

**SIGHT AND SOUND  
MASTERY OF  
DYNAMIC NEW**

**WITH**

**DIAMOND  
TELEVISION  
PHILCO**



HERE FOR 1957 FROM

**PHILCO**

A new kind of television  
so brilliant and dynamic  
it bears the symbol

**DIAMOND**



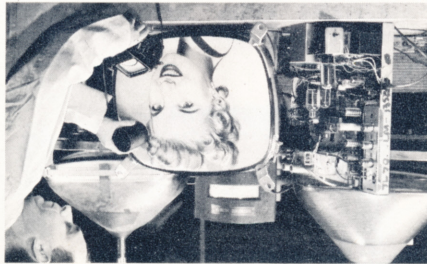
Philco's exclusive invention, the patented Dynamic Diode Detector, is also embodied in second great TV chassis—the new Philco Golden D Power Plant! Nothing less on the market today offers so many advances for brilliant repro-

duction of TV sight and sound. Even more, it features a new Golden Grid Tuner that reduces "snow" in the picture by as much as two-to-one compared with less efficient tuners. Golden D Television is unmatched for value!

**PHILCO GOLDEN D TELEVISION**

Only Philco has it! New video circuit uses dual amplifier tubes, each with five elements for a total of ten in all. Result: scientific instruments prove the new Philco Diamond D picture is as much as 50% brighter than all former standards, and both brighter and richer in contrast than the picture on any other home receiver, regardless of price!

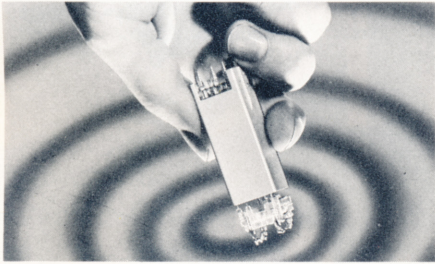
**Exclusive Decatron Video System**



**SIGHT  
NEW MASTERY OF TV**

An exclusive invention—patented by Philco! Scientific tests prove the Dynamic Diode Detector makes possible clearer, noise-free reception even at extremely low signal levels, and at all levels the listener enjoys dynamic, crystal clear studio sound. Only Philco has it—in the entire industry it's the newest advance in television sound!

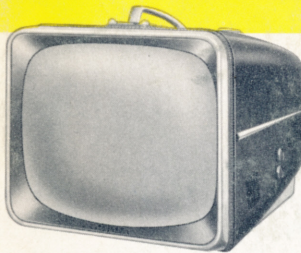
**Patented Dynamic Diode Detector**



**SOUND  
NEW MASTERY OF TV**

**Clearest Picture Under the Sun . . . New**

**PHILCO Portable TV**

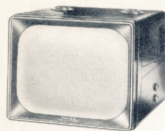
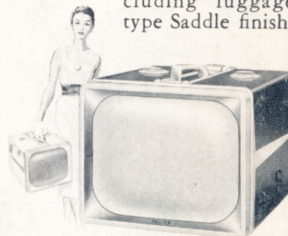


**"Seventeener"**

**Model 3034.** Big set performance with a 149 square inch picture (11 $\frac{1}{8}$ " x 14 $\frac{5}{16}$ "'). Aluminum cabinet available in three finishes including luggage type Saddle finish.

**FOLDOWN AERIAL**

Permanently attached to set . . . not an accessory. All-directional telescope rods fold flat for carrying.



**"ROVING REPORTER" Model 2004.** Deluxe features in Aluminum cabinet with 96 sq. inch picture.

**"CUB REPORTER" Model 2002.** Big set performance at the lowest price anywhere!

**PHILCO . . . Famous for Quality the World Over**

**A TWIN TRIUMPH OF ELECTRONIC SCIENCE**

Philco for 1957 brings to television a twin triumph of electronic science, developed in a long and intensive research program—*Project Photosonic!*

First, relating to TV *sight*, Philco now introduces a revolutionary **DECATRON VIDEO CIRCUIT**, unmatched for picture-making power.

Second, relating to TV *sound*, Philco announces an exclusive, patented invention—the **DYNAMIC DIODE DETECTOR!** These major advances coupled with other discoveries and developments result in a brand new, vertical **Power Plant** that in picture perfection and sound reproduction goes above and beyond anything on the market today. Again Philco has stolen a march on the entire industry with a **NEW KIND OF TV!**



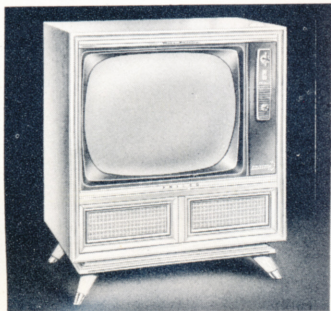
# PHILCO *DIAMOND* TELEVISION



## with a Picture as much as 50% Brighter

Here are the television receivers that bring to the American public diamond bright picture perfection, with a new mastery of TV sight and sound! They are equally new in dramatic Philco American

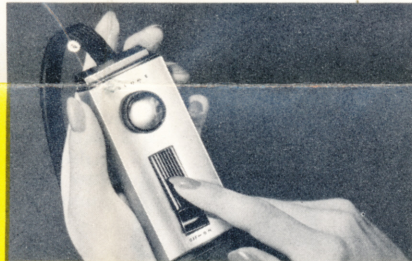
Beauty cabinetry with a new All-in-One Control Center—on the front and up top. Soft glowing channel numbers light up on the panel and are easy to identify from across the room.



### PHILCO *"Miss America"*

**Model 6610.** Greatest of all TV sets! Giant 24-inch overall diagonal 332 sq. inch viewable screen housed in genuine Mahogany veneer cabinet. Plus dual rectangular speakers and Automatic Top Touch Tuning.

**Model 6610-L.** Same in cabinet of solid light Oak and Oak veneers.



### Automatic Top Touch Tuning Plus

#### Four-Way "Arm Chair Director" Remote Control

At the set or from across the room, a touch turns the set on or off, changes stations, or adjusts volume. Remote Control unit is optional, at extra cost, and merely plugs into the back of the set. (Remote Control unit that changes stations only is also available.)

### NEW FRUITWOOD FINISH CONSOLE

**Model 6608-TN.** Giant 24-inch overall diagonal 332 sq. inch viewable screen in master-crafted cabinet in Fruitwood Patina finish. Philco 14" rectangular speaker floods the room with crystal clear sound. Plus new Philco Automatic Top Touch Tuning.



**Model 6606.** Deluxe mahogany finish console houses 24-inch overall diagonal 332 sq. inch viewable screen. Plus 14-inch rectangular speaker with exclusive horizontal Acoustic Lens.



**Model 4605-T.** Automatic Top Touch Tuning. 21-inch overall diagonal 262 sq. inch viewable screen. Mahogany finish cabinet on swivel casters.  
**4605.** Same without Touch Tuning.



**Model 4605-C.** Decorator-inspired cabinet, on casters, features the mellow color of choice Cherry furniture and houses 21-inch overall diagonal 262 sq. inch viewable screen.



**Model 4208-S.** Mahogany finished "Swivelet" cabinet—easily turns to left or right—houses 21-inch overall diagonal 262 sq. inch viewable screen. Plus "out-the-front" sound!

Every Philco TV set is equipped with UHF-VHF Built-In Aerial and is available with All-Channel UHF Tuner—unmatched for noise-free UHF reception.



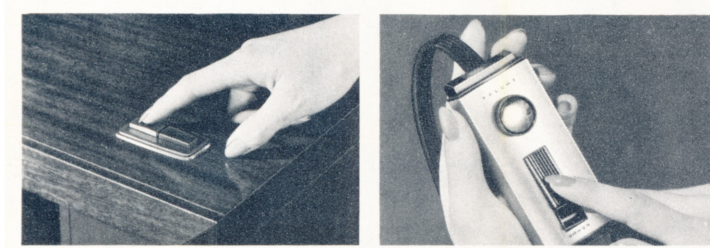
# New for 1957... **PHILCO GOLDEN D** Television with exclusive Dynamic Diode Detector

**PATENTED  
BY PHILCO**

**24-INCH OVERALL  
DIAGONAL, 332 Sq. In.  
VIEWABLE SCREEN**

**Aluminized Picture Tube**  
All 1957 Philco big screen television models are equipped with Aluminized Picture Tube, that insures full contrast of blacks and whites. Plus optically-tinted filter glass, designed for freedom from glare and reflections.

**AUTOMATIC TOP TOUCH TUNING  
PLUS FOUR-WAY REMOTE CONTROL**

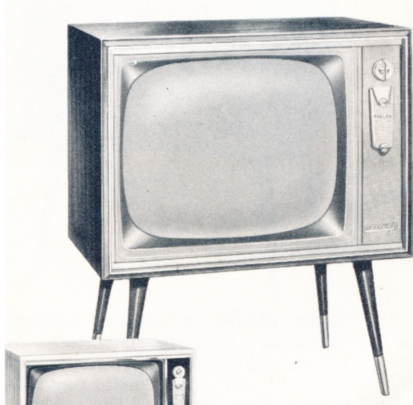


Philco models 6604-T, 6602-TL, and 6602-T, described below, feature Automatic Top Touch Tuning and are factory equipped for 4-way Remote Control. At the set or from across the room, a touch turns the set on or off, changes stations or adjusts volume.

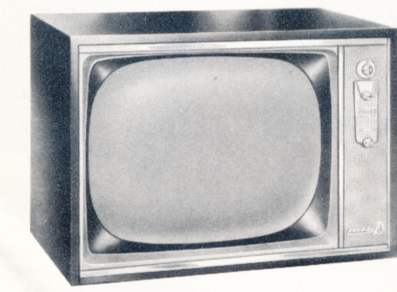


**Model 6602-TL.** Dramatic new light Oak finish console with Automatic Top Touch Tuning. 4-way Remote Control optional. **Model 6602-T.** Same in mahogany finish cabinet. Both models also available without Automatic Tuning—6602-L and 6602.

**Cabinet on Swivel Casters**  
**Model 6604-T.** Classic-inspired, mahogany finish console. It's also available without Automatic Tuning—model 6604. **Model 6604-L.** Similar model in light Oak finish cabinet. All 6604 series models are equipped with swivel casters.

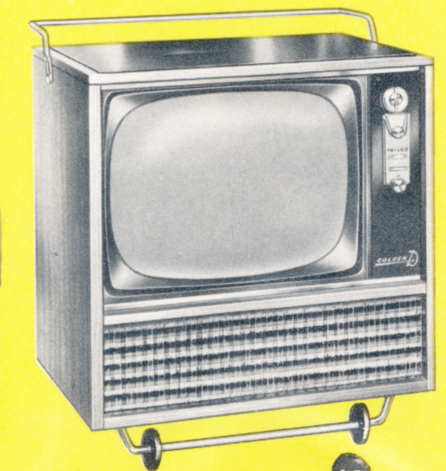


**Model 6204.** Mahogany finish cabinet features "out-front sound"—just like in a console. Plus top-front control center. **Model 6204-L.** Same in Blond finish ribbon-grain cabinet.



**Model 6200.** Big screen Golden D television in Maroon finish table model, designed with speaker on the front—not the side! On every count, it's a sensational value.

**21-INCH OVERALL  
DIAGONAL, 262 Sq. In.  
VIEWABLE SCREEN**



**Model 4612-G.** The Philco "Runabout", designed so you can wheel in your favorite programs and refreshments, too. "Snack bar" aqua blue top resists spills and stains. Gray, Walnut toned cabinet.



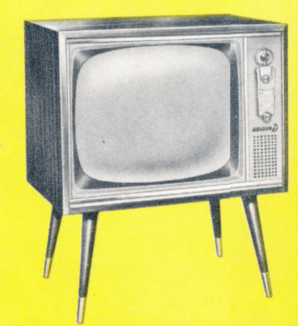
**Model 4604-HM.** Charming Provincial design in warm Honey Maple tones. Like all Philco consoles, it has an All-in-One Control Center. Cabinet on swivel casters.



**Model 4206-ST.** Automatic Top Touch Tuning and "out-front sound" in a luxurious mahogany finish "Swivelet". **Model 4206-S.** Same without Automatic Touch Tuning.

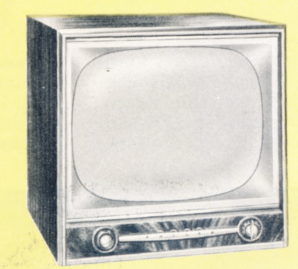


**Model 4206-SL.** The luxury appeal of white Oak in a blond "Swivelet". Cabinet turns left or right for easy viewing. Sound comes out the front, just like in a console.

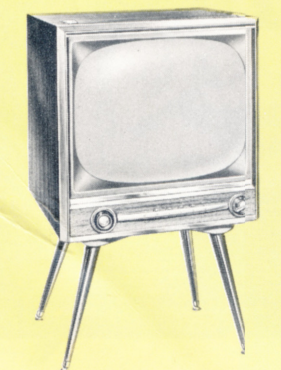


**Model 4204.** Console cabinet—rich, ribbon grain mahogany finish. Sound comes out the front... not the side! **Model 4204-L.** Same in Blond mahogany finish cabinet.

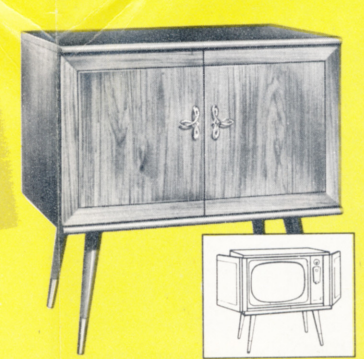
**SUPER-VALUE BIG SCREEN PHILCO TV**



**Model 4200 (left).** Famous Philco features in a deluxe table model. 21-inch overall diagonal 248 sq. in. viewable screen.



**Model 4201 (right).** Mahogany finished cabinet features Top Touch Tuning plus 21-inch overall diagonal 248 sq. in. viewable screen. Swivel base optional, extra.



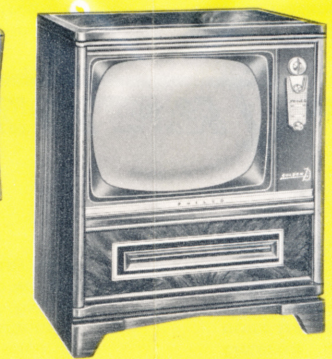
**Model 4700-N.** Designed for today's decor—a full-door console, that harmonizes with mellow Fruitwood furniture! Sound comes out the front plus up-front control center.



**Model 4614-S.** Magnificent mahogany finish console on swivel base... turns for viewing from any angle. **Model 4614-SL.** Same design with light Oak finish cabinet.



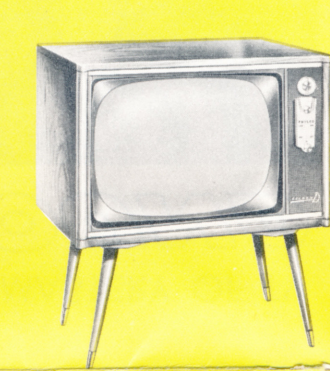
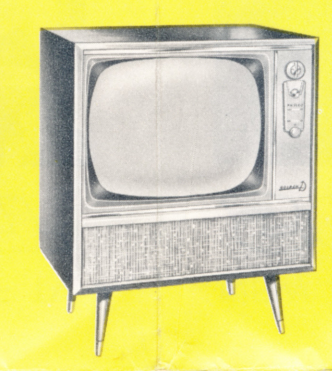
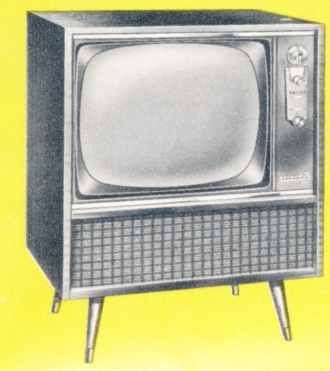
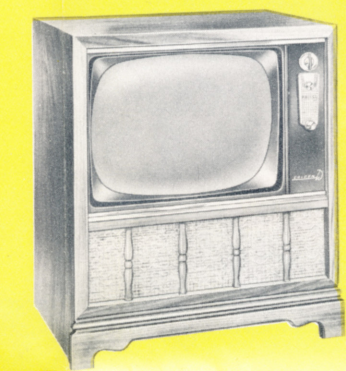
**Model 4610-N.** Front sound with dual speakers in a dramatic Fruitwood finish cabinet on graceful, pedestal base. Advanced styling reflects its advanced performance!



**Model 4608.** A mahogany finish console with 14-inch rectangular speaker. Horizontal Acoustic Lens brings a new dimension to TV sound. Cabinet on casters.



**Model 4604.** Classic-styled console in rich mahogany finish. Beveled moldings and carved base are enhanced by brass trim strips. Cabinet equipped with swivel casters.



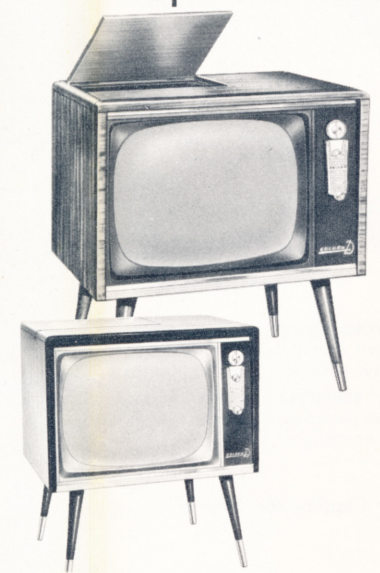
**Model 4602-TL.** Automatic Top Touch Tuning with Remote Control optional. In blond mahogany finish. **Model 4602-L.** Same without Automatic Touch Tuning.

**Model 4602-T.** Automatic Top Touch Tuning in a mahogany finish console, factory equipped for Remote Control. **Model 4602.** Same without Automatic Touch Tuning.

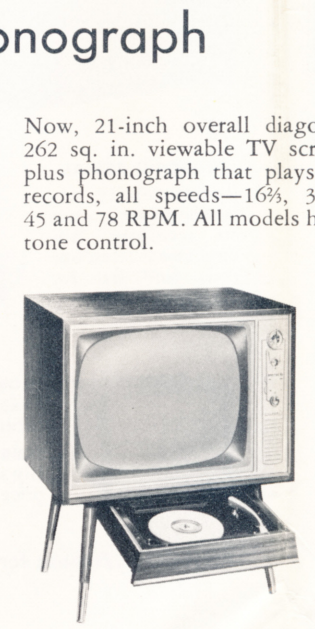
**Model 4600.** New Philco Golden D Power Plant housed in distinctively proportioned cabinet in ribbon-stripe grained mahogany finish. A sensational value!

**Model 4207-SC.** New "Swivelet"—turns to left or right for viewing from any angle. Cabinet reflects the wide popularity of Cherry furniture. Plus "out-front sound".

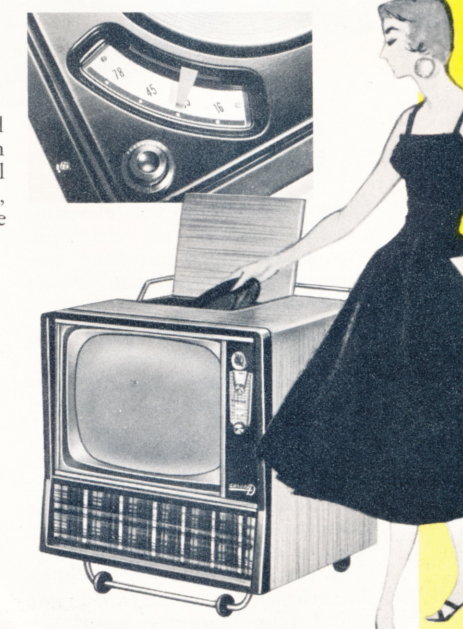
**New! . . . Philco Television with Built-In 4-Speed Phonograph**



**Model 4802.** Lift-Lid conceals phonograph in top of mahogany finish cabinet with front sound. **Model 4802-L.** Same features in Blond and Charcoal cabinet.



**Model 4800.** "Roll-Out" Phonograph drawer glides forward to play records. Mahogany finish cabinet features front sound—speaker is on the front—not the side.



**Model 4804-L.** TV "Runabout" with lift-lid phonograph. Plays all records. Rich Charcoal tones on front contrast with pin stripe blond cabinet in light Oak finish.

Now, 21-inch overall diagonal 262 sq. in. viewable TV screen plus phonograph that plays all records, all speeds—16 $\frac{2}{3}$ , 33 $\frac{1}{3}$ , 45 and 78 RPM. All models have tone control.