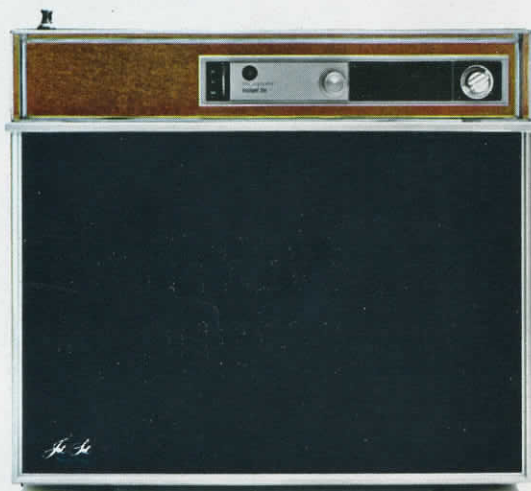


TV SET BUYERS GUIDE



1966





New Westinghouse Jet Set.

It doesn't stare back at you when it's off.

It's considerate television. Beautiful off. Beautiful on. A new kind of picture that's easier to watch. It's Instant-On™ TV. Which means no waiting, no warm-up, no walk-back. And it's transistorized to be trouble-free. Now, if you can't stare your old set straight in the face and enjoy it... go see your Westinghouse dealer.



Click.

You can be sure if it's Westinghouse 



EVERYTHING'S COMING UP COLOR

By David Lachenbruch

This is it. The turning point. Black, white and gray are out of the living room. Red, green, blue, yellow, vermilion, fuchsia, magenta and company are in—very, very in. In TV, as in nature, everything's coming up color.

It's what's happening, and it's coming on like black-and-white did 15 years ago—with an explosion. Even those modern-day oracles, the market researchers, were caught with their plans down this year when the supply of color picture tubes almost ran out.

This year, Americans are putting up more money for color sets than for the black-and-white-and-gray kind, even while sales of black-and-white portables are setting a new record. They're buying one color set for every four of the other kind. In 1966, color sets will move into American homes at the rate of nearly 10,000 a day, about one for every two black-and-white sets.

In this new 1965-66 program season, for the first time, most of the programs seen by the average viewer will originate in color. At least 60 percent of all evening network "prime-time" program hours (7:30-11 P.M.) will be tinted, as shown in the color program schedule. The percentage will increase during the season, as the networks latch onto more

color cameras. Color broadcast equipment for networks and stations is scarce because of high demand, and as many as 1000 new live-and-film color cameras may be delivered to **continued**



*Admiral Concord
Danish modern combination 23"*

Coming Up Color/continued

broadcasters in 1965 and 1966 alone.

All-color programming on the networks is only about a year off. And individual stations are painting up local and filmed shows so rapidly that it's impossible to keep track of the number.

Color-set manufacturers are no longer crying in the wilderness for more programs. Some of them are just crying for help. Most manufacturers have crash programs under way to increase the supply of sets. RCA, for example, recently broke loose \$50,000,000 to double

its color-tube and set capacity. This project will be the biggest single expansion program in the history of the electronics industry.

The sets will be ready to meet the demand, and in the widest variety ever offered—nearly 370 different models from the major brands represented in this TV Set Buyers' Guide, as compared with 269 a year ago and only 180 in the 1964 model year.

With the number of color programs more than double, and far more and better sets ready to go to market, an unprecedented boom for the 1966 model

General Electric Park Avenue American provincial console 25"



Philco contemporary color portable 19"

year was already in the cards before Uncle Sam removed any last doubts. The elimination of the Federal excise tax on television sets, and on many items in the family budget, makes it still easier for many new homes to go color.

Killing the excise tax has resulted in some really substantial price reductions on color sets, on top of the big cuts of a year ago and more moderate ones which had been planned for this year. Many major set manufacturers last year

put a price tag of \$399.95 on their lowest-priced 21-inch color sets. This year, the same set-makers are offering improved 21-inchers at a low of \$349.95—a cut greater than the amount of the late unlamented excise tax. In furniture-styled models, reductions from last year's comparable sets run to \$100 and more.

But this unexpected bonus is only part of this year's color-set story. Rectangular-screen sets in the big 23- and 25-inch sizes are now more readily **continued**



RCA Victor Whitby contemporary console 25"

Coming Up Color/continued

available. These new-size tubes provide a more pleasingly shaped picture, and are more compact in all dimensions, than the standard 21-inch round tube. They lend themselves to more graceful furniture styles with cabinets 4 to 6 inches shallower and lower.

Coming along rapidly is an even more compact size—the 19-inch. Philco, RCA, Sylvania and others already have started production, and almost every brand will

be offering this convenient size before the winter's over. Many of these will sell at around \$400.

Two other sets with even smaller screens appear among the 1966 models. Sears, Roebuck has 16-inch Sears Silvertone color sets priced as low as \$269.95. General Electric presents the first "personal portable" color set, the 11-inch Porta-Color, weighing in at only 24 pounds, and due before Christmas at a list price of \$249.95.

With all the new shapes and sizes, the

21-inch set will still be the biggest seller, at least for the rest of this year. This size hasn't been bypassed in the year's most important color development—added brightness. A new rare-earth phosphor (if you're really interested, it's a europium-activated yttrium vanadate) delivers far brighter pictures in both color and black-and-white, and gives a truer rendition of red, which heretofore has been TV's weakest color.

The automatic degausser has now spread to sets of all manufacturers. This gadget with the jawbreaking name eliminates the need to call a service technician to remedy color impurities and splotches caused by magnetic pickup. It also makes possible color sets on swivel bases and rollers by eliminating the color-smearing influence of the earth's magnetic field when the set is moved.

"Degausser" simply means demagnetizer, and in case you're curious, the name comes indirectly from Karl Friedrich Gauss (1777-1855), German mathematician and pioneer student of magnetism, whose name rhymed with "mouse."

In the early days of color, all sets used virtually the same chassis and circuits. With increased competition and more research, each brand has now taken on its own personality, in terms of technical developments and convenience features as well as cabinet design.

Different brands employ their own formulas for the safety glass which covers the viewing screen, and usually is bonded to it. Zenith and Sylvania, for example, use a relatively clear glass with high "light transmission," resulting in maximum brightness. RCA and others prefer a slightly darker glass which is etched, to minimize reflections and increase contrast. Still others use the darker high-contrast glass without the etched surface. Which is "best" depends entirely on personal preference.

Some manufacturers have added extra color controls, while others shy away from the very thought of more knobs. Admiral's "Color Fidelity Control" lets the viewer "warm up" or "cool down"

color hues, or vary the black-and-white picture from sepia to cool blue, for the most pleasing tint. Magnavox also lets you control over-all screen coloring with its "Chromatone," which is claimed to add depth to the color picture and a more pleasing tone to black-and-white.

Zenith color sets have built-in "automatic color-level circuitry," designed to compensate for changes in color levels from station to station and program to program. Philco is the first to make heavy use of transistors in color sets; its new 19-inch color portable is about 50 percent transistorized. The aim is cooler, more reliable operation, fewer service calls.

Convenience is important, too. Westinghouse has extended its popular "Instant-On" to most of its color sets, and Magnavox has adopted what it calls "Quick Start." Most color sets have preset fine tuning, and easily reset circuit breakers in place *continued*



Sears Silvertone colonial console 25"



Sylvania Oriental console 25"

Westinghouse Mediterranean console 23"



Zenith Broderick Early American console 25"

Coming Up Color/continued

of fuses. Both RCA and Zenith are again emphasizing the unparalleled convenience and luxury of wireless remote control.

The more compact rectangular tubes have made possible some dramatic improvements in cabinet design. In the higher-priced categories, a record number of models have doors to hide the big eye. One General Electric console series uses an ingenious space-saving approach, which seems to have been inspired by an overhead garage door. The door, concealed in a thin compartment above the picture tube, pulls out

and drops down to cover the screen. Admiral's "Tilt-Out Control Center" may start another trend, by concealing all dials and gadgets during viewing.

As color returns the TV set to the living room, the cabinetmaker's art is being lavished on the new consoles. In every brand this year, you'll see greater attention paid to details and to authentic touches. Keeping pace with the trends in furniture styles and textures, TV cabinet designers are reaching out for new woods and finishes. Never before has the mellow patina of "distressed finish" been applied so successfully to so many different traditional-design consoles.

The old stand-bys, walnut **continued**



Top: Motorola contemporary console 23"
Bottom: Du Mont French provincial 25"



Top: Olympic Hutchinson
contemporary combination 25"

Bottom: Packard Bell Bergen
Danish modern combination 25"

Coming Up Color/continued

and mahogany, are giving way to greater use of more exotic woods, such as the various fruitwoods, pecan, butternut and

birch. With Early American (or colonial) the most popular style and still increasing its lead, you'll also see more cabinets in maple. The "contemporary" group, including Danish modern, continues to be an important runner-up, usually in oiled walnut rather than a glossy finish.

Last year's furniture phenomenon was Spanish or Moorish styling, massive and heavily carved. While Spanish is retaining, and even increasing, its popularity, it is being joined by "Mediterranean," a slightly softer derivative of Spanish style, with overtones of French and Italian provincial. The graceful curves of French provincial design are sharing the spotlight now with "country French"—somewhat more rugged and more deeply carved. A companion "country English" style, possibly influenced by "Tom Jones," is a direct ancestor of Early American.

Italian provincial is still popular because it "goes with everything," from Early American to Danish modern décor. But this year there's a real dark horse which may parallel last year's sudden swing to Spanish styling—"oriental" design. The new oriental styles are less stark than their predecessors, and the glossy black-enamel finish is sometimes replaced by the warmth of dark wood grains. Sylvania, for example, uses a rich wood with slightly reddish overtones, known as Polynesian walnut. Examples of most of these furniture styles are shown in the accompanying photographs.

Fall 1965 marks the turning point in television, the beginning of the full-color era in both programming and console receivers. In shows, sets and prices, all systems are "go" for color 1966.

Mr. Lachenbruch, a consumer-electronics expert, has written the articles in this TV Set Buyers' Guide.

All clothes in this special section, and on the cover of the magazine, were designed by Courrèges for Samuel Robert's fall collection. Boots by Golo; gloves by Kislav.

So you told your wife
you're not getting color tv
until somebody makes it as
reliable as black-and-white?

Better get a new story.

Or a new Philco.



The breakthrough in color tv has happened.

Philco has perfected sets with long-lasting transistors and diodes replacing many of the tubes. Now you can have color tv with the reliability you've been waiting for.

Great color picture, too, Philco 20/20 Color. Made possible by a brand-new, Philco-built color picture tube. Kept true to life by circuits that check the color more than 15,000 times a second. With new Philco automatic degaussing to eliminate color impurities.

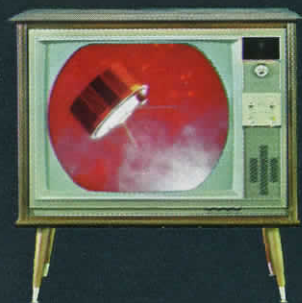
See the most reliable color yet. There's a wide choice of styles. Screen sizes up to 25 inches.*

Hadn't you better visit your dealer's and see new Philco Color TV? Your wife may be there waiting for you. *Overall diagonal measurement

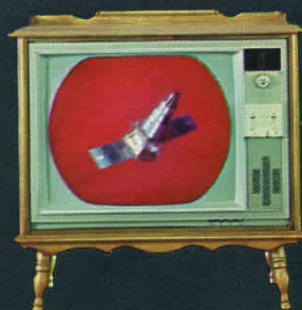


PHILCO
A SUBSIDIARY OF Ford Motor Company

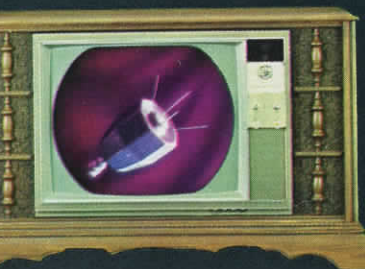
TELEVISION • STEREO PHONOGRAPHS
RADIO • HOME LAUNDRY • RANGES
REFRIGERATORS • AIR CONDITIONERS
FAMOUS FOR QUALITY THE WORLD OVER



Every RCA Victor Color TV has an RCA Hi-Lite Color Tube. Shown, the 21" *Harper*.



Every RCA Victor Color TV has New Vista chassis for terrific fringe area performance. Shown, the 21" *Suttolk*.



Every RCA Victor Color TV has the unsurpassed reliability of RCA Solid Copper Circuits. Shown, the 21" *Marchena*.

America's most successful space programs have it; RCA Victor Color TV has it: the demanding reliability of RCA circuitry. The solid kind.



Solid RCA circuits, specially designed and produced, helped NASA make Tiros, Ranger and Relay as dependable as the sunrise.

That's why RCA Solid Copper Circuits are used in RCA Victor Color TV. For Space Age dependability.

RCA Solid Copper Circuits replace old-fashioned hand wiring in over 200 possible trouble spots. They *won't* come loose. *Won't* short circuit. *Won't* go haywire. They're the 20th Century way to wire a TV.

That big, bright, and true-to-life color picture has experience behind it, too. *More* experience than many other manufacturers have in building black and white sets.

Maybe that's why more people own RCA Victor Color TV than all other leading brands *combined*.

Shouldn't you?



* (Overall diam.) 265 sq. in. picture.
** (Overall diag.) 295 sq. in. picture.

COLOR



The Most Trusted Name in Electronics

Tmk(s)®



The dramatic *Armoire* home entertainment center houses 25" *rectangular* Color TV, Solid State stereo and Solid State FM-AM and FM Stereo radio.



SO YOU'RE BUYING A COLOR SET...

Here's what to look for

Shopping for a color-television set is like buying a new car. You'll be looking for performance, styling and value. Your color set will cost you considerably less than your car, but you'll probably use it more and keep it longer.

In both cases, who you buy from is almost as important as what you buy. A color console is a major investment. You can't just carry it home and plug it in. Your dealer should be one who is known to stand behind his product with a guarantee of satisfaction.

This guarantee can include a number of things—home trial, or replacement if you're not satisfied, free delivery, installation, and possibly extra warranties or service policies above and beyond those of the manufacturer. He should also be able to show you satisfactory color pictures, under proper viewing conditions, in his showroom or in your own home. The TV dealer who can't or won't demonstrate a color set is in a class with the car dealer who refuses to let you take a test drive.

Before you start your shopping expedition, you can do a little homework. Decide where you're going to want to place the color set and take careful

measurements. Write down the maximum width, depth and height you can consider. Take a tape measure with you for on-the-spot measurements. Consult TV Guide's program listings to make sure there will be color programs on the air while you're shopping. And if you normally wear glasses when you watch TV, tuck them along in your Handy Dandy Color Shopping Kit.

Which screen size?

The 21-inch rounded tube has been the standard size for many years, and this year it will account for about 75 percent of all color sets sold. Since 21-inch sets are usually priced about \$100 below the corresponding models with large rectangular screens, this size is your best buy in terms of square inches of picture per dollar. Its 265-square-inch picture gives you about the same size image as 23- or 25-inch sets.

Picture-tube sizes are measured diagonally, and the "plus" in the 23- or 25-inch screen is in the squared corners. The 23 has 274 square inches of picture, and the 25-inch has 295. Their advantages are their rectangular pictures

and smaller cabinet dimensions.

The new 19-inch color sets, with 180-square-inch pictures, are far more compact, and can be placed on a wheeled stand for mobility. Unfortunately, they're still hard to find and are priced about the same as many 21-inch sets.

About prices

In almost every line of color TV, there's a bottom-priced 21-inch table model in a plain metal cabinet—known in the industry as the "tin can" model. There's nothing wrong with this basic stripped-down set, but it usually lacks two highly recommended features in models selling for only slightly more.

These are the automatic degausser and the bonded tube—which not only contribute to a better picture but can save you far more than their extra cost in service calls. The degausser eliminates the need to have the picture tube demagnetized, and the bonded glass prevents picture-smudging dust from collecting in the inaccessible space between tube and safety glass.

Furniture-styled console models no longer represent such a sizable investment. There are literally hundreds of them below \$500. Figuring an eight-year life for the average color-TV set, the purchase of a \$349.95 "tin can" would work out to about 12 cents a day, while a \$500 console would be less than 18 cents a day—and you're likely to reduce the cost by keeping it longer.

To judge craftsmanship in cabinetry, look carefully at the details—the legs, carving and ornamentation. These are the areas where corner-cutting usually shows up. Ask yourself: Will this cabinet fit in with our décor, either blending with the furniture style or serving as a contrasting accent piece?

Check the performance. Viewing conditions in the showroom should be as close as possible to those at home. The picture should be viewed in ordinary room light—neither in darkness nor under glaring fluorescents.

You can tell something about the set's picture even before it's turned on. The screen of the new brighter rare-earth picture tubes has a grayish-white cast, as opposed to the greenish tint of conventional color tubes.

Let the dealer tune several sets to the same color program. Inspect and compare for richness and fidelity of colors, for brightness and contrast. Now take a solo flight. Color sets have two "basic" controls, in addition to the normal on-off, volume, contrast and brightness knobs found on black-and-white sets. Adjust the "color" control for proper intensity, and the "tint" or "hue" control until flesh colors look right. Experiment with these knobs and with the brightness and contrast controls. Can you get a picture which satisfies you—one which is neither too washed-out nor too dark? Good contrast is as important as brightness, and you should be able to produce pleasing variations between light and dark, or between different-colored areas, without losing detail.

Note edges of picture

Study the colors carefully, particularly around the edges of the picture. There should be little bleeding or color changes at normal viewing distance. Make sure that straight lines don't bend near the edges of the picture tube.

Switch channels. If there's another color program on, you'll probably have to touch up the picture, although a set with preset fine tuning will minimize this annoyance. Switch to a black-and-white channel. Without touching any controls, you should have a satisfactory picture. At normal viewing distance, you should see no color. Now turn the sound up. Listen carefully for distortion, tinny sounds, hum and buzz. A tone control is a desirable feature.

Be sure to insist on professional installation and adjustment of your new set for the best color and black-and-white pictures in your own home.

Introducing 3 bright new TV ideas....Handcrafted by Zenith!

Zenith Handcrafted quality throughout, with no plastic printed circuit boards, no production shortcuts.

Every connection is carefully hand-wired for finer performance, greater dependability and fewer service problems.

At Zenith, the quality goes in before the name goes on.



BUILT BETTER
BECAUSE IT'S HANDCRAFTED



1. New transistorized 12" * black and white battery operated portable. Completely portable! Operates anywhere you can receive a TV signal—in a boat, on a picnic—or plugs in the wall to operate anywhere in your home. Model shown Royal 1290.

2. New giant-screen 21" * black and white portable in a beautifully compact cabinet. So slim and trim it fits in anywhere, yet the picture is so big you can see it easily from across any room. Available with Zenith Space Command Remote Control. Model shown N2270.

3. New 25" * Rectangular Color Console brings you the most exciting colors in TV. Its new Sunshine® Color Tube—shaped like a movie screen—has a new rare earth phosphor for redder reds, brighter greens, more brilliant blues. Available with Zenith Space Command® Remote Control Tuning. Your choice of beautifully slim, fine-furniture cabinetry. Model shown 9345H.

*Overall diagonal measurements. Specifications subject to change without notice.



General Electric Porta-Color 11"

Sears Silvertone Medalist 19"

Sylvania 19"

Motorola Cadet 12"

Olympic Ames 19"

Zenith Cutlass 21"

Packard Bell Astronaut 19"

Emerson 19"

RCA Victor, transistorized Dapper 12"

Magnavox Resorter 12"

Philco Stratus 19"

Westinghouse transistorized Jet Set 19"

Admiral Terrace 17"

Tote-Alongs

It's color in the living room and portables everywhere else: in the bedroom, in the study, in the kitchen, on the patio, in the garage, in the car, in the boat, on the beach.

There are big ones, little ones, in-between ones, heavy ones, light ones, color ones, play-anywhere ones.

There are black ones, white ones, red ones, green ones, blue ones, wood ones,

metal ones, plastic ones.

Portables with clocks, portables with earphones, portables with radios. There are transistor ones, tube ones and half-and-half ones.

That, sir, is one heck of a mess of portables. To be exact, 190 different varieties—not including choices of cabinet color—by the manufacturers listed in this Buyers' Guide, compared with 150 from

the same set makers one year ago. There are 10 different screen sizes, running from a cute 6 inches all the way to a mammoth 21—not to mention the Japanese tinyvision sizes, from 4 to 9 inches, virtually in half-inch steps.

Who'll buy 'em all? Seems like just about everybody. Portables now represent more than 80 percent of black-and-white sales. This means that more than 6,000,000 new tote-alongs will become part of American families in the 1966 model year alone.

Convenience and price are the big attractions. Mass production and the elimination of the Federal excise tax

have chopped list prices by \$10 to \$20 in a single year, to as low as \$79.95—an almost unheard-of price for a television set as little as a year ago. (Of course, you can also buy super de luxe portables for well over \$200.)

The best-selling portable still is the basic 19-inch size—big enough for family-room viewing, but relatively easy to cart around. There have been changes in this principal black-and-white set for the 1966 model year, both inside and out. On the inside, the most important is the start of a swing to solid-state circuitry—replacement of tubes by transistors and other semiconductors. **continued**

Portables/continued

A set using transistors in place of tubes should pay off in far longer life and less deterioration with age, and it should spend none of its life on the repair bench—at least, theoretically. Because transistors require very little power, solid-state sets have a much smaller appetite for kilowatts than tube television sets have.

The first big-screen transistor sets are 19-inch models by Sylvania, Westinghouse and Magnavox. (Magnavox also has transistorized 24- and 27-inch black-and-white consoles.) Philco has some 19-inch portables with "solid-state signal system," in which about half the tubes have been replaced by transistors.

Leading the styling innovations in 19-inch sets is Westinghouse's striking Jet Set series. A sheet of black glass covers the front of the set, except for tuning controls and speaker, completely hiding the picture tube when the power is off. Turn the set on and the picture glows through the glass. The Jet Set comes in both transistor and tube versions.

In other 19-inch models for 1966, there's a definite trend away from the "electronic look" and toward furniture styling, with an increasing use of wood veneer and wood-grained cabinets, usually in walnut.

Viewers who fall asleep on old Bette Davis midnight movies, as well as those who like to be awakened by Hugh Downs, will be glad to know that alarm-clock timers (which turn the set off and on) are optional equipment with all Sylvania 19-inch sets. Clock TVs, in sizes as small as 11 inches, are also available in other makes.

Portable tube sizes are running wild. Admiral has added two brand-new square-cornered rectangular black-and-white tubes—the 15-inch and the 17-inch (the latter not to be confused with the old round-shouldered 17 of a few years ago). As a matter of fact, Admiral now seems to have more tube sizes than there are King Sisters—9-, 13-, 15-, 17-, 19-

and 21-inch portables, along with 23- and 25-inch consoles. You'll also find the new super-size 21-inch portables in the G-E, Motorola, RCA and Zenith lines.

You may have noticed that all of the sizes listed above are odd numbers. This is partly the result of an old television industry superstition that "no even-numbered size has ever made it with the public." It's a neat theory, but it doesn't quite hold up when you consider the runaway success of the 12-inch set this year, and the strong comeback now being made by the 16-inch portable.

In the tinyvision category are two brand-new and unusual plug-in portables—RCA's petite Minikin black-and-white 12-inch series with a solid-state (transistor) chassis, and G-E's 11-inch Porta-Color, discussed elsewhere. (There are other color "portables" in the 19-inch size, but they weigh 67 to 85 pounds.)

The transistor has made possible the play-anywhere set, which can operate from house current, car or boat battery, or from its own rechargeable power pack (usually an extra-cost accessory). This year's big news in play-anywheres is that the screen sizes are growing. Zenith has a new "true portable" with a 12-inch picture, and the optional battery pack becomes part of the base of the set. Emerson has both 9-inch and 12-inch indoor-outdoor sets, and Sears Silver-tone has a 9 and an 11. There are also 9-inchers from G-E and Philco. Tiny 6-inch AC-and-battery sets are made under the Airline (Montgomery Ward) and Singer trade names. Several Japanese brands of these tiny sets also are available.

Perhaps the ultimate is a portable entertainment center by Electrohome of Canada. Packed in a neat luggage case and weighing 40 pounds are a stereo phonograph, AM-FM and FM-stereo radio and a 9-inch television—and with six loud-speakers! The list price is \$349.95.

Among the 1966 models, there's a portable for every purpose, including some purposes which haven't yet been invented.

INcomparable



See TV's brightest color picture—only on Sylvania's new *color bright 85* picture tube.

Sylvania is *in* with the most dazzling show in

Color TV wrapped in elegant period furniture. The new *color bright 85* picture tube is in every set. It's TV's brightest, with Europium phosphor air-spun on every tube. Compare it to sets using old-fashioned picture

tubes. See your Sylvania dealer; he's listed in the Yellow Pages.

Shown: Early American, in Maple, 25LC49K. For a guide to Color TV, send 25¢ to: Sylvania, Dept. 6, Box 7, Station C, Buffalo, N. Y. 14209.

Elegantly in

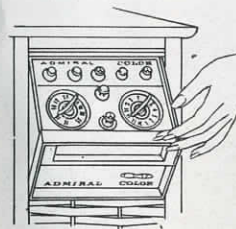
SYLVANIA
SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS GTE

Why your first **Color** TV

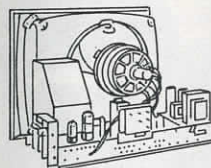


should be an Admiral

**1. You'll see the finest color quality ever...
Admiral is sharp, clear, natural...
the most scientifically advanced!**



2. You'll have unequalled ease of tuning—Admiral engineers put all the knobs you use into the exclusive Admiral Tilt-Out Control Center (*pat. pend.*). Tilt out, you tune standing up, easily, naturally. Tilt in for the beauty look, no knobs show. Admiral Color Fidelity Control (*pat. pend.*) lets you tune just the color you want.



3. You'll enjoy long trouble-free use—Admiral engineering and precision-quality control mean you can count on Admiral Color TV to outlast and out-perform previous sets by years! Admiral Automatic Degausser purifies colors instantly; ends color distortion, ends a service headache. It's one of many ways Admiral builds in reliability.



4. You get biggest rectangular pictures, new slim cabinets—Look at all other Color TV. Then see Admiral, tilt out that Control Center, tune it yourself. Compare pictures . . . Admiral has all the big sizes—21-inch and new super-bright 23 and 25-inch rectangular tubes in new, slim, fine-furniture cabinets. See your Admiral Dealer, prove to yourself why your first Color TV should be an Admiral!

Admiral **Color**

 MARK OF QUALITY THROUGHOUT THE WORLD

Model shown, Admiral "Channing," LG5511, quality handcrafted cabinet in genuine walnut veneers, Danish Modern styling.
Admiral, Chicago. Canadian Admiral, Port Credit, Ont.



Magnavox Elsinore Danish modern combination 21"

Let's stay home

Color television has closed the high-fidelity gap in home entertainment.

The "home entertainment center" of the past has brought many families the delights of high-fidelity recorded music, high-fidelity FM radio, high-fidelity television sound—and black-and-white TV.

Today's complete home entertainment center is a 100-percent high-fidelity instrument, with the addition of a high-fidelity picture in true color. Public response to this combination of faithful sound and faithful color has been so

favorable that more than two-thirds of the 122 major-brand home-entertainment-center models for 1966 include color TV.

For the 1966 model year, four major makes have actually dropped black-and-white TV-radio-stereo combinations from their product lines and increased the number of color models. The visual-musical console probably will be the first category of TV to make the complete changeover to color.

It's easy to understand why. The home entertainment center is for people who

must have the best—and the best in TV is color. It's an instrument designed exclusively for the living room—and living-room TV is color.

The color-TV section of the home entertainment center usually is identical in quality to the manufacturer's highest-priced color console, except that it uses the far-superior sound system of the combination console. The new rectangular 23- and 25-inch color tubes are featured in the majority of models, although there is a wide variety of lower-priced 21-inch combinations.

A complete combination system includes a stereo record changer, an AM, FM and FM-stereo radio tuner, and a stereo amplifier. Almost all new-model color home entertainment centers employ solid-state circuitry in the tuner and sound systems—no tubes at all, except in the color-TV section. This means instant warm-up for music listening, longer life and more reliable performance.

Most of the amplifiers have been stepped-up in power this year. While you probably never will have the occasion to operate the sound system at full volume (if you have neighbors), this higher power provides an added margin of protection from distortion when loud notes occur. A stereo instrument lazing along at half its maximum power can cope with bursts of music which would strain a lower-powered amplifier.

It's often difficult to compare the power output of different instruments on the basis of manufacturers' claims, since different yardsticks are used. Some give measurements in "music power output" (or MPO), others in "peak power" or "peak music power." Any "peak" measurement is likely to be about double the "music power" of the same instrument. What really counts is *undistorted* power, and the best way to judge this is with your own ears, preferably by playing a record that is familiar to you.

Among the important developments in this year's home entertainment centers are the use of better speaker systems, with midrange loud-speakers often added

to the woofers and tweeters of previous years; push-button control of all functions (TV, phonograph, FM, AM) from a central control panel; redesigned and more sensitive FM tuners; provision by more manufacturers for use of external speakers and tape recorders.

Since the color home entertainment center is usually the showpiece of each manufacturer's line—as it will be the showpiece of your home—the cabinet-work often is the best available. The new, slimmer rectangular color tubes have made possible lower and shallower cabinets, and many have sliding doors.

Following the trend in color, prices are down sharply. The median starting list price for a 21-inch color home entertainment center now is \$675 (less than the price of a color console alone three years ago), as compared with \$800 last year. Most manufacturers begin their 23- or 25-inch combinations at about \$875, down from \$995 for the single rectangular-tube color combination available a year ago.

Home entertainment centers are almost always less expensive than color-TV and stereo consoles of comparable quality when purchased separately, primarily because of the use of a single cabinet.

For example, one manufacturer's 25-inch color home entertainment center, with a list price of \$995, is equivalent in cabinet and components to the same maker's \$750 color set and \$400 stereo console—a total of \$1150—resulting in a single-package saving of \$155. The same manufacturer has a 25-inch color console in a less costly cabinet at \$675. Adding this price to the \$400 stereo console still results in a total cost of \$1075, or \$80 more than the home entertainment center in a single attractive cabinet, and without the important advantage of the higher-fidelity television sound produced by the combination unit.

A color TV-stereo-radio, in a gracious decorator cabinet, is the ultimate in packaged home-entertainment art—and the fi is high all the way.

Lightweight portable, only 18 lbs.



Slim-line, 12½" front to back



Personal portable, tinted glare-proof glass



Transistor model, works on batteries outdoors



French Provincial style color console



Contemporary style color console



Colonial style color console

7 fine sets from the Sears range. There are 7 good reasons for buying

each of them—including local service anywhere in the U.S.A.

7 good reasons why you should

1. You'll find a great *variety* of screen sizes at Sears, Roebuck and Co.
2. You'll have to look a long way to find better *value*. Sears constant aim is —equal quality for a lower price, or better quality for the same price.
3. You can be sure of fine *picture quality*. Testing and development in Sears laboratory ensures it.

buy your next TV set from **Sears**

4. You get a choice of *decorator-designed consoles* in fine furniture woods.
5. You get *service* by Sears-trained experts from coast to coast.
6. You get *assured viewing* when you buy a Sears service contract. If your set ever needs factory repairs, Sears lends you a replacement set.
7. You can *charge* every TV set Sears sells—with no money down.

COLOR-TV SETS

SCREEN SIZE	TV-ONLY	TV-STEREO- RADIO	SCREEN SIZE	TV-ONLY	TV-STEREO- RADIO
ADMIRAL			PACKARD BELL		
21"	\$350-550	\$675-695	21"	\$380-570	—
23"	\$520-750	\$825-895	23"	\$600-700	—
25"	\$750-850	\$995	25"	\$750-895	\$1295
DU MONT			PHILCO		
19"	\$400	—	19"	\$470	—
21"	\$460-530	\$795-895	21"	\$370-540	\$725-895
25"	\$675	\$1050	25"	\$675-850	\$1150-1195
EMERSON			RCA VICTOR		
19"	\$400	—	19"	\$400	—
21"	\$370-470	\$650-750	21"	\$350-600	\$650-725
25"	\$600-650	\$900	25"	\$650-725	\$800-1400
G-E			SEARS SILVERTONE		
11"	\$250	—	16"	\$270-280	—
21"	\$370-500	\$750	19"	\$350-420	—
25"	\$700	\$1100	21"	\$300-510	\$650-740
MAGNAVOX			25"	\$570-700	\$850-900
21"	\$380-595	\$695-850	SYLVANIA		
23"	\$625-725	—	19"	\$370-420	—
25"	\$695-795	\$995-1195	21"	\$350-530	—
CURTIS MATHES			25"	\$600-820	\$875-1400
21"	\$330-600	\$500-740	WESTINGHOUSE		
25"	\$550-650	\$800-1450	21"	\$360-550	\$1000
MOTOROLA			23"	\$625-675	—
23"	\$480-850	\$850-1095	25"	\$700-750	—
25"	\$700	—	ZENITH		
OLYMPIC			19"	\$400	—
21"	\$380-430	\$550-700	21"	\$350-630	\$750
23"	\$480-600	\$750-875	25"	\$625-850	\$950-1795
25"	—	\$895-995			

Price ranges shown are approximations and subject to change; they will vary from area to area and from store to store. Screen sizes measured diagonally.

BLACK-AND-WHITE PORTABLES AND TABLE MODELS

NAME SCREEN SIZE	APPROXIMATE PRICE RANGE	NAME SCREEN SIZE	APPROXIMATE PRICE RANGE
ADMIRAL		OLYMPIC	
9", 13", 15"	\$80-115	12", 16"	\$90-110
17", 19", 21", 23"	\$115-170	19", 23"	\$120-190
DU MONT		PACKARD BELL	
11", 16"	\$100-120	19", 23"	\$130-230
19", 23"	\$150-230	PHILCO	
EMERSON		12", 16"	\$90-120
11", 11"T, 16"	\$80-120	9"T*	\$150
9"T*, 12"T*	\$130-150	19", 23"	\$130-190
19", 23"	\$120-200	RCA VICTOR	
G-E		12"T, 16"	\$115-125
12", 16"	\$90-125	19", 21", 23"	\$130-190
11"R	\$140	SEARS SILVERTONE	
9"T*	\$150	11", 16"	\$80-108
19", 21"	\$130-180	9"T*, 11"T*	\$120-140
MAGNAVOX		19", 23"	\$100-200
12", 16"	\$95-120	SYLVANIA	
19", 19"T	\$130-240	19", 19"T, 23"	\$120-200
CURTIS MATHES		WESTINGHOUSE	
19", 23"	\$100-150	12"	\$100-120
MOTOROLA		19", 19"T, 23"	\$130-230
12"	\$100-110	ZENITH	
19", 21", 23"	\$130-190	12", 16"	\$100-130
		12"T*	\$200
		19", 21", 23"	\$130-270

T—Transistorized *—Operates on battery or AC; battery pack extra. R—Includes radio and clock

BLACK-AND-WHITE CONSOLES AND COMBINATIONS

Brand Name	Approximate Price Ranges		Brand Name	Approximate Price Ranges	
	Consoles	Combinations		Consoles	Combinations
ADMIRAL†	\$170-290	\$400-480	OLYMPIC	\$180-250	\$300-500
DU MONT	\$200-230	—	PACKARD BELL	\$190-300	\$550
EMERSON	\$180-200	\$350-400	PHILCO	\$190-250	—
G-E	\$190-250	\$370-400	RCA VICTOR	\$200-260	\$370-450
MAGNAVOX††	\$160-300	\$330-500	SEARS	\$150-260	\$300-450
CURTIS MATHES	\$150-230	\$300-350	SYLVANIA	\$200-270	—
MOTOROLA	\$200-270	—	WESTINGHOUSE	\$200-240	\$400
			ZENITH	\$220-280	\$400-470

All models are 23" except: † Admiral includes 25" †† Magnavox includes 24" and 27"

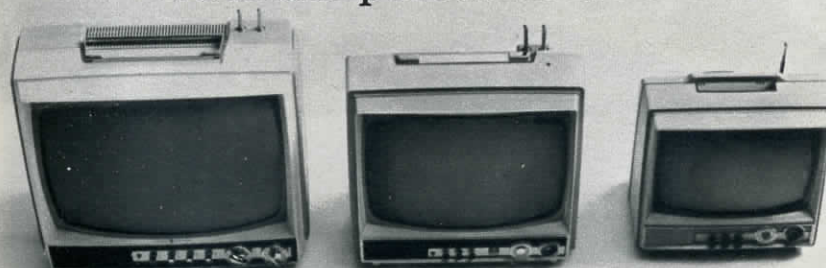
Season's Colorful Schedule

		7:30	8:30	9:00	9:30	10:00	10:30	11:00	
SUNDAY	ABC	VOYAGE TO THE BOTTOM OF THE SEA		THE FBI		THE SUNDAY NIGHT MOVIE			
	CBS	MY FAVORITE MARTIAN		THE ED SULLIVAN SHOW		PERRY MASON		CANDID CAMERA	WHAT'S MY LINE?
	NBC	WALT DISNEY'S WONDERFUL WORLD OF COLOR			BRANDED		BONANZA		THE WACKIEST SHIP IN THE ARMY
MONDAY	ABC	12 O'CLOCK HIGH			THE LEGEND OF JESSE JAMES	A MAN CALLED SHENANDOAH	THE FARMER'S DAUGHTER	BEN CASEY	
	CBS	TO TELL THE TRUTH	I'VE GOT A SECRET	THE LUCY SHOW	THE ANDY GRIFFITH SHOW	HAZEL	THE STEVE LAWRENCE SHOW		
	NBC	HULLABALOO	THE JOHN FORSYTHE SHOW	DR. KILDARE	THE ANDY WILLIAMS SHOW/PERRY COMO SPECIALS			RUN FOR YOUR LIFE	
TUESDAY	ABC	COMBAT!			McHALE'S NAVY	F TROOP	PEYTON PLACE	THE FUGITIVE	
	CBS	RAWHIDE			THE RED SKELTON HOUR		PETICOAT JUNCTION	CBS REPORTS/CBS NEWS SPECIALS	
	NBC	MY MOTHER, THE CAR	PLEASE DON'T EAT THE DAISIES	DR. KILDARE	TUESDAY NIGHT AT THE MOVIES				
WEDNESDAY	ABC	OSZIE AND HARRIET	THE PATTY DUKE SHOW	GIDGET	THE BIG VALLEY		AMOS BURKE, SECRET AGENT		
	CBS	LOST IN SPACE			THE BEVERLY HILLBILLIES	GREEN ACRES	THE DICK VAN DYKE SHOW	THE DANNY KAYE SHOW	
	NBC	THE VIRGINIAN				THE BOB HOPE SHOW and SPECIALS		I SPY	
THURSDAY	ABC	SHINDIG	THE DONNA REED SHOW	O. K. CRACKERBY!	BEWITCHED	PEYTON PLACE	THE LONG, HOT SUMMER		
	CBS	THE MUNSTERS	GILLIGAN'S ISLAND	MY THREE SONS	THE CBS THURSDAY NIGHT MOVIES				
	NBC	DANIEL BOONE			LAREDO		MONA McCLUSKEY	THE DEAN MARTIN SHOW	
FRIDAY	ABC	THE FLINTSTONES	TAMMY	THE ADDAMS FAMILY	HONEY WEST	PEYTON PLACE	THE JIMMY DEAN SHOW		
	CBS	THE WILD, WILD WEST			HOGAN'S HEROES	GOMER PYLE, USMC	THE SMOTHERS BROTHERS SHOW	SLATTERY'S PEOPLE	
	NBC	CAMP RUNAMUCK	HANK	CONVOY			MR. ROBERTS	THE MAN FROM U.N.C.L.E.	
SATURDAY	ABC	SHINDIG	THE KING FAMILY	THE LAWRENCE WELK SHOW		THE HOLLYWOOD PALACE		ABC SCOPE	
	CBS	THE JACKIE GLEASON SHOW			TRIALS OF O'BRIEN		THE LONER	GUNSMOKE	
	NBC	FLIPPER	I DREAM OF JEANNIE	GET SMART!	SATURDAY NIGHT AT THE MOVIES				

Red indicates all episodes of show in color; Blue, most in color. Other evening color shows at press time: Bell Telephone Hour, Lassie, The Tonight Show. More than 30 hours a week of daytime shows will be in color, plus most specials and most AFL and NCAA football games.



We make portables for the den



and portables for the bedroom



and a play-anywhere transistor
for places nobody ever thought
of taking a portable.

And here are three hard-headed reasons for buying one.

One, a portable should really be a portable; so we make ours extra light. (Our 12" weighs 15 pounds.)

Two, our prices start at \$89.95.**

And three, we think if you say a set's good, you should be able to back it up in writing. We're able: The General Electric Company warrants to the purchaser of each "B" Line General Electric Portable Television Receiver†... Free repair, (including labor and

parts), in the event of manufacturing defects occurring during the first ninety (90) days from the date of original purchase, provided the receiver, (including proof of the purchase date), is brought to and picked up from an Authorized General Electric Television Service Station anywhere in the USA!

†All portable sets with a diagonal screen measurement of 19" or less.

GENERAL ELECTRIC

*Diagonal measurement.

**12" Adventurer 1, pictured above, middle row, far right.

Finally, Perfected Color Television.



It's as easy to tune as black and white.

Up to now, there were two problems with color television sets.

One, they were hard to tune.

And two, once they were tuned almost any outside interference (airplanes, cars, electric shavers, even aluminum siding) threw the picture out of whack.

General Electric has taken care of both.

New Magic-Memory tuning.

We developed a new kind of tuning system called Magic-Memory tuning.

What's magic about it is that it's ridiculously easy to tune. All you do is turn all the dials until their pointers point straight up.

That's it.

Some people say they can get a perfect color picture in less than 10 seconds.

New color coaxial cable.

Then we tracked down what was picking up all the outside interference.

It was the old flat lead-in wire that connected the set to the antenna.

So we redesigned our sets and added a coaxial cable lead-in.

(Coaxial cable is what TV studios use because it has two layers of plastic and one layer of woven metal to shield against outside interference.)

What we had when we finished was the first really Perfected Color Television set. Bright, clear, natural color with no more fuss than black and white.

And that's what a lot of people tell us they've been waiting for.

If you're one of them, see your G-E dealer.

Television Receiver Department, Syracuse, N.Y.

GENERAL  **ELECTRIC**