Your Motorola Dealer's
GIFT IDEA CENTER

- Idea for the Family...** upper left. Motorola Color TV, with easy-tuning "Colorola" tuner, simplified "902" chassis. Receives the best in Color and black-and-white. America's first practical big-screen Color TV!
- Idea for Dad...** top of this page. Motorola Masterpiece Hi-Fi Phonograph. Everything the ear can hear! True hi-fidelity, in fine cabinetry, at new low price. Satisfaction guaranteed.
- Idea for Everybody...** lower left. Motorola TV, with BIG LOOK black-and-white picture, Power Drive chassis, Modern/Slant design. Smartest styling. Wide range of models from \$129.95.
- Idea for Mom...** top set, upper right. New Clock Radio, performs host of timing tricks. For kitchen, den, bedroom. Trouble-free *PLAcir chassis.
- Idea for Sis...** second set, upper right. Twin Speaker Table Radio, for her own room. Two fine *Golden Voice speakers, 5-tube performance, smartest colors.
- Idea for Brother...** third set, right. 3-Way Portable Radio. Coolest thing in town. Operates on AC, DC or super-long-life batteries. Tops in portable value!
- Idea for the Family Car...** bottom. What's a car without a Motorola Car Radio! Greatest value ever, with new fade-free Volumatic Control.



Your Motorola Dealer has a FREE GIFT for you!

Your own free set of SANTA'S JOLLY HELPERS

Yours when you visit your Motorola dealer—four full-color 10-inch stand-up figures to help brighten your Holidays. A gay touch for your table, window, fireplace, or lighted tree. Ask your Motorola dealer for your free set of Santa's Jolly Helpers today.

All TV prices given include Fed. Tax, standard parts warranty and FULL YEAR WARRANTY on Picture Tube. UHF optional, extra. All prices higher South and West (except models 19CT1, 64HF, 55C, and 404). Subject to change without notice. *Golden Voice and PLAcir Reg. U. S. Pat. Off.

Better Give
Motorola TV

Give this year's most exciting family gifts!

PHILCO

HTV HYPER-POWER TELEVISION

with exciting new three-speaker
Wrap-Around Sound!

Here's more year-round pleasure for all the family. Exciting new Philco Hyper-power television! See television's brightest, sharpest picture! Hear TV's most thrilling new sound - Philco Wrap-Around Sound. Three speakers, one in front and one on each side, surround you with full, rich sound wherever you sit in the room!

All Wrap-Around Sound models have a built-in phono-jack for playing records and tapes - ideal for party and dinner music. Choose from a wide selection of models in five beautiful wood finishes - including luxury mahogany and walnut. Get set for the merriest holidays ever! Let your Philco dealer arrange delivery in time for Christmas. Ask him about his liberal trade-in allowance and easy-payment terms.



Philco Wrap-Around Sound is the world's first three-speaker, wide-diffusion sound system. All the sound comes to you whether the volume's high or whisper low. A new advance in TV sound!

SEE MODEL 1000 ON TV STATION'S CHANNEL PROGRAM. SEE US AT: WWWWWW WWW



MODEL 1000
LOWEST PRICE WRAP-AROUND SOUND
Mahogany cabinet. Top best looking Super Switch Case. Radio phono-jack.



MODEL 1001
LOVELY PROVINCIAL. Rich mahogany cabinet in classic, exclusive Wrap-Around Sound. Deluxe RTV chassis. Phono-jack.



MODEL 1002
TABLE RTV. Mahogany finish wood cabinet, 30-in. screen, front fire trim. Range select.



MODEL 1003
CARDUCEL OVERHILL. Exclusive velvet TV. Automatic tuning. Sound Out. Front RTV chassis. Radio control optional.

MODEL 1004
"WISCONSIN". The most beautiful TV of all! Brilliant 24-in. screen! Designed for city. Touch-control tuning. Phono jack. Wrap-Around Sound. Mahogany, blond or walnut finish. Also see the "Miss America 21."



Everybody wants one...so will you!

PHILCO Slender Seventeen

Across the country Slender Seventeen has become TV's most spectacular best seller! The first completely new concept in TV design and styling. Slender Seventeen looks stunning from any angle. Even the back is beautiful. Looks well wherever you place it!

Advanced 100" picture tube. All top controls. Smart new colors, wood tones - even the luxury leather look of alligator.

Put one under your family tree! Priced from \$1599*

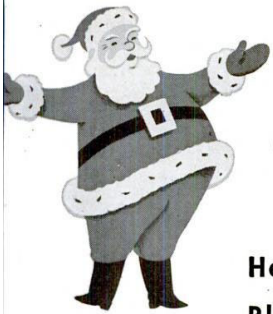


Big screen, compact, lightweight! Table and bars are provided built-in stands. Functions have Philco's exclusive "Scan-Tune" - a simple control handle with a button. It's each control that lets you listen and locate the program again.

*SEE LISTING IN YELLOW PAGES OF YOUR LOCAL DIRECTORY. SEE US AT: WWWWWW WWW

Philco RTV with Wrap-Around Sound starts at \$179.95. Other RTV models from only \$174.95. Terms as low as \$2.50 monthly.

LOOK AHEAD...and you'll choose **PHILCO.**



Christmas!

Hear the amazing 45 Minute Records
Played with Glorious Full Fidelity

Here it is... the sensational Philco FM-AM radio-phonograph with the most magnificent tone ever achieved. It plays the new 45 minute Vinylite record through the exclusive Philco Balanced Fidelity Reproducer.

The real thrill you enjoy in this newest, latest, most up-to-date development in recorded music is the unbelievable fidelity of tone, the astonishing freedom from surface noise.

It's truly a great experience to hear the music you want, gloriously played with "concert hall" realism by the revolutionary Balanced Fidelity Reproducer.

Yes, once again, Philco pioneering research brings you all the advances in recorded music, the finest in FM-AM radio. Housed in luxurious cabinets. That's why this Christmas you'll want to choose a Philco for your family gift.

Choose Philco Quality and Value
for Christmas Gifts Everyone Wants



FM-AM VALUE LEADER

Philco 905. Finest FM at this price! Full noise reducing qualities. Sensitive! Rich new plastic cabinet. **\$5995***



TOUCH TUNING

Philco 901. Simply press the drum tuner for choice of 6 stations. Cabinet in Ivory or Green. **\$4495***



NEW, MODERN DESIGN

Philco 501-I. Surprising power and tone. Powerful PM Speaker. Modern Ivory plastic cabinet. AC-DC. **\$2495***



FINISHED ALL AROUND

Philco 505. Stunning from any angle, brown plastic cabinet. Built-in handle. A pleasure to buy at **\$2995***

ALBUM-LENGTH RECORD PLAYER

Philco M-15. Equips any radio or phonograph to play the new 45 minute records. Easily attached by your dealer or serviceman. Mahogany finish plastic cabinet. **\$2995***

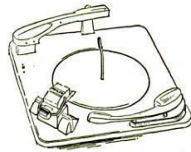


★ Tune in BING CROSBY on Philco Radio Time Wednesday evening... and PHILCO TELEVISION PLAYHOUSE Sunday evenings. See your local newspaper for time and station.

*Prices slightly higher Denver and West.

Only Philco has the Balanced Fidelity Reproducer

● The new double tone arm plays your present records automatically... and 45 minute records with the exclusive Philco Balanced Fidelity Reproducer which caresses the Vinylite grooves with a mere 1/5 ounce pressure. Gives the finest phonograph tone ever achieved. There's nothing else like it!



When You're Ready for Television

Enjoy the newest advances in television... the sharpest, brightest, clearest pictures... automatic tuning... all the exclusive features born of 20 years of pioneering research. Philco 1240 gives you BIG picture television now! Yes, buy Philco... for quality and value.



New GE
Ultra-Vision
...SEE IT AND YOUR
GIFT PROBLEM IS SOLVED!



Model 21C214 (left), Big 21-inch picture, Genuine mahogany veneered console, Concealed control dials.

Anywhere Anyplace Anytime

GREATER POWER CLEARER PICTURE LESS GLARE... THAN ANY TV TESTED NATIONWIDE!

BLACK-DAYLITE TV

NEVER in a lifetime of Christmases could you give your family—and yourself—anything more rewarding in entertainment. It's radically new G-E Ultra-Vision—engineered for both VHF and UHF—with picture contrast impossible in any TV until now. Your proof? A showdown picture comparison you can make yourself at your G-E TV dealer's—side by side with any other TV at any price. The difference is eye-opening! G-E

Ultra-Vision gives you blacker blacks, whiter whites! G-E Ultra-Vision gives you the widest range of picture tones ever achieved! G-E Ultra-Vision gives greater glare-free picture clarity—easiest-on-the-eyes viewing in all television. Ask your General Electric TV dealer for that "seeing is believing" demonstration today.

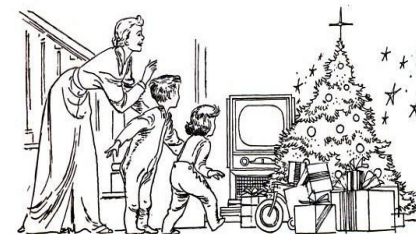
General Electric Co., Electronics Park, Syracuse, N. Y.
G-E TV prices start at \$199.95*

*Including Federal Excise Tax and one-year Factory warranty on picture tube and 90 days on parts. Prices subject to change without notice.



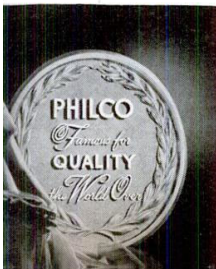
Lucille Ball and Desi Arnaz, Stars of CBS Television's "I Love Lucy"

● World's only TV with 21-inch G-E Aluminized Picture Tube that mirrors light toward you, sharpens contrast, increases picture brightness up to 100%. New G-E Stratopower Chassis—267% more pull-in power than previous sets. Tilted dark-tint safety glass and cylindrical tube give widest range of picture tones ever achieved, virtually banish all glare and reflections.



You can put your confidence in—

GENERAL ELECTRIC



Modern
Radio-
Clocks



The Gifts that Give and Give for Years and Years

FINEST OF ALL GIFTS for your family this year is a Sylvania television or radio set. For Sylvania embodies superb quality, beauty and permanence—truly the gift that gives and gives for years and years.

Sylvania television for 1953 brings you the mighty Stratopower Chassis . . . the exclusive Ultrapower Tuner for both UHF-VHF

reception . . . and better-than-ever HALOLIGHT®, the frame of soft restful light for greater viewing comfort.

In radio, too, Sylvania's Studio-Clear® sound is unmatched for tone beauty and fidelity. You and your family will enjoy so many happy hours with Sylvania—for so many years to come. This year give the gift of unending delight—give Sylvania.

*Sylvania Trademark



The HUNTINGTON
21" Console with HALOLIGHT. Sylvania's powerful Stratopower "508" Chassis in an exquisite cabinet of rich mahogany veneer. Available with built-in UHF reception. Also in Blonde.

SYLVANIA Radio and Television

Television Sets; Radios; Radio Tubes; Television Picture Tubes; Electronic Products; Electronic Test Equipment; Fluorescent Lamps, Fixtures, Sign Tubing, Wiring Devices, Light Bulbs; Photolamps.
Sylvania Electric Products Inc., Radio and Television Division, 254 Rano Street, Buffalo 7, New York. See SYLVANIA'S BEAT THE CLOCK on CBS-TV.



Colorful
Table
Radios



"Living Color." 25 1/2 sq. in. Aldrich, Mahogany grained finish. (21CS781) \$495. 36 sq. in. "Personal" TV. Power transformer, tilt stand, antenna. Ebony. (8PT703) \$125. Other models from \$99.95.

Shop Here for RCA Victor "Living

Play Santa with America's First Choice In Television! On these two pages—11 happy gift ideas for the whole family. For example . . .

Christmas in Color! Surprise the family with a spectacular gift—RCA Victor Big Color TV. Now as low as \$495—lowest price in RCA Victor history. See natural "Living Color"—from the delicate tint of a tea rose to the stunning tones of a Spectacular. All the colors of life!

This is BIG Color—with a big-as-life screen! Actually 25 1/2 square inches of viewable picture, on a 21-inch picture tube (overall diameter).

It's like having 2 sets in 1! For the price once paid for black-and-white alone, you see all Color shows in "Living Color" plus all regular programs

in crisp, clear black-and-white. It's RCA Victor Compatible Color TV.

So easy to tune, a child can do it. Turn two knobs and the screen blossoms out in Color.

Choose from 10 models—masterpieces of modern or traditional styling. From a table model to luxurious consoles—it's Color TV's first complete line!

Or give a TV Original—new shapes, new sizes, new styles, new convenience in black-and-white TV.

New "Personal" TV starts at \$99.95—smartest, smallest TV ever! And it's a full-fledged TV set with sturdy case and regular power transformer.



SYMBOL OF RCA VICTOR COMPATIBLE COLOR TV

GENERAL ELECTRIC
ADDS ANOTHER NEW
LOOK TO TELEVISION

TV ON
THE WALL!



On-the-wall TV. Think of the decorative possibilities! A quickly installed bracket lets you remove it with ease. The set swings and may be viewed from anywhere in the room. May also be used as a table model or portable. This is the new Custom "Designer" TV—ultra-slim and with a special timer that shuts the set off automatically.

GIVE ZENITH

**For all the family
all year long ...**

*Father-a
Shortwave*

*Mother-a
Console*

*Sis-a
Portable*

*Junior-a
Portable*

The Quality Goes in Before the Name Goes On