

1965

PHILCO COLOR TV



RIVALED ONLY BY NATURE!



PHILCO® **DOUBLES** the **SENSITIVITY** of its **COLOR TV**

with the **1965 POWER-PLUS CHASSIS** and
COLORCLEAR TUNER



Four Wafer Frame Grid VHF Tuner

The Philco ColorClear Tuner for VHF has four wafers instead of three, special Dual Frame Grid Tubes with 25% more wire windings, self-cleaning spur switch design, all contributing to doubled picture pulling power.



New Transistorized UHF Tuner

Fully transistorized for power and stability on UHF. Special color regulated diode prevents color loss from changing line voltages.

Good news for those who have waited for color television to come of age!

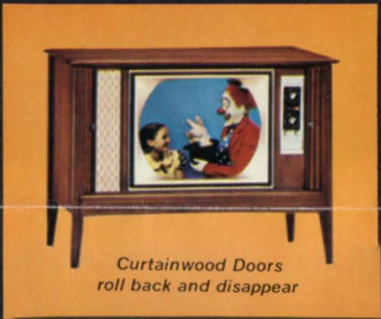
Sensitivity is the secret of quality in color television, power to receive the signal, to pick up the delicate details of hue and shade that give substance and reality to the picture.

With a new Power-Plus circuit and ColorClear Tuner, Philco for 1965 **doubles the sensitivity of its Color TV**, brings it to the peak of perfection that black and white reached after years of progress.

Philco has also taken the weakness out of former color circuits, providing the strength for reliable reception in fringe and problem areas.

Cabinets of genuine wood veneers and authentic design match the beauty of

Model 5440



5440 Custom Color TV

5440-WA Danish Modern, with Curtainwood Doors, Walnut Veneer
5440-MA Early American, with Curtainwood Doors, Maple Veneer

- ColorClear VHF-UHF reception
- Simplified Color Controls, easy to tune
- Memory-Matic Pre-Set Fine Tuning
- Twin Speakers; Adjustable Tone Control

21" overall diag. meas.,
265 sq. in. viewable area

WA	MA
H. 33"	34 1/4"
W. 43 5/8"	43 5/8"
D. 23 3/2"	23 3/2"
cup 6"	6"

Model 5434



5434 Custom Color TV

5434-CH French Provincial, Cherry Veneer
5434-MB Contemporary, Mahogany Veneer
5434-WA Contemporary, Walnut Veneer
5434-MA Early American, Maple Veneer

- ColorClear VHF-UHF reception
- Simplified Color Controls
- Transistorized UHF Tuner
- Memory-Matic Pre-Set Fine Tuning

21" overall diag. meas.,
265 sq. in. viewable area

CH	MB, WA	MA
H. 32 1/2"	32 1/2"	33 5/8"
W. 36 1/8"	35 1/2"	35 7/8"
D. 21 3/2"	21 3/2"	20 3/2"
cup 6"	6"	6"

Model 5432



5432 Custom Color TV

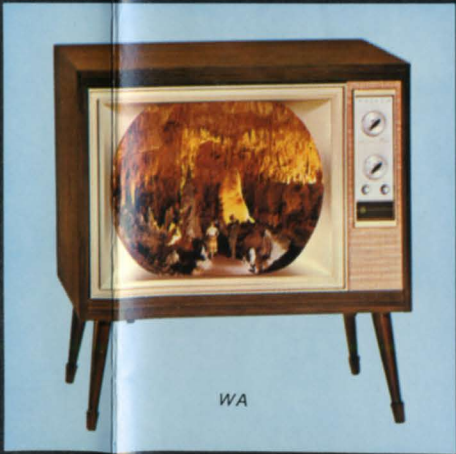
5432-WA Danish Modern, finished to match Walnut furniture
5432-MA Early American, finished to match Maple furniture

- ColorClear VHF-UHF reception
- Simplified Color Controls
- Memory-Matic Pre-Set Fine Tuning
- Tone Control, 5 1/4" Speaker

21" overall diag. meas.,
265 sq. in. viewable area

WA	MA
H. 32 1/4"	34 1/4"
W. 33 3/4"	33 1/2"
D. 21 1/2"	20 3/2"
cup 6"	6"

Model 5428



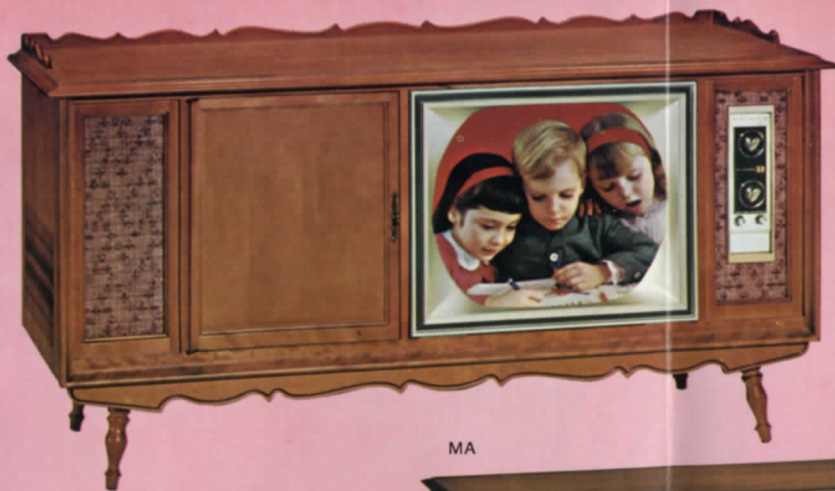
5428 Custom Color TV

5428-MB Contemporary, finished to match Mahogany furniture
5428-WA Contemporary, finished to match Walnut furniture

- ColorClear VHF-UHF reception
- Simplified Color Controls
- Memory-Matic Pre-Set Fine Tuning
- Tone Control, 4" Speaker

21" overall diag. meas.,
265 sq. in. viewable area

H. 33 3/8"
W. 30 5/8"
D. 20 3/2"
cup 6"



MA



WA

**PHILCO COLOR TV
HOME THEATRE
COMBINATION** with
VHF-UHF Color TV, Stereo High Fidelity,
Stereo FM/FM-AM Radio

Model 5912

5912-MA Early American, Maple Veneer
5912-WA Danish Modern, Walnut Veneer

- Super-sensitive ColorClear VHF Tuner
- Transistorized UHF Tuner
- Certified Component Hi Fi; 25 Peak Music Watts
- Multi-Mix Changer with Scratch-Guard Tone Arm
- Stereo FM, FM-AFC and AM Tuner
- Five Speakers: 6" (TV); 2-4" and 2-10" (Hi Fi)

21" overall diag. meas., 265 sq. in. viewable area

MA—H. 32 $\frac{3}{8}$ " , W. 64" , D. 21 $\frac{3}{32}$ " , Cup 6"

WA—H. 31 $\frac{5}{8}$ " , W. 64" , D. 22 $\frac{3}{32}$ " , Cup 6"



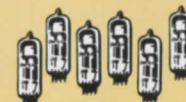
How Philco perfected the PERFORMANCE OF COLOR TV CIRCUITS

Philco Color TV for 1965 not only doubles the enjoyment of television, it **doubles the enjoyment of color!** A whole series of improvements on the basic color circuits of the past add sensitivity, stability, reliability. Color television has become more life-like, more uniform, more dependable.



Automatic Picture Pilot

checks the picture over 15,000 times a second to maintain uniform contrast.



Frame Grid Tubes

A network of six Frame Grid Tubes provide the extra amplifying power to double the sensitivity of Philco Color TV.



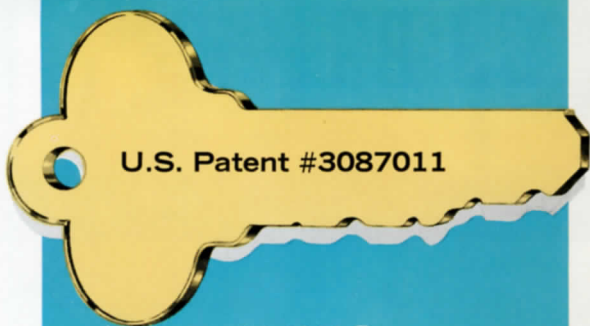
Copper Engraved Circuits

The intricate circuits of Color TV are electronically etched into permanent copper panels to provide reliable, fool proof performance.



High Voltage Rectifier

Specially designed to offer greater resistance to heat, overcome rapid deterioration, eliminate major cause of failures.



U.S. Patent #3087011

IT WAS
PHILCO
WHO DISCOVERED
A KEY TO
COMPATIBLE COLOR TV

Since television itself was in its infancy, Philco scientists and engineers have been in the forefront of color television research. The U. S. Patent Office has granted to Philco a patent for an invention in basic circuitry which is used to send compatible color pictures through the air, receive them, and bring them to the homes of America. The benefits of this pioneering research and discovery are reflected in the superb performance of Philco Color sets of today.

PHILCO

ONE YEAR COLOR TV WARRANTY

Philco warrants to original U.S. purchaser for one year after purchase, free exchange or at Philco's option repair (excluding transportation, service and labor charges) of any part or tube defective in material or workmanship and returned through Philco's dealer-distributor organization.



FAMOUS FOR QUALITY THE WORLD OVER

PHILCO®

A SUBSIDIARY OF *Ford Motor Company*

The Radio Shop

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