

Monitron 500 TV has 2-year picture tube guarantee



Canada's first!

Monitron—the unique, sensitive 'electronic brain' that gives its name to the 1964 Philips TV line—does far more than that. It allows Philips to give you Canada's first 2-year picture tube guarantee.

Damaging power surges in household current take place more often than most people suspect. It has long been the major reason behind premature picture tube burnout. When these power surges occur, they can also damage all of the expensive, high-voltage parts of your television set.

Philips engineers tackled this problem. In their search for a solution they turned to a study of lightning arrestors used on overhead power lines. These protective devices they discovered, successfully control the hundreds of thousands of volts unleashed by lightning bolts that strike hydro cables. Surely, they reasoned, the principle could be adapted to television.

The result is the Monitron, a tiny electronic device that arrests and tames power surges that reach your TV set. Comprehensive is the protection offered by the Monitron that now Philips gives you Canada's first 2-year picture tube guarantee. In addition to longer picture tube life, Monitron TV by Philips means greater viewing pleasure. By keeping voltage output constant, Monitron eliminates "Picture Squawking"—the shrinking picture that results when voltage drops. Combined with Philips other exclusive features it gives you a steadier picture and greater dependability.

Philips franchised dealers offer QSG

At first glance, the initials QSG may not mean much to the average television shopper. They mean a great deal, however, to the man who knows his Philips Dealer.

QSG are initials that stand for Quality, Service, Guarantee. The 1,000 Philips Franchised Dealers have made these initials their motto. To earn their franchise, your Philips Dealer met the toughest set of standards in the television industry.

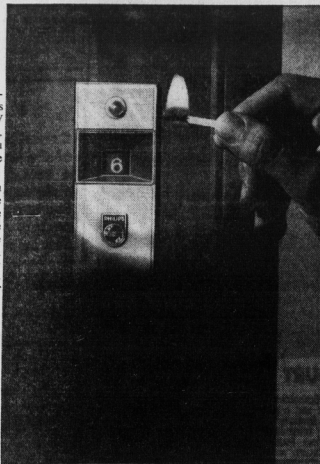
Most members of the Philips 1,000 have been Philips Dealers for many years. They were chosen for their courtesy, integrity, ability and willingness to provide you with responsible follow-through service.

When you see the Philips symbol, you can be sure of Quality, Service, and the industry's most complete Guarantee.

Monitron 500 and guided missiles have something in common

The age of space has done a lot for those of us right here on earth—as well as for astronauts. Technological advances as a result of rocket research keep popping up all over the place.

One of the most important of these advances has been in the area of printed circuit wiring. A printed circuit has the wiring "printed" onto a special plate—eliminating those loose wires



Electronic eye in your living room?

One of the most unusual features of Philips 1964 Monitron 500 TV is a tiny electronic eye positioned at the top of the control panel. It measures the light in your room and automatically adjusts the picture contrast to the right level. Whenever the room light changes, the 'Automatic Contrast' device automatically changes the contrast to suit it. If manual control is preferred however, you simply click off the 'Automatic Contrast' and use the normal contrast control. To see this striking feature in operation, place a burning match, or your hand, in front of the electronic eye and watch the contrast change.

Vertical and Horizontal Controls Eliminated

New Push-button control panel different from any other

A glance at the control panel to the right is one way to appreciate the remarkable changes Philips introduces for 1964 with its Monitron 500 TV line.

At the top of the panel is a device known only on the Monitron 500. It is an electronic eye designed to measure the light in your room. These measurements are relayed to Philips 'Automatic Contrast' Control which then automatically adjusts the picture contrast on your screen for perfect viewing.

Below the lighted channel indicator is another push-button feature. Marked "speech/music", this button allows you to choose the optimum sound frequency range for musical and speech programmes.

The third button from the top is called a Mute. It allows you to cut the sound in and out without disturbing the picture. For instance, if your phone rings during a program, you press the button and sound is silenced. When the call is over, you press it again, and the sound is restored instantly. Annoying commercials can also be effectively dealt with.

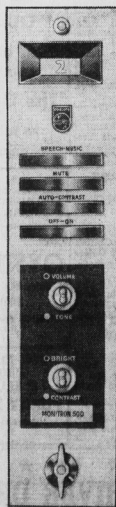
Below the Mute button is the 'Automatic Contrast' Control. This enables you to switch off the electronic eye at the top of the control panel and use Philips manual contrast control.

Under the "off-on" push-buttons are the volume and tone controls. The volume control puts a wide sweep of power at your fingertips while the continuously variable tone control allows you to get precisely the right shade of sound

that used to stretch from one connection to another.

There are many advantages to this form of wiring, obviously. It saves space, for one thing. It also saves weight.

Most important, however, is the degree of dependability that can be expected from a printed circuit. Since rocket or guided missile failures are expensive to fix, the least every component



from your Philips Monitron 500 TV.

Picture brightness and manual contrast are adjusted by the next knob. The channel selector and fine tuning control are at the bottom of the panel.

must stand up. Printed wiring does.

Because of this dependability, printed circuit wiring has been adopted in every Philips Monitron TV. A special process, developed by Philips, brings this same space-age dependability to your television set.

takes the worry out of circuit failures. Philips takes the time to build the best.

Philips announces five 'features of the future'

AUTOMATIC TV BECOMES REALITY

Five automatic 'features of the future' are likely to change your viewing habits forever.

With the introduction of Philips 1964 Monitron 500 TV, the phrase "automatic TV" takes on new meaning. Gone are vertical and horizontal controls, gone is the need for manual contrast adjustment, gone is the necessity for fine-tuning after every channel switch.

Constantly Steady Picture

On ordinary TV, manually operated vertical and horizontal controls are necessary. They keep the picture from rolling over or slipping sideways.

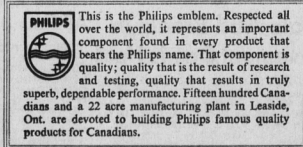
Philips New 'Automatic Picture Lock' does the job automatically. 'Vismatic Picture Lock' offers the viewer a rock-steady picture. No matter how strong the interference, the picture in your Monitron 500 TV set will not roll or tear. With Philips Monitron 500 TV in your home, there's no irritating knob twiddling to get and keep a good picture.

Electronic Eye Contrast

Another important feature of Philips Monitron 500 TV for 1964 is 'Automatic Contrast'. This unique device automatically measures the light in your room, automatically keeps the contrast of your TV picture at a desirable level.

As your room grows dark, the electronic eye on the control panel measures the light level and adjusts the contrast of your TV picture. Turn on the light, and the "magic eye" goes into operation again. For a graphic demonstration of this feature, simply hold a burning match or your hand in front of the electronic eye and watch the contrast change.

Black is Black 'Optimatic Brightness' is an



Monitron 300 - for traditional quality, popular price

Philips Monitron 300 TV delivers performance unmatched by any television set in its price class.

A tall order? Take a look at the facts. The Monitron 300 has an all-new chassis, designed right here in Canada (and Philips has designed more television sets than any other company in Canada).

This new chassis is the result of 10 years' research, research that brought about—among other things—a completely new circuit design and components designed specifically for the Monitron 300.

One of the most important and expensive components is the picture tube. The Monitron 300 picture tube carries Philips exclusive 2-year guarantee. It's your insurance that you will not be faced with expensive (up to \$100) replacement bills if your picture tube fails prematurely.

Another important component is Philips special Frame Grid Tube. This tube ensures an unwavering signal and steady picture.

other exclusive Philips automatic feature. Everyone who has watched late night movies has seen the picture disappear when the screen goes dark.

Usually, you miss the scene before you get a chance to adjust your set. Now 'Optimatic Brightness' senses the change and automatically adjusts the black level so that the picture detail is clear even in the darkest night scenes. You don't miss a thing.

Set Fine-Tuning Once

Fine-tuning your television set has long been a nuisance. On most sets it is necessary to re-set the fine-tuning whenever you switch channels. This isn't the case with Philips Monitron 500 TV.

Philips front-mounted fine-tuning control, 'Memomatic Tuning', allows you to fine-tune every channel when your set is first installed and then get perfect pictures without any further adjustment.

No More Shrinking

Picture shrink or stretch occurs when household current fluctuates (a common occurrence). In every Philips Monitron TV, this fluctuation is regulated by a tiny, incredibly sensitive instrument. Called a Monitron (its name was given to the entire 1964 Philips line) this device works like a thermostat to give you a picture that is always exactly right.

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C-83—THE ARTISAN 23" Console with tasteful cabinet in contemporary design. Finely cut filigree grille. High Light Walnut. Soft Lustrous Walnut and Mahogany. Fidelity sound through Philips exclusive Novo Sonic Duo-Cone speakers. Cabinets in Swedish Walnut and Light Walnut. Soft Lustrous Walnut and Mahogany. Features 12" Woofer and special 3" Tweeter.

'Optimatic Brightness' throws new light on night scenes

The 1964 Monitron 500 TV by Philips puts an end to one TV trait that often leaves TV viewers in the dark.

A good example is provided by old movies being re-run on TV. The reception is perfectly acceptable until the action switches to a night scene. Suddenly everything on the screen becomes a dark grey blur.

By the time you, the viewer, have adjusted for this sudden change the scene is over and you've literally been left in the dark about what took place.

This has been eliminated by Philips through the inclusion of an 'Optimatic Brightness' circuit which actually senses the change in the picture and instantly adjusts for it. You can be sure of catching all of the action no matter how dark the picture becomes.

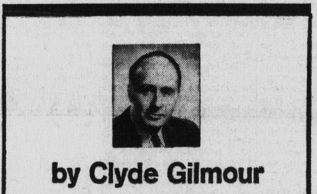
No more fine-tuning fiddle

Fine-tuning, the time-wasting, temper-teasing business of getting your television picture "just right" each time you change channels is a thing of the past.

Philips engineers have taken the fiddle out of tuning with their remarkable 'Memomatic Tuner'. Conveniently located on the front of the set the 'Memomatic Tuner' knob on the 1964 Monitron TV series allows you to fine-tune each channel once—and then forget it.

On the day your new Monitron TV set is installed, you simply turn it on, tune in each channel and fine-tune it. Under ordinary circumstances, all channels will stay perfectly tuned.

You then have nothing to do but switch on your Monitron TV, select a channel, sit back and enjoy fiddle-free viewing.



Clyde Gilmour is movie critic and record columnist for Maclean's Magazine and the Toronto Telegram, and a veteran broadcaster. His weekly one-hour record program, "Gilmour's Albums", has been a popular feature on CBC network radio since 1956. His personal collection of recordings is one of the largest and most diversified in Canada.

The Philips Monitron 500 series of high-fidelity television receivers deserves a honest recommendation for the benefit of people who strongly feel, as I do, that the things to be HEARD on television are often just as important as the things to be SEEN.

Musical attractions ranging from opera and symphonies to jazz and sing-alongs have always been prominently featured in the TV program schedules. Usually, however, the sound or "audio" impact of these presentations has compared weakly with the visual, as far as the domestic viewer-listener is concerned. At hi-fi shows which I have attended in Toronto, New York and London, audio enthusiasts have repeatedly expressed contempt for the average calibre of sound on TV.

What good is it, for example, to fill the screen with intimate close-ups of a guitarist's fingers or a prima donna's tonils or the synchronized elbows of a string quartet... if the SOUND accompanying these images is only a thin, distorted mockery of the real McCoy?

Recently I began testing in my own home a handsome Brillewood model selected from the new Philips television line.

By a wide margin it delivers the finest sound I have ever heard from TV.

Crisp highs and solid lows are smoothly blended into a homogeneous pattern. Speech sibilants are sharp and "live", but without the lacinating whistles which can be so tiresome to the ears. Through Philips' Novo Sonic speakers a piano really sounds like a piano, not like a spinet under water. Full orchestral chords are distinct and "juicy" instead of dissolving into a blurry rattle.

Usually, too, the new Philips receivers are impressive. The images are notably clear and natural, and the simple controls are at the front within easy reach instead of being at the back or side.

One convenience I especially admire is the automatic Picture Lock, which puts an end to vertical roll-over and side-slip. Another is the push-button "Mute" switch, permitting temporary cutting-off of the sound without the bothersome necessity of "tuning up" again after a telephone call or other interruption.

Monitron TV has laboratory hi-fi sound

For those interested in true high fidelity reproduction Philips Monitron 500 delivers exceptional sound performance, surpassing that of many so-called stereo hi fidelity sets. In fact, laboratory tests establish the frequency range at 25 cycles at the low end and 25,000 cycles at the high end of the sound spectrum. Philips speakers, made to exacting specifications in Philips world renowned acoustical laboratories, have expensive professional-type Ticonal steel magnets and the latest in twin speaker cones, one to handle the "highs" and the other to handle the "lows".