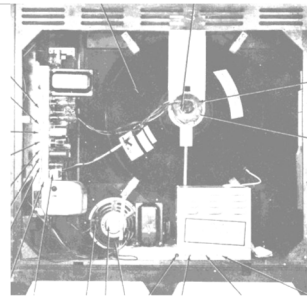
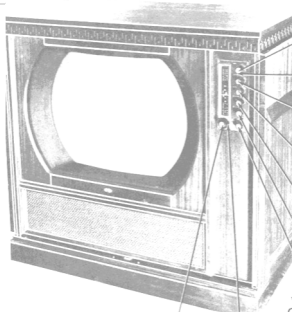


December 2025

Volume 2 Number 12



# WHAT'S NEW IN OLD TVS

The Newsletter of the Early Television Foundation

Greetings Early Television Fans,

This is Volume 2, Number 12 of the Early Television Foundation Newsletter. **The November Zoom meeting will be on Saturday, December 27th at 8 PM.**

Steve McVoy was unable to attend the November Zoom meeting, so pinch hitter Dave Sica did a masterful job of hosting. Since there was no Museum News to report, we can expect Steve to get us all caught up at the December Zoom. Then James O'Neal had us all captivated with his presentation of how NASA sent us color video presentations from orbit around the Moon. The number of obstacles the engineers faced included weight size, bandwidth, power requirements and more. All of us on earth know that it worked. The team that made it happen shared a common bond and for years met once a year to share their memories. If you missed the presentation, check it out on YouTube. So now your editors will settle down for a long winters nap while we all dream of all the vintage televisions offered in the Christmas ads we've gathered on the following pages.

**We want to hear from you !**

[newsletter@earlytelevision.org](mailto:newsletter@earlytelevision.org)

## Board of Directors Early Television Foundation

Dave Abramson  
Chuck Conrad  
James O'Neal  
Dave Arland  
Geoff Bourne  
Bob Dobush  
Dave Sica (Secretary)  
Matt D'Asaro  
Blake Hinkle  
Dan Jones  
Steve McVoy  
(President, Treasurer)

## In This Issue:

**Enjoy the advertisements that bring back the time when we hoped Santa would bring us the latest in television**

**Join or Renew  
your Membership  
NOW.**

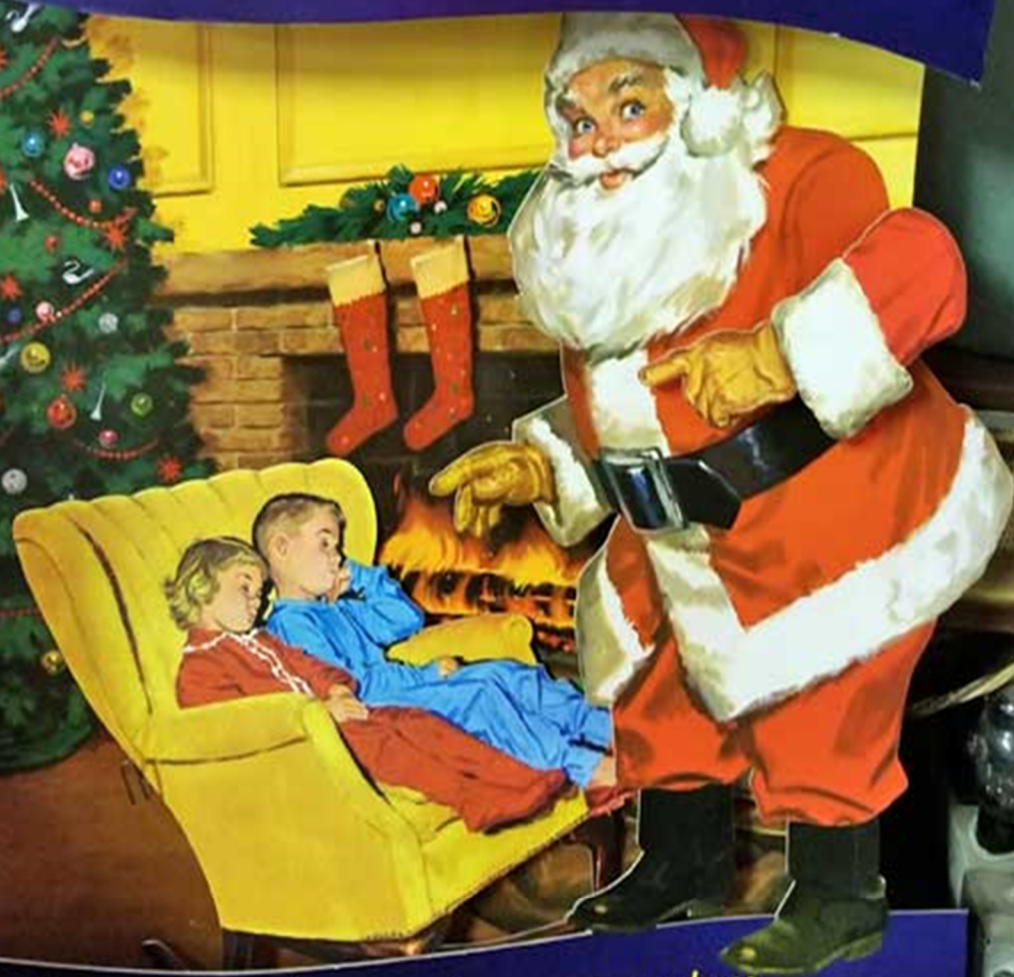
**See the details on  
the website**

## We are always looking for:

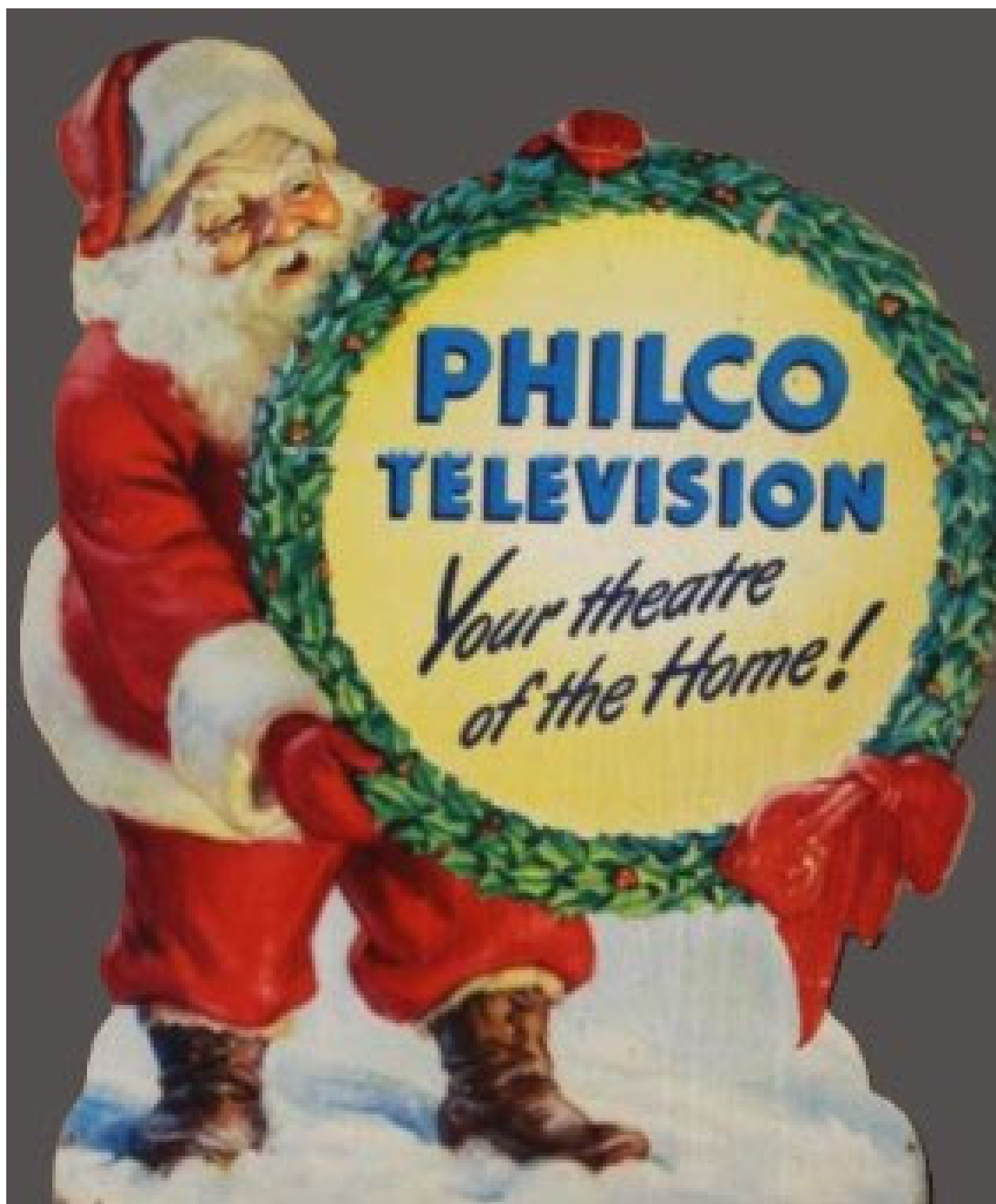
- **Letters** from members
- **Tech Tips** from service experiences
- **My first TV** (family stories?)
- **My favorite TV** (and why)
- **Stories** of working in the business.
- **Articles** that can be added in whole or in parts.

# Season's Greetings

from your **ZENITH** dealer



*Hush...this is the moment dreams come true*





## Preview of an unforgettable Family Christmas!



## PHILCO<sup>®</sup> with Automatic Top Touch Tuning



**FINEST GIFTS IN SIGHT.** Beautiful consoles, swivelets, and table models—including a full line of light furniture—include a full line of light furniture. See Philco 6520 (above) elegant 24-inch console complete with automatic Remote Control. Top Touch Tuning. In Cherry or Mahogany.

Beautiful 21-inch "Swivelet" turns left or right for easy viewing from any angle in the room. Exclusive Philco "Picture Frame" Styling in a rich Cordovan Mahogany finish. Top Touch Tuning. Philco 4148. Also available in White Oak.



AT THE SET...OR BY REMOTE CONTROL

*Just a touch! There's your  
station...Photo-Perfect!*

Imagine big, brilliant Photo-Perfect television that tunes itself! A touch turns the set on. A touch changes stations. A touch turns the set off. No fumbling for awkward, out-of-reach knobs. Philco Top Touch Tuning is up forward and up top—and it's all automatic! For the ultimate in luxurious television tuning you can get Philco Remote Control, and change stations without moving from your chair!

Great new Philco discoveries like the Micro-Grid Tuner with X-155 Tube... a revolutionary transformer-powered chassis... and a new "Magnetic Ring" Focusing System... all combine to achieve television's first Photo-Perfect picture—brighter, clearer, sharper!



PHILCO AND UNDISCOVERED QUALITY TO GUARANTEE YOUR BUYER

Buy only where you see this sign for guaranteed Philco quality and service.





The CAPEHART "New Amsterdam" . . . with AM, FM radio and three-speed phonograph

**ITT** suggests the finest of family gifts:

"Years-Ahead"  
Television by **Capehart**

A new Capehart stands in the place of honor—a gift for every member of the family. And *what* a gift—television that's years ahead in clarity and sharpness of picture, years ahead in tonal fidelity. International Telephone and Telegraph Corporation presents Capehart through its associate, *Capehart-Farnsworth Corporation*. See it. Give it! There's a Capehart just right for your family, and just right for your pocketbook.



**International Telephone and Telegraph Corporation**  
New York

For full information on Capehart, write to  
Capehart-Farnsworth Corporation, Fort Wayne 1, Indiana



New CAPEHART phonograph-radios with world-famed Capehart tone! (above)





Give your family a new thrill this Christmas morning

**Motorola TV**



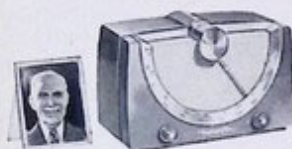


GIVE A

# Christmas Gift



**MODEL 5A9 • AC-DC BATTERY PORTABLE RADIO**  
Rich on tone, big in power, and small in size (4 1/4" x 7 1/4" x 4 1/4"). Black or maroon.



**MODEL 79XM21 • FM-AM TABLE RADIO**  
Faultless FM-AM reception. Sweep Station dial. 2 dual controls. Forest green or mahogany.



**MODEL 9VT1 • TABLE MODEL TELEVISION**  
Exclusive 8 1/2" BROADVIEW screen. More picture for less money. All wood mahogany cabinet.

THEY'LL FONDLY REMEMBER FOR YEARS

*make your selection...*

a Motorola radio or television receiver—the gift with lasting remembrance and fond appreciation. These are gifts that sing and talk and entertain—through the years. Nothing else will so thoroughly satisfy, whether you choose a portable radio or a family entertainment combination. This year Motorola Television and Radio sets are the finest in 20 years of pioneering leadership. Make this their merriest Christmas ever by visiting your Motorola dealer soon!

ALL NEW

## Motorola TELEVISION and RADIO

See your classified directory for your nearest Motorola dealer.

Specifications subject to change without notice



**MODEL 12VK11 • GORGEOUS TELEVISION CONSOLE**  
Large 12 1/2" BROADVIEW screen... bigger, brighter, pictures. BILT-IN-TENNA. Mahogany or limed oak.

*for the entire family*

### MODEL 12VF26 • TELEVISION FM-AM RADIO MULTI PLAY CHANGER

Motorola's complete luxurious living room theatre. Thrill to television of unbelievable clarity on a large 12 1/2" BROADVIEW screen, featuring the BILT-IN-TENNA. No costly installation needed in good signal areas. Enjoy FM radio of sparkling reality... and Golden Voiced AM tone of 3-dimensional beauty. Multi Play changer plays all three record types... 33 1/3, 45 or 78 R.P.M., automatically. In stunning hand rubbed mahogany or limed oak cabinet. Ask about Motorola's 12VF26.

**MOTOROLA INC. • 4545 AUGUSTA BLVD. • CHICAGO 51**  
Manufacturers of Television • Radio for Home and Car • Research Specialists in FM 2-Way Mobile Radio Communications Systems for 20 Years





Wait 'til they see...



...what's under  
the tree!

### IT'S RCA VICTOR TELEVISION!

#### It's Million Proof

—proven in over a million homes

• Take it from Santa, you just can't pick a more exciting gift, a more popular—or a more rewarding one for the whole family.

All 18 of the new Million Proof sets are designed from RCA Victor's experience in producing over a million television receivers... are designed to give you the best possible reception wherever you live. The new, extra-powerful RCA Victor television circuits mean picture quality you'll call the finest you've ever seen.

Matter of fact, the only thing that isn't "of the highest" about these new RCA Victor sets is the price. Find out at your dealer's how easy it is to own the finest—RCA Victor.

And only when you buy RCA Victor television can you buy the RCA Victor Factory-Service Contract—dependable installation and maintenance by RCA's own Service Company.

This RCA Victor Fairfield has a big 16-inch picture tube, built-in antenna and a phonojack for attaching

a record changer like RCA Victor's popular "45." Mahogany, walnut or lined oak finish.



RCA VICTOR  
*Fairfield*

16-inch television in a graceful Traditional cabinet

Listen to "The \$64 Question" every Sunday night at 10:00 p.m. New York time over your NBC station.

WORLD LEADER IN RADIO...

FIRST IN RECORDED MUSIC...

FIRST IN TELEVISION

**RCA VICTOR**

DIVISION OF RADIO CORPORATION OF AMERICA





# TELEVISION



natural clarity

natural tone

P.S.!!! "DADDY WANTS A G-E TELEVISION SET"



There's always a crowd around these G-E television receivers. You get three star features in one space-saving cabinet—matchless television, superb radio, flawless phonograph. A gift to live with!

Young and old are clamoring for "better-than-front-row seats" at the big events of '48. Best seats in the house, reserved year-round, will go to families who get G-E Electronic Television.

Many new television stations are expanding the networks. Soon this miracle of sight-sound entertainment will be enjoyed by many more millions. General Electric, with 20 years of pioneering experience, is the only company producing and operating all types of television units—studio equipment, transmitters, micro-wave relays for television networks, home television receivers. From this practical research come G-E television instruments with pictures of *natural clarity*—close-up action at longer reception range.

LEADER IN RADIO, TELEVISION AND ELECTRONICS  
General Electric Company, Electronics Park, Syracuse, N. Y.

**GENERAL  ELECTRIC**  
ELECTRONIC TELEVISION





GOWNS BY BERGDORF-GOODMAN

Today's  
most  
welcome  
gift....

You will enjoy television at its finest  
on the big, brilliant, *direct-view* screen of a Du Mont—  
whether it is a simple table-top receiver, or one of the  
magnificent luxury models.

*Illustrated: The Du Mont Savoy; 72 sq. in. direct-view screen; AM  
and FM radio; automatic record player. \$795 plus installation.*

**DUMONT**

FIRST WITH THE FINEST IN TELEVISION

ALLEN B. DU MONT LABORATORIES, INC. • 515 MADISON AVENUE, NEW YORK 22, N. Y.  
Cabinets designed by Herbert Rosengren

Copyright 1948, Allen B. Du Mont Laboratories, Inc.



A vintage illustration of Santa Claus, depicted with a white beard, red suit, and red hat. He is holding a large, green Christmas wreath decorated with red berries and a red bow at the bottom. The wreath is positioned in front of him, partially obscuring his body. The background is a solid dark gray.

**Merry  
Christmas  
From ETF**