

tomorrow's

BLACK & WHITE TELEVISION

COLOR TELEVISION

FLOATING SOUND HI-FI

SOLARRADIOS & TRANSISTOR RADIOS

WIRELESS REMOTE TUNING

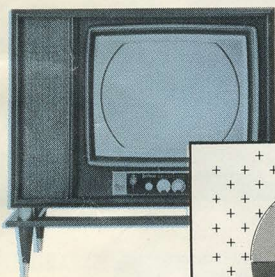
today

SPRING '57 **Hoffman**

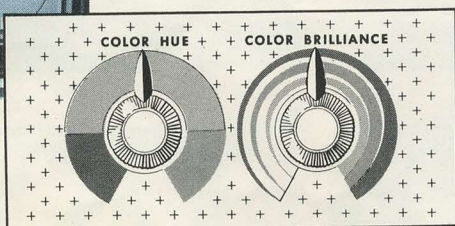
...best quality in sight!

Hoffman COLORCASTER®

**DESIGNED FOR SUPERIOR QUALITY AT
A PRICE YOU CAN AFFORD---**



DUAL SPECTRACONTROLS



DIAL THE HUE—Tinted color bands help you select desired flesh tones—no guesswork!

DIAL THE BRILLIANCE—Graduated color bands indicate brilliance setting—a child can tune the set perfectly!

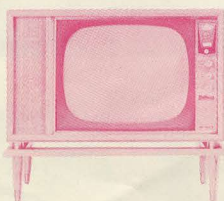
Never before has color TV been so spectacular to watch...so easy to tune! For 1957 Hoffman again has pioneered in color design to bring unsurpassed picture quality and dependability for color. Compare—see for yourself!

NEW TUNING EASE with Dual Spectracontrols that let you see where to set color brilliance and hue for most life-like color.

EXCLUSIVE CHROMA-CONTRAST MIXER that automatically adjusts color brilliance when you change picture contrast.

DELUXE CHASSIS with every advanced development, including exclusive Town & Country Switch for best reception in every area.

FOUR NEW MODELS in a variety of elegant decorator stylings to fit every decor. Choose from mahogany, limed oak or Salem maple finishes.



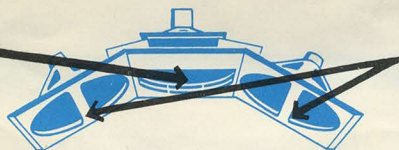
only '57 **Hoffman** has
soundorama Hi-Fi



Soundorama brings new realism to TV viewing...brings lifelike sound right into the room with breathtaking clarity. Television sound is FM, and that means a wider audio range is available than ordinary TV can reproduce.

Now take advantage of television's excellent sound transmission with a true hi-fi sound system—Hoffman Soundorama Hi-Fi!

SEPARATE HI-FI TWEETER
With diffusion horn for even distribution of treble and overtones.



TWO BASS SPEAKERS Big, heavy-magnet "woofers" for low frequency tones.

Here is television's first true high fidelity system, combining 2 bass speakers with separate treble speaker and diffusion horn for truly balanced, thrilling hi-fi!

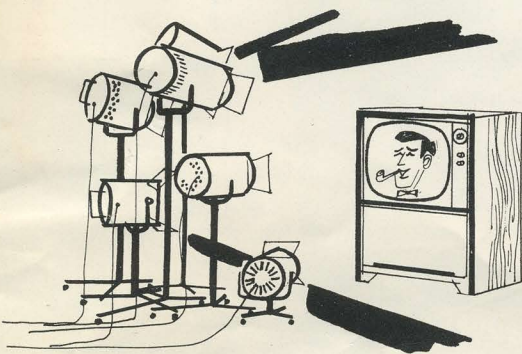
HOFFMAN GIVES YOU TV'S BEST PICTURE NEW BLACK EASY-VISION



1

**YOU CAN WATCH FOR HOURS—
WITHOUT EYE FATIGUE!**

The unique amber tone softens harsh picture light—changes bluish rays into natural easy-to-watch tones. You see a picture with 15% greater detail and contrast, too!



**+
2**

**A BRIGHT PICTURE—
EVEN IN BRIGHT DAYLIGHT!**

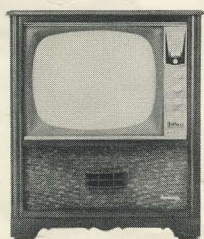
To Easy-Vision Hoffman now adds Neutrex Light Shield—or, simply, the New Black Lens. This neutral gray tinted lens cuts effects of room light by 76%—lets picture come through bright and clear under all lighting conditions. In scientific tests 10,000 watts of light power couldn't wash out the Hoffman New Black picture.

= 3

**YOU GET BOTH EXCLUSIVE VIEWING IMPROVEMENTS IN TV'S
BEST PICTURE FOR '57—HOFFMAN NEW BLACK EASY-VISION!**

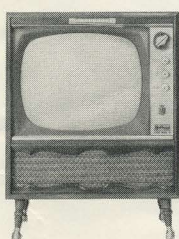
complement your finest furnishings!

Hoffman's distinctive television cabinets are the result of highest quality materials and craftsmanship, combined with the imaginative design which has made Hoffman the acknowledged style leader in TV. Whatever your decor, you'll find a '57 Hoffman to create new style interest in your home!



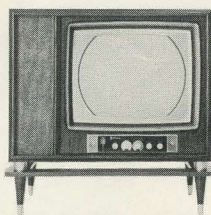
TRADITIONAL

Hoffman's elegant mahogany and walnut styling reflect high standards throughout.



PROVINCIAL

Warm Salem maple finishes add charm to Hoffman's provincial styling.



MODERN

The casual elegance of California living is captured in Hoffman's fresh new stylings

Out of our guided missile labs comes the most revolutionary wireless remote channel selector of them all—

changes tv channels from any place in the room... operates from 25 feet away no wires, flashlights or unsightly receiving devices on the front of your set—

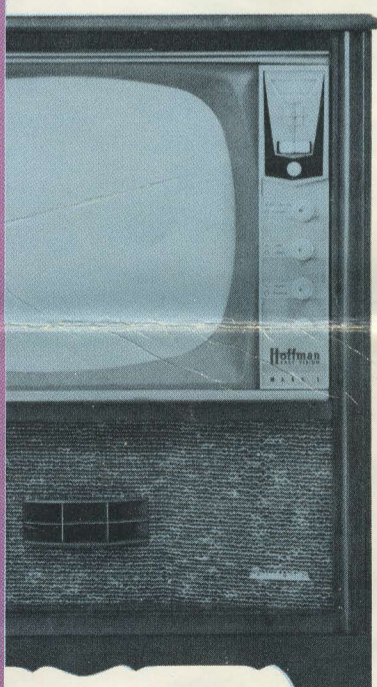
There's *no other* remote tuner like the BeamRider! It's small enough to fit in a coat pocket, changes channels from up to 25 feet away—through walls, glass, furniture or guests. It's the most advanced TV tuning ever developed.

BeamRider



ONLY SLIGHTLY LARGER THAN PACK OF KING-SIZE CIGARETTES
Consists of miniature transmitter and a receiver to be plugged into socket at rear of any Dyna-Touch Hoffman receiver.
In gleaming plastic. Available as an optional accessory.

'57 HOFFMAN DOES AWAY WITH THE OLD-FASHIONED SELECTOR KNOBS



DYNA-TOUCH

automatic tuning

Hoffman Dyna-Touch *obsoletes the channel knob*, obsoletes every kind of conventional TV tuning. Simply press a button and the channel changes to the next *pre-selected* station—no need to dial past unused or unwanted channels. One touch and Dyna-Touch does the rest!

NO TUNING KNOB

Dyna Touch obsoletes manual tuning.

CHANGE CHANNELS— With left button in "out" position, press right button to change to next pre-selected channel—automatically. With left button in "in" position—next channel appears when right button is pressed.

NEW NUMBER VIEWER

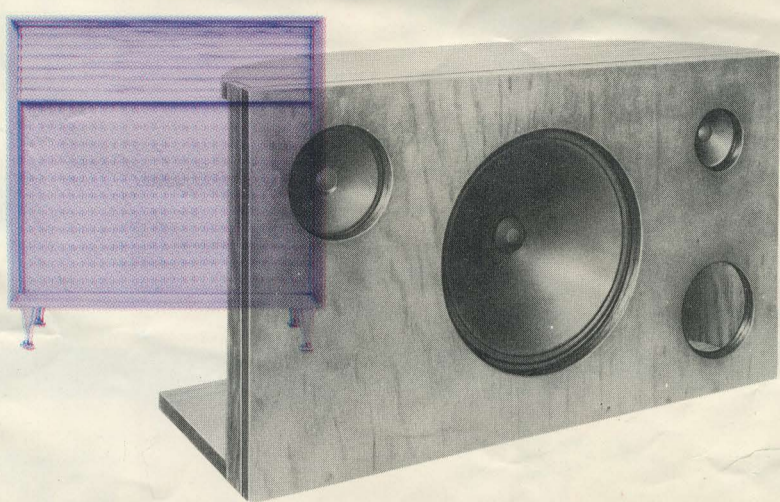
Channel number appears on lighted panel—big, easy to read.



SEE THEM NOW
see them—try them—compare

HI-FI BREAKTHROUGH

**NOW HOFFMAN BREAKS THROUGH THE
BARRIER TO CUSTOM QUALITY
HIGH FIDELITY IN A SINGLE CABINET**



This is Hoffman's "Floating Sound" Chamber

This separate sound chamber is the heart of thrilling new Hoffman Hi-Fi. Built of solid mahogany woods with grain selected for best tone quality. Matched speakers enclosed in tuned chamber. Completely isolated from pick-up and amplifier this sound chamber is mounted on springs within the cabinet—thus floats.

HOFFMAN BRINGS CUSTOM HI-FI COMPONENTS—IN ONE UNIT

MATCHED JENSEN SPEAKERS

Alnico V 3-speaker assembly—12" woofer, 5¼" mid-range, and 3½" tweeter. Electrical cross-over network.

GARRARD 4-SPEED CHANGER

With 4-pole motor, dual sapphire styli, ceramic pick-up, and 45 rpm spindle.

SEPARATE BASS AND TREBLE

Tone controls with ± 18 db bass and ± 16 db treble boost and roll-off.

25 WATT AMPLIFIER

Undistorted from 20 to 20,000 CPS, 1% distortion at 15 watts. Fletcher Munson compensated loudness control.

TAPE RECORDER JACK

Output for tape recorder; Inputs for AM-FM tuner, tape, and auxiliary.

AM-FM TUNER

(optional) High sensitivity tuner with AFC switch with lighted slide-rule dial.

OUT OF THE SEMICONDUCTOR LABS COMES THE AMAZING



Hoffman SOLARADIO

An all-transistor instrument that gets its power from the sun, stores it in batteries for endless life, plays with big-set power and clearness.

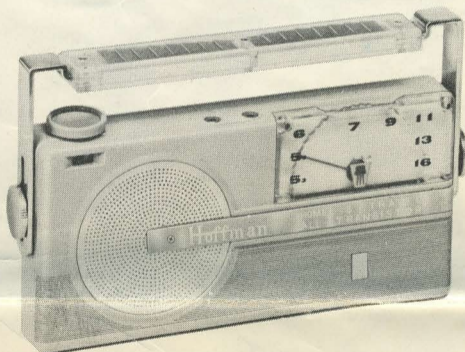
SOLAR BATTERY PACK

Solar cells developed by Hoffman transform sun's energy into electric current and recharge batteries for endless life.

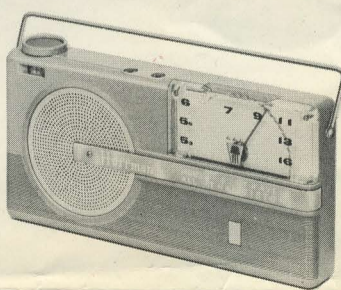
ALL-TRANSISTOR RADIO

With amazing big set tone quality, provision for earphone listening.

A miracle from the future—here today to bring you superb radio entertainment through the power of solar energy. Each daylight hour its unique solar battery pack, located in the plastic handle, stores energy to operate the all-transistorized radio (Incandescent light may be used.)

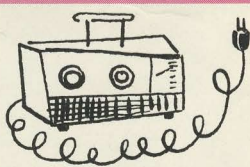


HOFFMAN HOME & TRAVEL ALL-TRANSISTOR RADIO



These compact portables in their trim, slim plastic cases contain all the components of a truly superior AM radio receiver. From their stunning cases to their advanced printed circuit wiring, Hoffman Home & Travel radios are newer than tomorrow.

UP TILL NOW



Home radios, to give acceptable volume and quality, were big and bulky, needed to be plugged in.



Personal portables, because of their light weight, small size, delivered weak, tinny sound—little volume.

NOW

HOME & TRAVEL RADIOS, ALL-TRANSISTORIZED, ARE LIGHTWEIGHT, HAVE BIG SET QUALITY, PLAY 500 HOURS OR MORE WITH ORDINARY FLASHLIGHT BATTERIES, ENDLESSLY WITH SOLAR POWER PACK.

tomorrow's

BLACK & WHITE TELEVISION • COLOR TELEVISION
FLOATING SOUND HI-FI • SOLARADIOS &
TRANSISTOR RADIOS • WIRELESS REMOTE TUNING

today

SPRING '57

Hoffman

NEW BLACK EASY-VISION TELEVISION

feature-
packed

black

and
white

table

model

and

console

televisions



THE FEATHERLITE 14-inch* portable in smoke & dove gray. Only 26 pounds; amazing New Black picture. SG1144. Choice of 4 other colors.

10 5/8" high, 13 1/8" wide, 15 1/4" deep



THE SPACESAVER 17-inch* table model—mahogany finish. Mark 10 chassis; base extra. M1007. Also in walnut, W1007. Lined oak, B1007, finishes.

14" high, 18" wide, 18 3/8" deep

MARK 10 QUALITY CHASSIS FEATURES

New Black lens with Neutrex Light Shield
90° aluminized electrostatic picture tube
Picture-high top tuning
Full power transformer cold chassis
Local-distant Sync-Lok selector
Improved audio
Adjustable width control
Slide-out chassis for easy servicing
Lens removable for cleaning
Built-in antenna
Dyna-Touch tuning—VHF models only



THE LA MIRADA 21-inch* metal table model on optional matching wood swivel legs. Amazing New Black picture with Mark 10 performance. Black finish. K1211.

18 1/8" high, 25 1/8" wide, 19 1/8" deep



THE NORTHRIDGE New Black 21-inch* table model. Black, Mark 10 chassis—matching swivel legs extra. Mahogany finish M1181. Also in lined oak finish B1191.

19 1/8" high, 26 1/8" wide, 19 1/8" deep



THE LAS VEGAS Mark 10 21-inch* table model—Dyna-Touch tuning, matching console cart base optional. In walnut, W1201. Also mahogany, M1201; Salem maple, SP1201; lined oak, B1201, finishes.

19 1/8" high, 26 1/8" wide, 19 1/8" deep



THE WESTLAKE Mahogany console—New Black 21-inch* picture, Mark 10 chassis. Top tuning. M1241. Also in lined oak, B3241; Salem maple, SP3241, finishes.

33 1/2" high, 26 1/8" wide, 19 1/8" deep



THE MARINA Mark 10, 21-inch* New Black console—Dyna-Touch tuning; in lined oak finish, B3251. Also mahogany M3251; walnut, W3251; Salem maple, SP3251, finishes.

33" high, 26 1/8" wide, 19 1/8" deep



THE NEWPORT 21-inch* Super Mark 10 console—New Black Easy-Vision, Dyna-Touch tuning. In mahogany finish, M3261. Also Salem maple, SP3261; lined oak, B3261 finishes.

33" high, 28 1/8" wide, 19 1/8" deep

SUPER MARK 10 QUALITY CHASSIS FEATURES

New Black Easy-Vision lens
90° aluminized electrostatic picture tube
Full power transformer cold chassis
Local distant Sync-Lok selector
High AM noise rejection
Improved audio
Adjustable width control
Bar focus
Slide-out chassis for easy servicing
Tone control
Phono jack & switch
Built-in antenna
Improved Neutrode tuner
Dyna-Touch tuning—VHF only



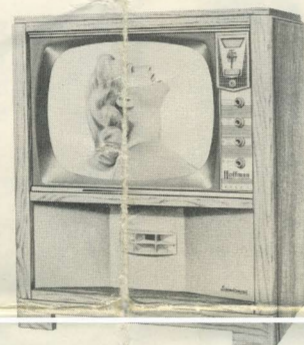
THE REDONDO Mahogany finish 21-inch* lowboy, Dyna-Touch tuning, New Black Easy-Vision Super Mk 10, M3271. Also Salem maple, SP3271; lined oak, B3271 finishes.

29 3/8" high, 34" wide, 19 1/8" deep



THE EMERALD BAY Mark 5 Soundorama Hi-Fi console—21-inch* New Black Easy-Vision, Dyna-Touch tuning. In Salem maple SP3281. Also mahogany, M3281.

33 3/4" high, 29 1/8" wide, 19 1/8" deep



THE PARADISE COVE 21-inch* New Black Easy-Vision Soundorama console Dyna-Touch tuning, Mark 5 chassis. Lined oak finish, B3291.

33 3/4" high, 28 1/8" wide, 19 1/8" deep

MARK 5 QUALITY CHASSIS FEATURES

New Black Easy-Vision lens
90° aluminized electrostatic picture tube
Adjustable Sync-Noise clipper control
Improved audio power amplifier
Latest type high fidelity audio tubes
Separate bass & treble controls
3-speaker Soundorama Hi-Fi sound
Angled speaker chamber
Magnetic focus control
Slide-out chassis for easy servicing
Phono jack & switch
AC outlet
Lens removable for cleaning
Dyna-Touch tuning—VHF only



THE LAGUNA Lined oak finish 24-inch* console—Dyna-Touch tuning, Super Mk 10 New Black Easy-Vision picture. B3304. Also mahogany, M3304; Salem maple SP3304 finishes.

34" high, 30 3/4" wide, 19 3/4" deep



THE FALMDALE 24-inch* mahogany finish lowboy—Dyna-Touch tuning, New Black Easy-Vision, Super Mark 10 chassis. M3234. Also in lined oak finish, B3234.

31 1/8" high, 36 1/4" wide, 19 1/8" deep



THE PASO ROBLES Salem maple finish lowboy—Super Mark 10, New Black Easy-Vision; Dyna-Touch tuning. 24-inch* picture SP3234.

31 1/8" high, 36 1/4" wide, 19 1/8" deep

Hoffman

... best
quality
in
sight

two-in-one
colorcasters®



THE COMMODORE 21-inch* Colorcaster table model for color or blk & white. Lined oak finish—B2021. Also in mahogany, M2021; Salem maple, SP2021, finishes.

26 3/8" high, 27 1/4" wide, 22 1/8" deep



THE COMMANDER 21-inch* Colorcaster console with phono jack. Mahogany finish, M4041. Also Salem maple, SP4041; lined oak, B4041, finishes.

38 1/8" high, 27 1/4" wide, 23 1/8" deep



THE AMBASSADOR Elegant lowboy in Salem maple finish, 21-inch* picture, color and blk & white. SP4061. Also in mahogany, M4061; lined oak, B4061.

36 3/4" high, 36" wide, 23 1/8" deep

COLORCASTER QUALITY CHASSIS FEATURES

21-inch* aluminized picture tube
Deluxe All-Wave UHF-VHF tuner available
Extensive use of printed circuits
Automatic noise suppression circuits
15% greater luminosity output for added brightness
Automatic chroma control circuits
Exclusive Chroma-contrast mixture to simply tuning of color shows
Town & Country switch for better weak signal reception
Dual Spectracontrols for easy tuning
Phono jack & switch

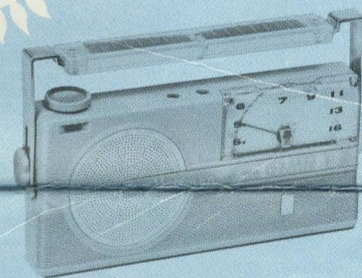


THE PRESIDENT 21-inch* Colorcaster console, Soundorama Hi-Fi sound. In magnificent mahogany finish, colorcaster model—blk & white picture. M4021.

38 1/2" high, 33 1/2" wide, 23 1/8" deep

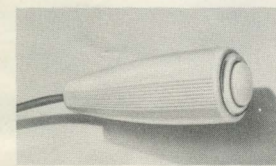


Hoffman
SOLARADIO



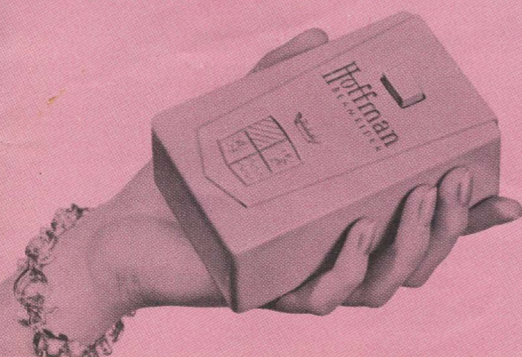
Solar cells in plastic handle transform sun's energy into electric current to operate all-transistorized radio!

- **Lightweight with big set quality**—plays 500 hours or more on ordinary batteries, endlessly with Solar Power Pack.
- **Six transistor chassis**—equivalent to deluxe 6-tube radio.
- **Alnico V magnet speaker** delivers console-like sound quality.
- **Ensl back for easy home use.**
- **Wafer-thin modern case** in gleaming plastic. In black, turquoise, pink, beige, red.



PRESS • BUTTON POWER REMOTE Hoffman's Power Remote accessory changes VHF stations with a press of the button. Plugs in jack on back of receiver

OUT OF THE GUIDED MISSILE LABS COMES BEAMRIDER...



...the most amazing wireless remote channel selector of them all! BeamRider actually changes tv channels from 25 feet away—with no wires, flashlights or devices on front of set! It consists of a miniature transmitter and a receiver to plug into rear of any Hoffman equipped with Dyna Touch tuning.

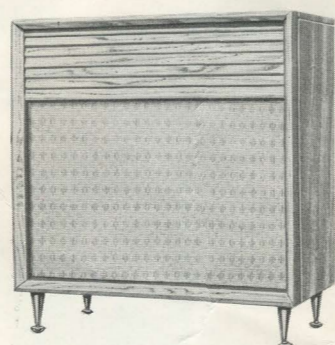
beamrider
wireless
remote

Hoffman
floating sound
custom quality hi-fi

CUSTOM HI-FI IN ONE COMPLETE UNIT

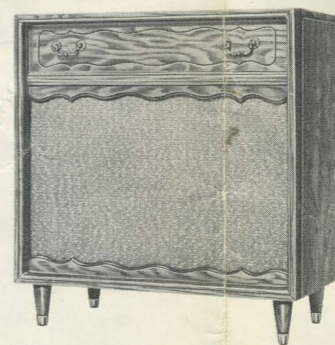
Hoffman Hi-Fi brings the ultimate in home music system quality with superb custom hi-fi components—exclusive floating sound chamber—Jensen speakers, Garrard 4-speed record changer, full-fidelity Hoffman amplifier and AM-FM tuner (optional). Superb all hardwood cabinets add the crowning touch to the world's most unusual Hi-Fi.

Mahogany and walnut cabinets not shown.



THE LA CRESCENTA Handsome hardwood cabinet with elegant modern lines. In lined oak, B800 (AM-FM tuner optional).

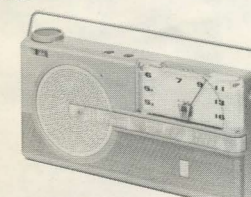
33 3/4" high, 32" wide, 16 1/2" deep



THE LA CARADA Authentic provincial styling hardwood cabinet, in Salem maple, SP800 (AM-FM tuner optional).

33 3/4" high, 32" wide, 16 1/2" deep

radios—phonographs



HOFFMAN HOME & TRAVEL All-transistor radio. Wafer thin, plays 500 hours or more on flashlight batteries. In black, turquoise, pink, beige, red.



THE QUARTET 4-speed record player to match and plug into Hoffman TV. Has dual sapphire stylus. Mahogany, lined oak cherrywood finishes. Model 120.

*All picture tube sizes denote diagonal measurements