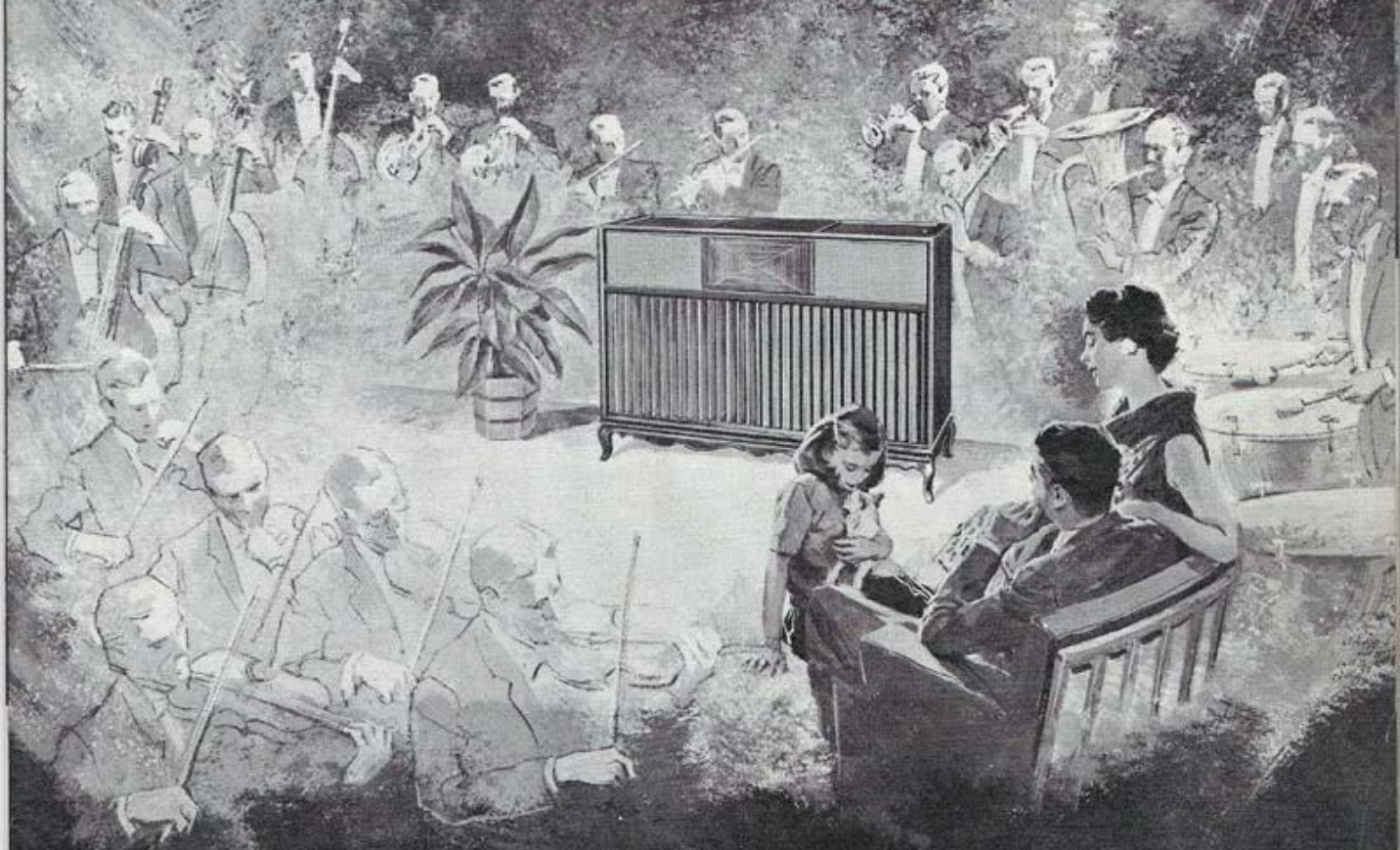


the magnificent
Magnavox
Stereophonic

HIGH FIDELITY



Music becomes magic when the glorious voice of Magnavox sets it free!



You must hear it to believe it

... let Magnavox true Stereophonic High Fidelity fill your home with the glow of beautiful music, re-created with all the excitement, color and dimensional realism of the original performance!

Experience for yourself the miracle of dimensional sound that seems to come from everywhere in the room. Magnificent Magnavox Stereophonic High Fidelity is so remarkably true-to-life that now, recorded music takes on the intimacy of a personal performance... right in your own living room. Here truly, is realism that surpasses anything you've ever experienced... achieved by the absolute tonal purity of Magnavox high fidelity *combined* with the depth and dimension of stereophonic sound.

Until April 2, 1958, when The Magnavox Company introduced the world's first Stereophonic High Fidelity instruments to play the new stereo records; stereophonic listening for the home had been possible solely through the use of dual-track tapes which could only be played back on complicated and expensive tape machines. The new stereo records are convenient to play, just like conventional records. They are easier to handle, and cost considerably less than stereo tapes.

And when you hear your present LP records as well as the new stereo recordings brilliantly re-created by the magnificent new instruments shown in this catalog... you'll enjoy greater fidelity, tonal range and "presence" than you've ever heard before, because of the tonal benefits gained through the use of multiple high fidelity speakers and amplifiers.

If you are shopping for stereo, we invite you to visit your Magnavox dealer for a spectacular, comparative demonstration of the magnificent new Magnavox Stereophonic High Fidelity instruments. You owe such a demonstration to yourself because anybody can claim to give you stereo. *However, stereo is only dimensional sound... it could well be "dimensional noise!"* Stereo alone does not constitute high fidelity! The degree of purity with which stereophonic sound can be reproduced in your home... *still depends on the fidelity of your instrument!*

Therefore, in order to fully enjoy revolutionary new stereophonic high fidelity, you must hear these exciting new records played on an instrument completely capable of re-creating their astounding realism and fidelity! The purpose of this booklet is to present you with facts—not mere advertising claims—about magnificent Magnavox instruments:

That Magnavox has vastly superior tonal realism and beauty in relation to other brands can easily be verified by a comparative demonstration, for *every Magnavox* has inherent qualities essential to good musical enjoyment. You will be surprised to find that even moderately priced Magnavox instruments re-create music with greater realism than others selling for several times their price. Here are some of the reasons:

(continued on page 6)

Magnavox High Fidelity Stereophonic Systems... priced from only \$199.50

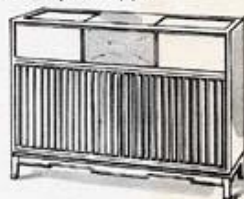


...for the musical perfectionist

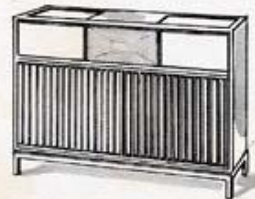
The Magnavox **CONCERT GRAND of Stereophonic High Fidelity**

A thrilling new concept in dimensional sound reproduction, this magnificent FM-AM radio-phonograph instrument will play either monaural or "stereophonic" records with greater dimensional effects and realism than have ever been achieved before. Here is the most powerful sound reproducing system ever developed for home entertainment. The Concert Grand re-creates all orchestral instruments with their original tonal beauty and timbre. This is achieved by unique electronic circuitry and the use of two 1000-cycle exponential treble horns which project sound (bi-angularly) over wide areas, and two super-power 15" bass speakers with a total magnet weight of 85 ounces—providing more than ten times the speaker efficiency of conventional instruments. Two divided frequency 25-watt amplifiers provide tremendous power for undistorted high fidelity sound throughout the entire audible range. The "stereo" effects are achieved in this completely self-contained unit without external or space-separated speakers.

However, the Concert Grand also provides ample power for the use of matching "stereo" speakers in the same room . . . or extension speakers in additional rooms, which even further enhance its brilliant performance. The Concert Grand is a truly distinctive instrument that has no counterpart anywhere, at any price, in operational features, tonal fidelity or in the dimensional realism of stereo. You must hear it to appreciate it! Model 1-ST205H in several beautiful styles and in genuine mahogany, French or American walnut, cherry or ebony woods. Height 36 $\frac{1}{2}$ "—Width 50"—Depth 17 $\frac{1}{4}$ ".



... on contemporary wood base

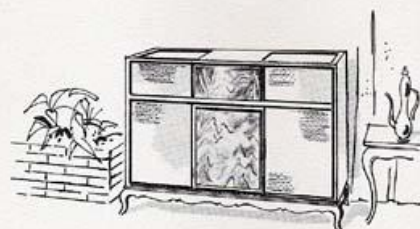
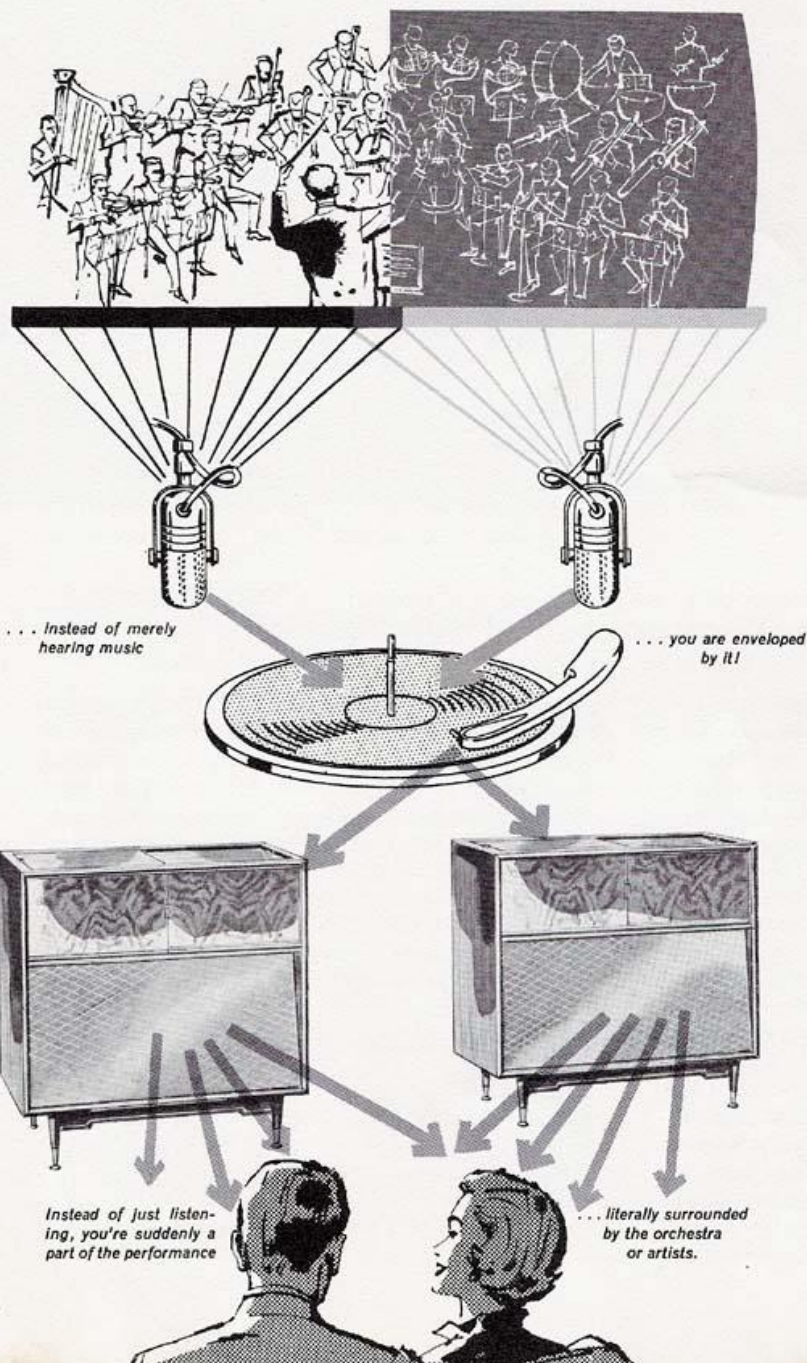


... in ebony on modern metal base

Stereophonic Sound From Records

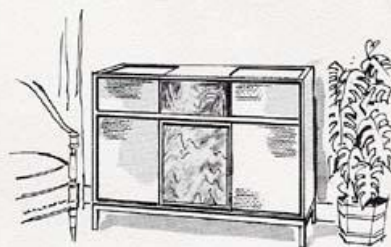
*... a completely new method of recording
and reproducing music!*

The dramatically realistic music or sound effects on the new stereo records, is picked-up by two or more space-separated microphones...and recorded on two separate sound "channels" in a *single* record groove. An additional high fidelity amplifier and speaker system channel is required to reproduce stereo records. A Magnavox Diamond Stereophonic Pick-up replaces the "single track" or monaural pick-up. To maintain the two systems in balance, dual controls are also required so that the loudness level can be controlled on both channels simultaneously from a single knob.



... in cherry on provincial base

only Magnavox lets you select from the widest variety of beautiful contemporary, traditional or provincial designs ... in fine hand-rubbed woods.



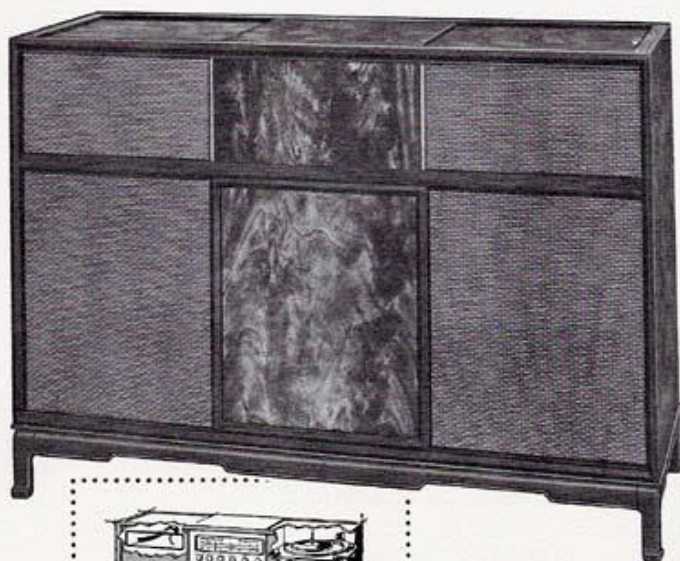
... on modern metal base

Magnavox High Fidelity TV

*... gives you a superb stereophonic system
... when combined with
Magnavox high fidelity instruments.*

Only magnificent Magnavox high fidelity television offers you up to four high fidelity speakers ... with separate amplifiers up to 20 watts. When combined with a Magnavox high fidelity phonograph or radio-phonograph instrument in your home, the superb sound system of these television instruments becomes a stereophonic channel, for the very ultimate in complete listening and viewing pleasure. Shown at right is one of the many Magnavox Stereophonic High Fidelity Television Systems.

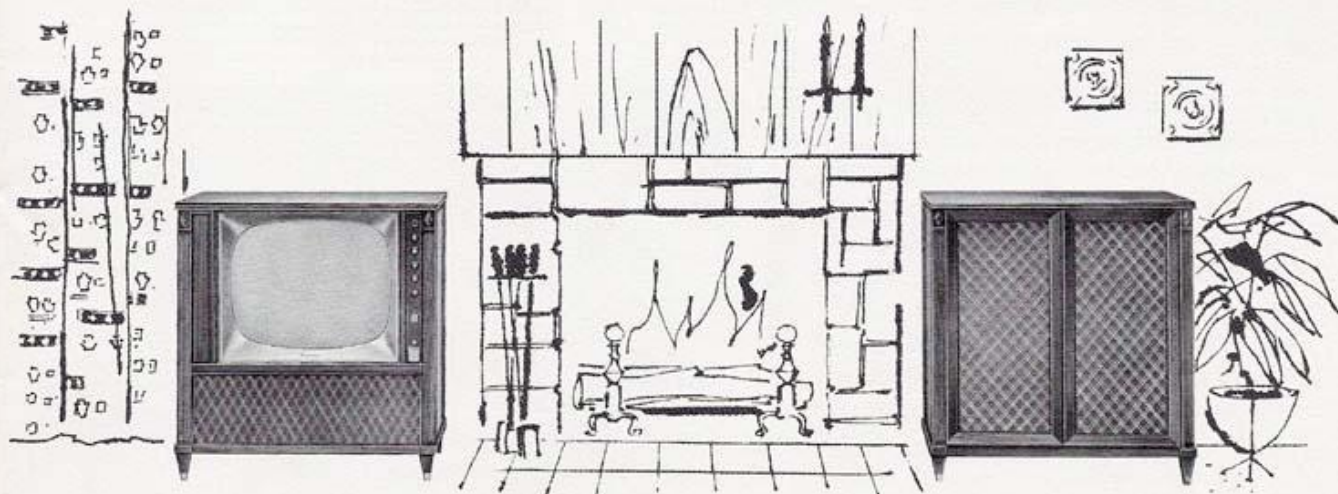
Masterpiece stereophonic high fidelity in fine furniture



The cutaway illustration shows the two 15" bass speakers, two exponential horns, FM-AM-Stereo control panel and large record library compartment.

The FANTASIA

A masterful modern design concept for luxurious stereophonic high fidelity from a single furniture instrument . . . this gracious console bespeaks warm cordiality in the home . . . instantly denotes the promise of spectacular listening entertainment. Magnificent tonal purity is assured by its superb sound system . . . two heavy-duty 15" bass speakers and two 1000 cycle exponential horns, a 30-watt two-channel divided frequency amplifier, and the Magnavox Imperial 4-speed record changer with *Stereophonic Diamond Pick-up*. In radio, too, enjoy the finest possible performance . . . crystal clear FM reception and powerful long distance AM radio pleasure. Model 1-ST204H in rich mahogany, cherry, French or American walnut in several styles. Height 36 1/4"—Width 50"—Depth 17 1/4".



The Italian Provincial . . . matching television-stereophonic-high fidelity system.

A magnificent sound system matches the finest 24" picture in all TV! Two 10" bass plus a 5" treble speaker and 10-watt high fidelity amplifier will fill your home with the glow of beautiful music, superbly re-created with *all* the realism of the telecast performance . . . or from the exciting new stereophonic recordings. The perfect stereophonic channel for its FM-AM radio phonograph companion piece. Model 1-MV332R in fine mahogany, cherry or American walnut woods.

Powerful FM-AM stereophonic radio-phonograph. 20-watt two-channel amplifier. Two 12" bass plus two 5" treble speakers. Imperial record changer with *Stereophonic Diamond pick-up*. Model 1-SR206H in fine mahogany, cherry or American walnut woods. Height 35 1/4"—Width 33 1/4"—Depth 16 1/4". (May also be used with Model S-38 stereo speaker system with identical speakers.)

A fine phonograph or radio-phonograph is not an accidental aggregation of parts or components. To achieve the greatest fidelity in relation to the cost of the equipment *in any price range* requires scientific engineering of the highest order. Magnavox gives you the benefits of having specialized in this electro-acoustical science for over forty years—in fact, Magnavox engineers invented the first electro-dynamic loudspeaker, the principle which is still the "voice" of every modern sound reproducing system, be it in the home or in the theater. Magnavox has designed and manufactured more than 50,000,000 speakers of all types and sizes and is authoritative in this field.

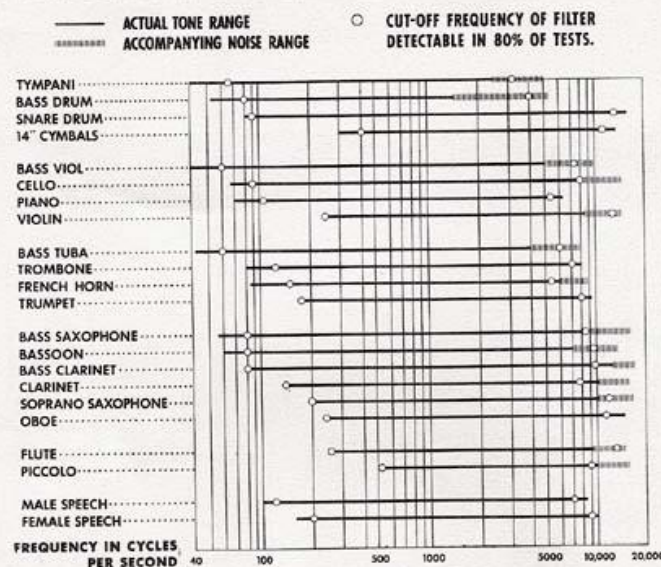
Since there is no such thing as a perfect loudspeaker, perfect pick-up or perfect amplifier—each having individual and widely different characteristics of its own—coordination of these elements within a cabinet enclosure which also has acoustical characteristics of its own, requires the most exacting engineering to achieve the end result of the fine music you *hear*.

Psychological acoustics—your hearing characteristic—is one of the most important elements of consideration in engineering high fidelity performance. The sensitivity of your hearing to various tones varies in the ratio of more than 1,000 to 1, and this characteristic also changes with loudness. Therefore, to achieve the greatest fidelity in relation to the cost (of the instrument) requires the design of speakers, pick-ups and amplifiers with associated electronic networks that can be blended with the cabinet acoustics to reproduce the sound you *hear* with greatest realism within the acoustical conditions of your home.

TONE RANGE—

technically frequency response—(whether actual or sometimes falsely or erroneously claimed) is subject to much misinterpretation in evaluating the sound reproducing system. Orchestral music covers a theoretical frequency range from 30 to 15,000 cycles. The *actual range* that encompasses *all of the music you hear* under concert hall conditions is more restricted and more pleasant because you do not hear the noises incidental to the music being played, such as the scraping noises of the bowed violin—because these noises are dissipated very rapidly and can be heard only at close range. To hear *all* the music that can be generated with modern orchestrations requires a range of approximately 40 to 12,000 cycles. Claims of reproducing range of 20 to 20,000 cycles are sheer nonsense and physically impossible in anything smaller than theater equipment. Again—the tone range claimed is only part of the story in evaluating sound fidelity.

A system capable of reproducing this frequency range may have so much distortion of various kinds that one with a far more restricted range will give you a greater fidelity of music and musical enjoyment. The lowest priced Magnavox console will reproduce approximately this full-orchestral range, yet the difference (which is great—as compared to the best) in the tonal fidelity lies in the accuracy with which every tone is transmitted to your ear at varying sound levels.



Magnavox true stereophonic high fidelity instruments let you hear the entire audible frequency range of every instrument... all the "lows," the complete and undistorted middle-range and all of the "highs."

(continued on page 8)



The BRITTANY

A demonstration of this stereophonic high fidelity instrument will amaze you. It offers: 15" bass speaker with 35 oz. magnet plus two 1000 cycle exponential treble horns, powerful two channel 30-watt divided-frequency high fidelity amplifier, precision record changer with Stereophonic Diamond Pick-up . . . Magnavox sound equalizer controls . . . and an automatic timer clock that turns on or shuts off both FM-AM tuner as well as phonograph. In fine mahogany, cherry or French walnut woods. Model 1-SR286H. Height 34"—Width 39"—Depth 18½". Utilizes S-37 Companion Speaker System for stereophonic reproduction.



*A demonstration
of these magnificent
Magnavox stereophonic
high fidelity instruments
will amaze you.*



The BERKSHIRE

Superb FM plus AM tuner, 15" bass speaker with 24 oz. magnet plus a 1000 cycle treble horn, two channel 30-watt divided-frequency amplifier, sound equalizer controls, precision changer with Stereophonic Diamond Pick-up. Complete with clock-timer in oak, American walnut or ebony woods—clock optional in mahogany wood version. Richly grained doors. Model 1-SR288H. Height 33½"—Width 39½"—Depth 18". Utilizes S-37 stereo speaker system.

The PROVINCIAL SERENADE

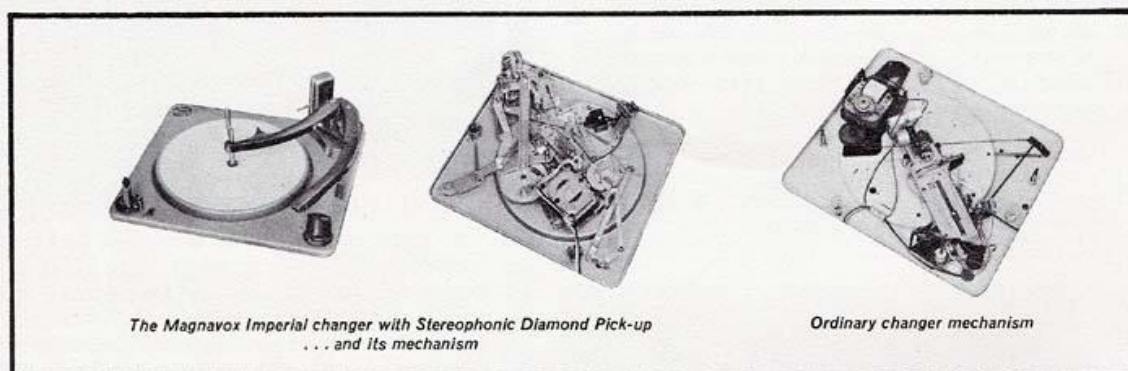
Elegance in "Old World" fine furniture is yours to enjoy in beautiful selected cherry: Two 12" bass speakers plus a 1000 cycle exponential treble horn, two channel 30-watt divided-frequency amplifier, FM-AM radio tuner with sound equalizer controls, precision changer with Stereophonic Diamond Pick-up. Model 1-SR378H. Not shown: The Wedgewood, Model 1-SR377H in rich mahogany, same features. Height 33½"—Width 31½"—Depth 17½". Utilizes S-37 Stereo speaker system.



Over-emphasis or exaggeration of any part of the treble range will create unpleasant, harsh sound. Boominess in the bass range, which is characteristic of many sound systems, will not only give you blurred bass tones, but will have the effect of masking the entire treble range. A well-balanced reproducing system, without other forms of distortion, will preserve the original beauty of the tonal characteristic of each instrument. It will also give you a spaciousness of sound that enables you to hear and identify every instrument. It gives you presence and definition.

The *degree of perfection* and, therefore, *beauty* of the re-created music in Magnavox high fidelity instruments is related to the price of specific models—the following *facts* should help you to make the best selection: *Every Magnavox* has some inherent qualities that are essential to musical enjoyment regardless of the degree of fidelity or price.

We firmly believe that no instrument or its manufacturer has a claim to stereophonic high fidelity unless it includes these two basic elements—a *precision record playing mechanism*, and A DIAMOND STYLUS PICK-UP that will play both stereo and LP recordings. The record player must be free of noise and speed variations (flutter, wow and rumble) as this will seriously mar your musical enjoyment. The *Diamond stylus* is essential to continuous good reproduction. The sapphire stylus (usually used in other brands selling for less than \$400) wears down rapidly with weekly deterioration of tone quality until you finally realize that your records sound bad. In the meantime, you have not only deprived yourself of the fine music that could be yours to enjoy, but have also caused unnecessary wear to your recordings.



The Magnavox Model 400 Imperial record changer is a precision mechanism that will handle your records gently as human hands, but more importantly, will play them always at the exacting pitch essential to good tone and without introducing noises into the music. A 4-pole motor, dynamically balanced, in combination with precisely machined bearings and turntable of heavy construction . . . eliminates flutter, wow and rumble. It is easy to operate (either manually or automatically), and will play records of all speeds and shut off when the last record is played. Compare the Magnavox Imperial changer (above left) with the mechanism used in many ordinary brands (above right).



Diamonds are Hi-Fi's best friends and all Magnavox Stereophonic High Fidelity Instruments have them

(continued on page 10)



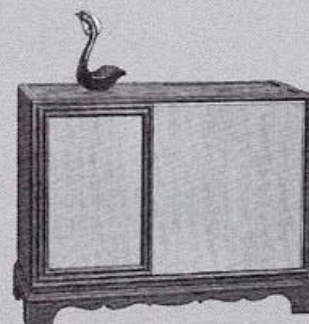
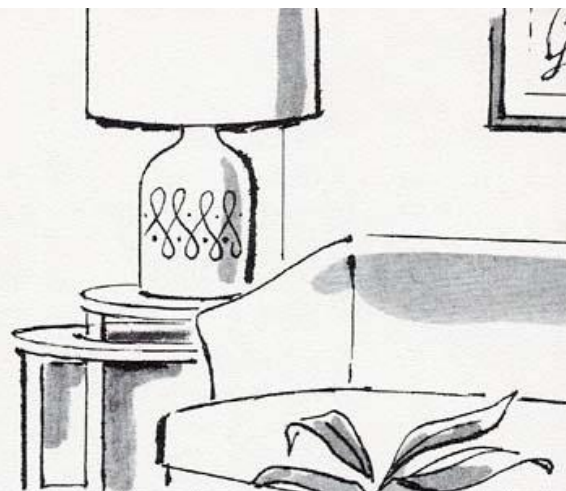
The Magnavox *Continental*

*An entirely new design concept
in functional furniture
you will be proud to own.*

Here is tasteful styling that will blend gracefully with any room: Large 15" bass speaker plus extremely efficient 1,000 cycle exponential treble horn; 30-watt two-channel divided-frequency amplifier; FM-AM radio tuner; Magnavox precision changer with Stereophonic Diamond pick-up; sound equalizing controls. Gliding top panels in heavy decorative glass are impervious to stains, burns or mars. They permit easiest access to record changer without disturbing your top-of-set decorative appointments. Utilizes Model S-37 stereophonic speaker system. Select from all these beautiful styles in fine woods. Shown large above in oak on ebony legs. Model 1-SR295F. Height 29½"—Width 38"—Depth 16¼".



*beauty to see . . . beauty
to hear . . . truly the
musical voices of tomorrow*



*in mahogany
on traditional wood base
with casters*



*in American walnut
on contemporary wood base*



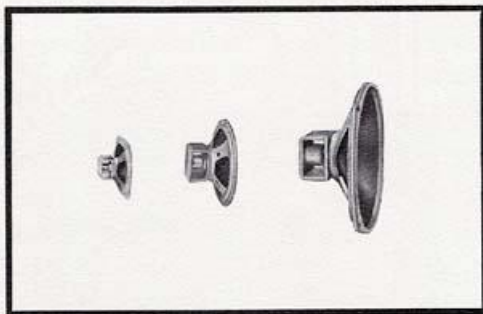
in oak on ebony wood base



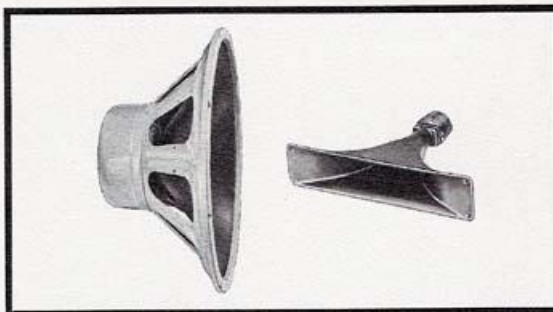
*in ebony on modern
metal base*

SPEAKERS AND AMPLIFIERS

ALL MAGNAVOX HIGH FIDELITY INSTRUMENTS HAVE A MULTIPLICITY OF LOUDSPEAKERS, but the *number* of loudspeakers alone, is *no special criteria* of the *fidelity* or *value* of the instrument. For example, the \$159.50 Concerto has three speakers while the \$500 Berkshire has only two (see illustration below), but they are *vastly different* speakers—the speakers in the Berkshire cost ten times as much as those in the Concerto and are also ten times as efficient.

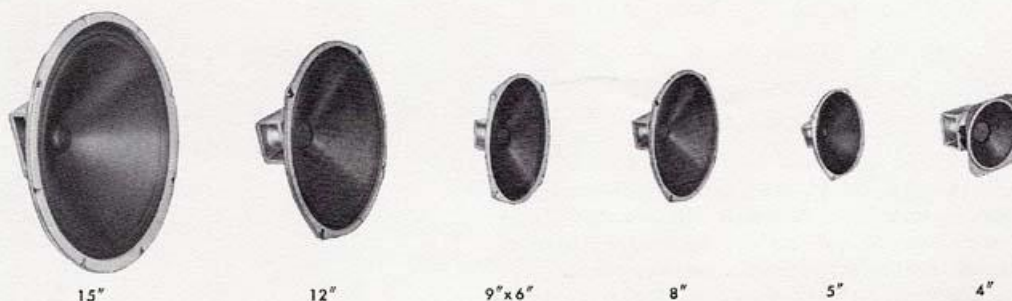


The Concerto speaker system consists of three cone speakers, 5", 4" x 8" and 12" having a combined magnet weight of 9.7 ounces.



The Berkshire speaker system utilizes a super-power 15" bass speaker with 24-ounce magnet and a 1000-cycle exponential horn, ten times as efficient as the Concerto's speakers.

The speaker is the most important single element in the whole acoustical link—for regardless of how "good" or costly the rest of the components—the end result (high fidelity tonal performance) is limited to the quality and efficiency of the speaker.



Magnavox uses cone speakers, varying in diameter from 15" to 4" (as shown above). The very small diameter speakers are used for reproducing the high frequencies (treble) and the larger speakers for the mid-range (treble) and the bass ranges. In most cases, two or three high frequency speakers are used to achieve the wide dispersion of these very directional sounds throughout a room. In our best instruments, extremely efficient wide-angle exponential horns replace the high frequency cone speakers.

BASS SPEAKERS

in Magnavox console models are either 12" or 15" in diameter. Since the reproduction of low tones requires the movement of considerable air, the larger the speaker diameter, the more air the speaker cone can "push" and therefore is potentially more efficient. However, speaker size alone, when taken as a criterion of efficiency or value, can be very erroneous. The "motor" which operates the cone, is comprised of a voice coil mounted to the cone, and the magnet which creates the electro-magnetic field driving force, largely determines efficiency of the speaker. This is almost directly related to the weight of the magnet (and also the cost). Some makes use magnets as small as 2 oz. in 12" or 15" speakers. This is analogous to trying to drive a railroad spike with a tack hammer.

(continued on page 12)



The FRENCH PROVINCIAL "295"

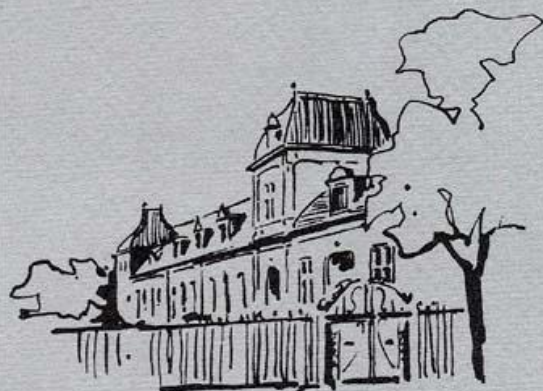
An innovation in beauty and functional design, this graceful cabinet fashioned in warm cherry woods, is an authentic interpretation of charming French Provincial furniture . . . truly an ideal setting for music's richest reproduction. Superb FM-AM tuner, two channel 30-watt divided frequency amplifier, 15" bass speaker and 1000 cycle exponential treble horn, precision changer with Stereophonic Diamond Pick-up. Stain and mar-proof decorative glass top panel glides open to record changer without disturbing your decorative appointments. Convenient front panel glides open to tuner, controls and record library compartment. Model 1-SR295F. Height 30"—Width 38"—Depth 16 $\frac{1}{4}$ ". Utilizes S-37 Stereo Speaker System.



The FRENCH PROVINCIAL "294"

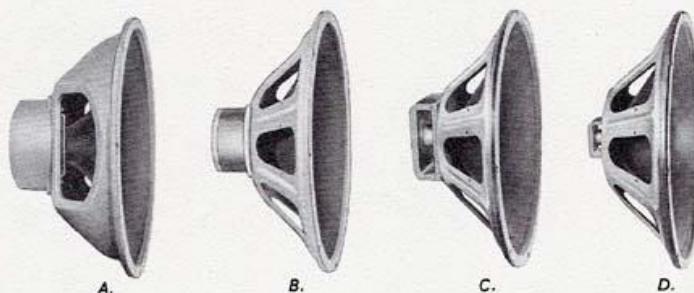
Indicative of Magnavox styling leadership, this charming FM-AM radio-phonograph representation of authentic French Provincial design is at the same time, superbly functional fine furniture. All of the quality features essential to stereophonic high fidelity listening are built-in as listed for the Super Magnasonic on page 15. In hand-rubbed selected cherry wood as shown. Model 1-SR294F. Height 30"—Width 32"—Depth 16 $\frac{1}{4}$ ".

Enjoy a charming
blend of "Old World"
fine furniture
with stereophonic
high fidelity FM-AM
radio-phonograph
performance . . .
in the finest
Magnavox tradition.



These fine instruments might
well be treasured family
heirlooms in gracefully
proportioned provincial cherry.
When tuned to your favorite
FM-AM musical broadcast . . .
or while re-creating the
recorded music of your choice,
these instruments bring you
the surpassing beauty of tone
that is synonymous only with
Magnavox true Stereophonic
High Fidelity.

A comparison of 15" bass speakers showing the difference in magnet size and weight:



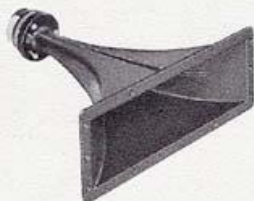
A. Magnavox Super 1550, with 50 oz. magnet used in *The Concert Grand*. B. The Magnavox 1535 with 35 oz. magnet used in *The Brittany*. C. The Magnavox 157 with 7 oz. magnet used in the *Continental* and *Magnasonic* series. D. A 15" bass speaker with 2 oz. magnet frequently used in other makes.

The Magnasonic Special, which is a fine console high fidelity phonograph priced from only \$179.50, has a bass speaker with 7 ounce magnet weight. However, in our best models, which reproduce all tones most faithfully, the bass speakers have magnet weight of 85 ounces and are more than ten times as efficient.

In the more precise instruments, starting with the *Continental* series, an entirely different and more exacting sound reproducing system is used. These models incorporate divided frequency amplifiers in which the treble frequencies are amplified in one channel and reproduced through *exponential horns*; the bass frequencies through the second channel and reproduced through "high power" 15" bass speakers.

TREBLE HORN SPEAKER—

provides purer tone than cone speakers over the *entire* treble range. This is especially important since minute distortions in the treble range are much more discernible than in the bass range because of the extreme sensitivity of human hearing in this area. One treble horn speaker not only does the work of several cone diaphragm speakers but does it with far greater realism. This type of speaker also costs about ten times as much as a treble cone speaker but it does ten times as good a job in giving faithful reproduction.



Shown is the 1000-cycle exponential treble horn used in most of the finer Magnavox instruments. Only Magnavox gives you this feature plus all the related benefits of superior engineering... the finest components and craftsmanship.

Only the exponential horn type of speaker can reproduce certain kinds of music without distortion—for example, piano and other types of percussion instruments which have high "transient" or impact tones. (Cone speakers "break up", as a cymbal when struck—and add artificial sounds that are not part of the original tone.) The horn type also has the ability to distribute sounds over a wider range thereby creating "dimension" and presence, that only Magnavox gives you.

ACOUSTICAL POWER

There is a great deal of misunderstanding about the "power" of the audio amplifier (watts). An explanation of its apparent value and function compared to its *true value* may help your decision in selecting an instrument. Power—that is, acoustical power—and lots of it, is essential for the faithful reproduction of bass tones. More than 1,000 times as much power is required to create the same "loudness" for the very low notes of the bass viol as is required for reproducing a treble sound such as a flute—for your own hearing is thousands of times more sensitive to the frequencies in the range of 2,000 cycles (treble) than at 50 cycles (bass).

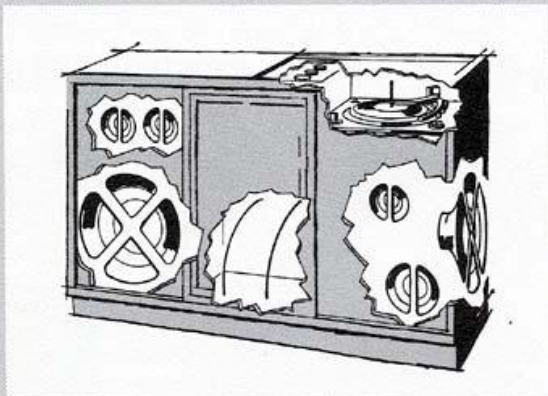
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*Now . . . magnificent Magnavox Stereophonic
High Fidelity in fine furniture . . .
at an amazingly low price!*

Here is dramatic proof that you can enjoy superior Magnavox quality and performance at extremely modest cost! The Stereorama will re-create your recordings with all the tonal purity you've come to expect from Magnavox instruments . . . with the added thrill of exciting new depth and dimension that only stereophonic sound, magnificently reproduced, can bring you: Powerful two-channel 20-watt amplifier; six speakers—two 15" bass, an 8" mid-range plus three 5" treble speakers; precision record changer with Stereo Diamond Pick-up; provision for external stereo speaker system as well. Large record storage area. The illustration above-right shows location of 6 speakers, controls, record changer and record library compartments.

*in mahogany,
slightly higher in
far West*

\$289⁵⁰



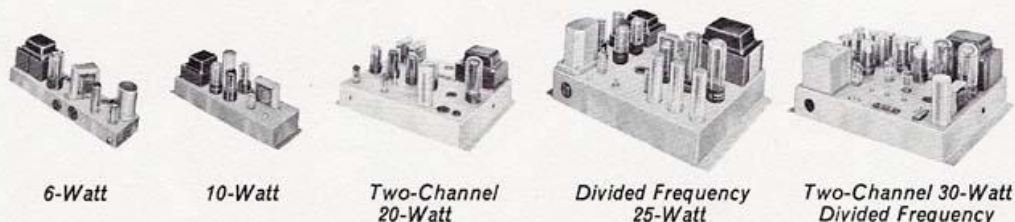
The STEREOGRAMA, Model 1-SC202F is available in your choice of hand-rubbed mahogany, oak, cherry or American walnut color finishes. It measures: Height 29"—Width 45"—Depth 17 $\frac{1}{4}$ ".

Also available as Model 1-ST203F which adds a superb FM-AM radio. Other features and finishes the same. Priced somewhat higher.

All prices and specifications subject to change without notice.



MAGNAVOX HIGH FIDELITY AMPLIFIERS



Magnavox high fidelity amplifiers provide maximum undistorted power output in relation to their size. The Two-Channel amplifiers are utilized to achieve superior tonal reproduction in medium priced Magnavox instruments. The Two-Channel Divided Frequency amplifiers are

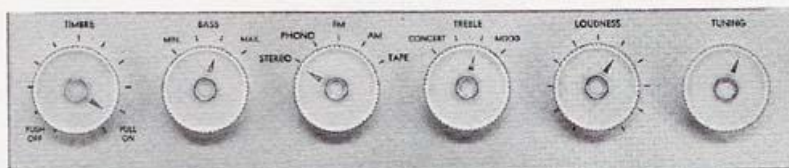
employed in the finer Magnavox instruments . . . and amplify bass and treble responses separately in each of the two channels; thereby eliminating intermodulation distortion. They provide the most precise reproduction of undistorted high fidelity sound.

The efficiency of the loudspeakers and the power of the amplifier which operates them *combined* determines the actual acoustical power that you *hear*. For instance, a 20-watt amplifier is as effective with speakers of double efficiency as a 40-watt amplifier would be with speakers of half efficiency. In evaluating an instrument on the basis of its power amplification, remember *power (audio watts) is only part of the story* and will not give you a true evaluation of the complete instrument. (Some makes show "peak power" as an "exaggerated advertising claim" but this is approximately twice the usable undistorted power.)

ROOM ACOUSTICS

The acoustical properties of the room in which the instrument is placed eventually become part of the acoustical "link" that determines how well you hear the reproduced music. Some extraordinarily "live" rooms may exaggerate the treble range, or a part thereof. Many rooms have a tendency to reverberate in the upper bass range, thereby causing a boomy sound. Magnavox instruments are provided with treble and bass equalizers to attain the best tonal balance in any room.

The *conventional "treble control,"* when retarded to reduce excess brilliance caused by either the room condition or a particular record, will change and sometimes completely destroy the timbre of the music by "wiping-out" the extreme overtones and thereby diminishing the entire treble range. When the bass control is retarded in an attempt to lower over-all bass response, the difficult-to-attain low end of the bass range is cut out first, thereby losing the bass fundamentals that are so important to good definition.



Magnavox Sound Equalizing Controls enable you to reproduce the most pleasurable music from any kind of recording and under any "room" conditions.

MAGNAVOX SOUND EQUALIZERS

The best Magnavox instruments incorporate a unique control system (illustrated above) for effectively controlling the treble or the bass range to suit room or recording conditions, or your own listening mood, and all without impairing the quality or "timbre" of the tone. This is accomplished by a four position switch which permits dropping or raising the whole treble level of sound without cutting out the overtones. A similarly "stepped" control covers the bass range and enables you to reduce the over-all

(continued on page 16)

The Magnavox Super Magnasonic lets you enjoy outstanding stereophonic high fidelity phonographs and radio-phonograph performance at modest cost

*...in beautiful functional furniture
you will be proud to own and enjoy...*



This outstanding instrument—in a wide variety of beautiful woods and styles—offers you: Four speakers—15" bass, 12" mid-range plus 5" and 4" treble; two-channel 20-watt amplifier; sound equalizer controls; precision changer with Stereo Diamond Pick-up; plus convenient and stainproof top and front gliding panels of rich, decorative glass. Its matching S-36 stereophonic speaker system (shown on page 20) contains a 15" bass, 12" mid-range and two 5" treble speakers, with large storage compartment for 140 stereo or LP records. Model 1-SP293F shown above in oak on ebony tapered legs. Also available as Model 1-SR294F which adds a superb FM-AM radio . . . same woods and styles. Height 30"—Width 32"—Depth 16 $\frac{1}{4}$ ".



*... in American
walnut on
optional T-128
contemporary base*



*... in mahogany
on optional T-127 traditional base
with casters*

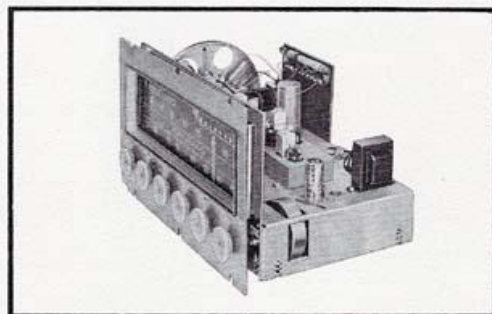


*... in ebony
on optional T-129
modern metal base*



*... in cherry complete with
provincial base included*

"bassiness" that may stem from the recording itself, or the room, or the combination of the two . . . all without losing the fundamental frequencies. A "timbre" control is also provided which, at times, is useful in deliberately restricting the upper limits of the frequency response on records of older vintage . . . as these often have objectionable noise or distortion in the upper range. Thus, these controls will enable you to reproduce the most pleasurable music from *any kind of recording and under any "room" conditions.*



FM-AM TUNERS

The superb new FM-AM radio tuners used in Magnavox instruments are the culmination of many years of engineering effort to develop the finest performing FM chassis ever made. It will bring in heretofore "impossible" signals on the self-contained antenna alone, with breathtaking clarity and tonal brilliance. You can now enjoy the beauty of FM music completely free of annoying interference and station "drift". Magnavox FM performance is unexcelled by any other receivers today. This sensitivity and noise rejection feature is incorporated by all Magnavox FM-AM instruments.

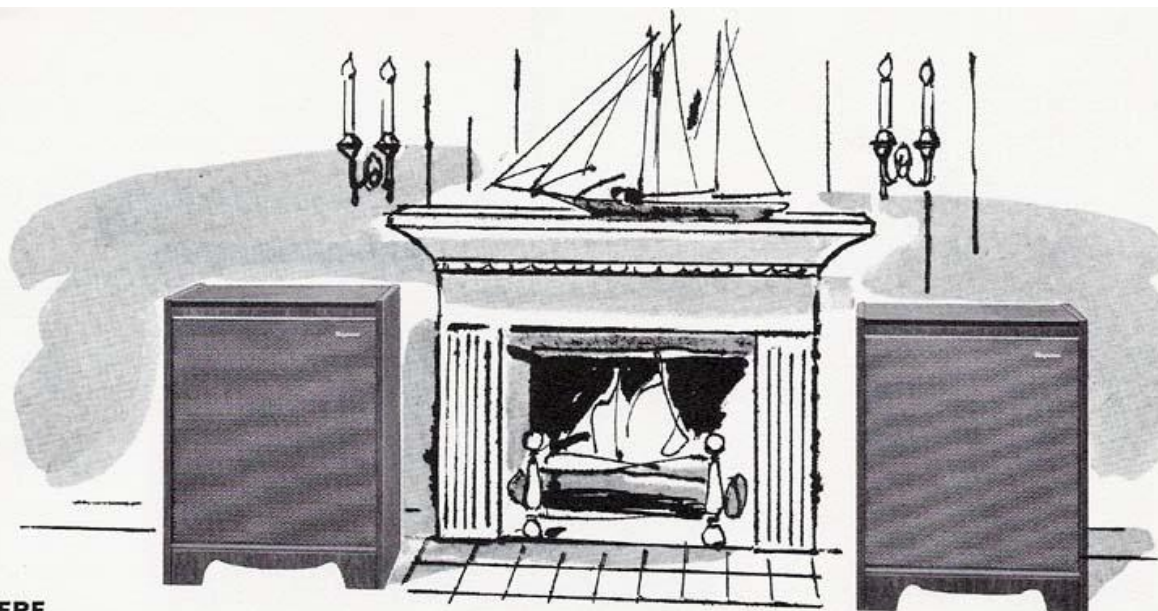


COMPANION SPEAKERS FOR STEREO . . . OR HIGH FIDELITY IN OTHER ROOMS

Magnavox gives you the widest selection of companion speakers for Stereophonic use . . . or for high fidelity listening enjoyment as extension speakers that can be placed anywhere in your home. All Magnavox high fidelity instruments, including The Duosonic FM-17 table radio, incorporate provision for quick, easy connection of additional Magnavox speaker systems. The console models contain a selector switch that enables you to play the self-contained or companion speakers individually or simultaneously.

Magnavox speaker systems are carefully designed and engineered to match their master unit both in fine furniture appearance . . . and in stereophonic-high fidelity performance. Just a few of the many beautiful styles in a wide variety of fine woods and finishes are shown above. Magnavox speaker systems are shown and described in detail on pages 20 and 21 of this catalog.

(continued on page 18)



The BELVEDERE

Fine traditional furniture, tempered with modern overtones, is smartly fashioned by Magnavox master craftsmen. Powerful two-channel 20-watt stereophonic amplifier, four speakers—15" bass, 8" mid-range plus two 5" treble—precision record changer with stereo Diamond stylus pick-up . . . all bring you exciting new musical realism. Select from mahogany, oak or cherry color finishes. Model 1-SP275F. Also available with powerful FM-AM radio as Model 1-SR276F. Companion stereophonic speaker system with identical appearance and choice of finishes. Also has four Magnavox speakers (15"—6" x 9"—two 5") and record storage for 125 LP albums. Model S-35. Height 30"—Width 23"—Depth 16½".

Beautifully matched Magnavox stereophonic high fidelity instruments that will enhance any room decor . . . and offer you the finest in listening pleasure.

Magnavox High Fidelity Stereophonic Systems . . . priced from only \$199.50

All prices and specifications subject to change without notice.



The MAGNASONIC SPECIAL

8 speaker console stereo hi fi system

An example of unequalled Magnavox value in Stereophonic High Fidelity! Magnavox quality features include: Twin 10-watt high fidelity amplifiers . . . precision automatic record changer with long-life Diamond stylus . . . 15" bass, 8" mid-range, plus two 5" high frequency speakers in both master phonograph and stereophonic companion speaker. Individual continuously variable treble, bass and compensated loudness controls. The phonograph and companion speaker used in the complete system are models I-SK-297F (with one 10-watt amplifier) and Model S-33. The companion speaker has record library space for 150 LP's or new stereo records. Also available with FM-AM radio as Model 1-SA298F. Matching cabinets in beautiful mahogany, oak or cherry color finishes. Height 30"—Width 26½"—Depth 15½".

IN THE FINAL ANALYSIS OF HIGH FIDELITY, let your own ear be the judge! You may not always get the opportunity of making a listening choice under conditions similar to your home environment but comparisons, nevertheless, under the same conditions, should enable you to make your choice in relation to the price you wish to pay and your own appreciation for the difference in "realism" of various models or makes. Your own listening judgment will invariably prove to be better than the advice of "pseudo experts" who may be more intrigued in trying to achieve new sound effects than in the faithful re-creation of music and who, therefore, are biased by their own *opinions*.

ONLY MAGNAVOX GIVES YOU THESE IMPORTANT FEATURES . . .

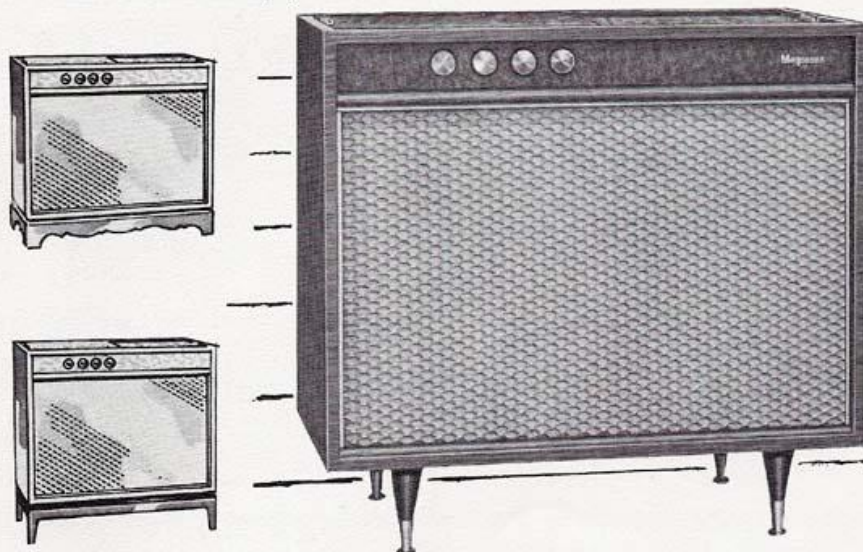
- ★ Stereophonic *Diamond stylus* in all models priced above \$100.00.
- ★ Magnavox precision record changer in all models from \$159.50 and up.
- ★ Provision for extension speakers in all models. Convenient internal-external speaker selector switch in most models from \$179.50.
- ★ Glass gliding tops—that obsolete unsightly lift-lids or unstable record changer pull-outs—and provide a mar-proof permanent space for accessories or lamps . . . in models from \$235.00 and up.
- ★ Balanced high fidelity multiple speaker system including 15" bass speaker in models from as low as \$179.50 and up.
- ★ 20-watt power output and multiple speaker system in models from \$225.00.
- ★ Exponential treble horn and 15" bass speaker sound system operating through two channel 30-watt divided frequency amplifiers, in most radio-phonographs from \$450.00 and up.
- ★ Truly fine furniture in exquisite styling in a wide variety of genuine woods . . . and styles to fit every decor.
- ★ Exclusive Magnavox sound equalizers that enable you to get the best tone from any type of records and under any room conditions.
- ★ A Program Timing Clock automatically turns on, shuts off both phonograph and FM-AM radio . . . enables you to preselect your choice of FM-AM programs to be automatically recorded at any preset time.

All prices and specifications subject to change without notice.

AND REMEMBER . . .

Because Magnavox stereophonic high fidelity instruments are universally recognized as the finest, many persons wrongly believe they are high priced. Actually, a magnificent Magnavox *costs you less*, because Magnavox lowers costs two ways . . . *first* by building most of its own precision components and cabinets; and *secondly*, by selling *directly* to only a few carefully selected fine retailers in each community—chosen for their integrity and ability to serve you. The results are greater quality and value for your money . . . readily apparent when you compare cabinetry, performance and prices.

Also available as model 1-274F with FM-AM radio and single channel 10-watt amplifier. (Can be adapted to stereo by adding an additional Magnavox amplifier and stereo cartridge)



These Magnavox stereophonic high fidelity instruments are priced within the reach of every music lover.

A demonstration and comparison will prove why Magnavox is your best buy.

The MAGNASONIC "420"

An outstanding value stereophonic high fidelity phonograph instrument with: 20-watt two channel amplifier, four speakers—15" bass, 8" middle-range and two 5" treble, precision changer with Stereophonic Diamond Pick-up, top panel glides open to changer and record library compartment. Model 1-SP273F in mahogany, oak or cherry color finish. Shown above on smart tapered legs, small at left on optional traditional base with casters . . . and on optional contemporary wood base. Height 30½"—Width 32"—Depth 16¼". Utilizes S-34 speaker.

Announcing the Concerto—new stereo high fidelity phonograph



Now . . . Console Stereophonic High Fidelity at an amazingly low price. The Concerto's performance is unexcelled in this price range! This compact console offers you superior musical reproduction . . . you must hear it to believe it. Acoustically balanced cabinet. Powerful 2-channel push-pull amplifier. 3-speaker High Fidelity System—12" bass, 4" x 8"

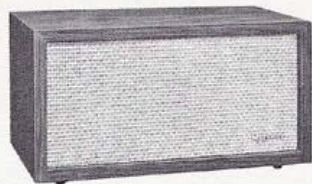
mid-range and 5" high frequency speakers. Separate continuously variable treble, bass and compensated loudness controls. Precision record changer with *Stereophonic Diamond pick-up*. Model 1-SP263F in mahogany, oak or cherry color finishes. Utilizes matching S-41 Companion Speaker System.

The Concerto also utilizes Model S-28 as a bookcase speaker where less space is available for a Companion Speaker System. Model S-28 is described in detail on pages 20 and 21.

Add unfold listening pleasure with these

Magnavox companion Stereophonic

... or as extension speakers for high fidelity enjoyment in other rooms.



Model S-28 Bookcase Speaker System This compact extension speaker can be placed anywhere in the home in minutes... on a table, in a bookcase, on a shelf... it's ideally suited for use in the home where space doesn't permit a larger enclosure. Two speaker system and acoustical cabinet are engineered to provide superb high fidelity sound. Beautiful grille cloth enriches the cabinet's three fine wood color finishes.



Model S-31 Companion Speaker System A magnificent Magnavox 15-inch bass speaker, a 1000 cycle exponential horn and divided frequency 25-watt amplifier in a deluxe acoustical cabinet. This is an ideal extension speaker or stereo companion speaker system for converting Magnavox monaural deluxe radio-phonograph instruments to stereophonic high fidelity! The cabinet may be placed anywhere in your home for complete flexibility in furniture arrangement and sound distribution. Available in a selection of six genuine hand-rubbed woods.



Model S-32 Companion Speaker System With a 15-inch bass, 8-inch mid-range and two 5-inch treble speakers, this is an ideal stereo companion speaker system for its recommended master instrument. Engineered for perfectly balanced response, and styled with tasteful simplicity, the cabinet may be placed anywhere in your home for complete flexibility in furniture arrangement and sound distribution. Available in a selection of six genuine hand-rubbed woods.



Model S-34 Companion Speaker System This exceptional value console instrument provides full range response from its 15-inch bass, 8-inch mid-range and 5-inch treble speakers. Handsome simplicity of cabinet styling will blend perfectly with any room setting. Choose from a selection of three wood color finishes and various styled bases.



Model S-35 Companion Speaker System This rich styling concept combines three hand-rubbed finishes with handsomely textured grille cloths. Use the Magnavox Model S-35 as a four speaker extension system, or as a stereophonic companion speaker system with High Fidelity Phonograph Model 1-SP275F or Radio-Phonograph Model 1-SR276F... both cabinets are identically fashioned and acoustically matched. Large storage area for 125 LP or Stereo records.



Model S-36 Companion Four Speaker System Handsomely crafted to the same harmonious styling specifications as the magnificent Super Magnasonic Phonograph or Radio-Phonograph. Featured are a choice of five fine woods, optional bases to complement any decor, and a large LP or Stereo record storage area for 140 recordings.



Model S-38 Companion Four Speaker System Rich Italian Provincial styling and identical in both appearance and performance to the Stereophonic High Fidelity Radio-Phonograph. Model 1-ST206H, this magnificent instrument will add beauty and charm to every room decor. In three woods. Add immeasurable enjoyment to your musical listening. Large LP or stereo record storage space.



Model S-39 Companion Speaker System Enjoy the glorious voice of Magnavox Stereophonic High Fidelity with the ultimate in companion speaker systems. Two heavy magnet 15-inch bass speakers and two 1000 cycle exponential horns faithfully reproduce every nuance, every subtle tone on the record. A powerful divided frequency 25-watt amplifier provides high fidelity's finest, truest musical re-creation. The handsome, functional cabinet in three fine woods will add gracious charm to any room setting. Recommended for "monaural-to-stereo" conversion of the finest Magnavox instruments.



Model S-40 Companion Speaker System This deluxe extension four speaker system for stereophonic sound or superb high fidelity listening has been designed especially for operation with the magnificent Concert Grand... with identical speaker complement. Its brilliant performance provides greater presence and exciting dimension to your favorite music, and will provide you with many years of superlative listening pleasure as well as a lasting investment in fine furniture. In four woods.

Speaker Systems



Model S-33 Companion Four Speaker System Designed as a matchmate for the Magnasonic Special Models 1-SK297F phonograph, or 1-SA298F radio-phonograph in both cabinetry and performance. Clean lines highlight the warm wood finishes and the smartly textured grille cloth makes the cabinet an achievement in good styling and functional simplicity. Model S-33 will gracefully blend with every room decor, add immeasurable enjoyment to your musical listening. Large storage area for 150 LP or Stereo records. In three beautiful finishes.



Model S-37 Companion Speaker System Deluxe acoustical cabinet and superb high fidelity complement of 15-inch bass speaker and 1000 cycle exponential horn. Engineered for perfectly balanced response and styled with tasteful simplicity the cabinet may be placed anywhere in your home for complete flexibility in furniture arrangement and sound distribution. Available in a selection of five genuine hand-rubbed woods.

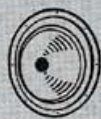


Model S-41 Companion Speaker System. This modestly priced extension speaker system has been especially designed in both appearance and performance to match the Stereophonic High Fidelity Phonograph Model 1-SP263F. The speaker system incorporates one 10" bass, an 8" mid-range and one 5" high frequency speaker. Choose from a selection of three wood color finishes.

MODEL NO.	FEATURES					SPEAKERS				OPTIONAL BASES				FINISHES					DIMENSIONS		
	15"	12"	10"	8"	6" x 9"	5"	1000 Cycle Horn	25-Watt Divided Frequency Amp.	Provincial	Traditional	Contemporary	Modern	Mahogany	Oak	Cherry	Am. Walnut	Ebony	Space for LP Record Library Of	Height	Width	Depth
S-28					1								X	X	X				10 1/4"	20"	11 1/4"
S-31	1							1	T153	T154	T152	T155	X	X	X	X	X		30"	23"	16 1/4"
S-32	1			1					T153	T154	T152	T155	X	X	X	X	X		30"	23"	16 1/4"
S-33	1			1		2							X	X	X			150	30"	26 1/2"	16"
S-34	1			1		2			T153	T154	T152	T155	X	X	X				30"	23"	16 1/4"
S-35	1				1	2							X	X	X			126	30"	23"	16 1/4"
S-36	1	1				2			T143	T127	T128	T129	X	X	X	X	X	140	31"	32"	16 1/4"
S-37	1						1		T153	T154	T152	T155	X	X	X	X	X		30"	23"	16 1/4"
S-38		2				2							X		X	X		185	35 1/4"	33 1/4"	16 1/4"
S-39	2							2	T143	T127	T128	T129		X	X	X	X		31 1/4"	32"	16 1/4"
S-40	2								T143	T127	T128	T129	X	X	X	X	X		31 1/4"	32"	16 1/4"
S-41			1	1									X	X	X			110	26 1/4"	20"	17"



15" Bass Speaker



12" Mid-range Speaker



Magnavox 1000 Cycle Exponential Horn—Ten times more effective and efficient than cone speakers in the treble range. The exponential horn which distributes sounds over a wider area without distortion is another Magnavox exclusive!



8" Mid-range Speaker

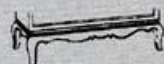


6" x 9" Oval Speaker

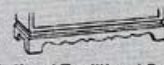


5" Treble Speaker

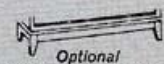
Magnavox invented the first electro-dynamic loudspeaker and to date has manufactured over 50 million speakers of all types and sizes. Magnavox is authoritative in the loudspeaker field. Magnavox Speaker Systems use cone speakers varying from 15" to 5". Smaller sizes reproduce high frequencies, larger speakers mid-range and bass. In the finest instruments exponential horns replace cone speakers.



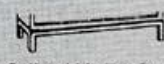
Optional Provincial Base
T-143 or T-153



Optional Traditional Base
T-127 or T-154



Optional Contemporary Base
T-128 or T-152



Optional Modern Base
T-129 or T-155



The RIVIERA New portable stereophonic high fidelity phonograph . . . with matching companion speaker! Thrilling stereo music . . . now at a price that everyone can afford! Precision record changer with Stereophonic Diamond stylus pick-up. Automatic shut-off after last record has played. 8-inch bass and 5-inch high frequency speakers. Powerful push-pull two-channel amplifier. Compensated loudness plus continuous variable bass and treble controls. Choice of several attractive two-tone color combinations. Complete with 45 rpm record spindle. Model 1-SP241D. Height 9"—Width 16"—Depth 18¼". Companion Speaker System with record storage space, Model S-42 with identical speaker complement. Height 14¼"—Width 13¼"—Depth 8½".

These amazingly low priced high fidelity portable phonographs give you quality Magnavox features throughout . . . superior tone reproduction and most dependable performance.

Magnavox portables for "go everywhere fun" all year 'round

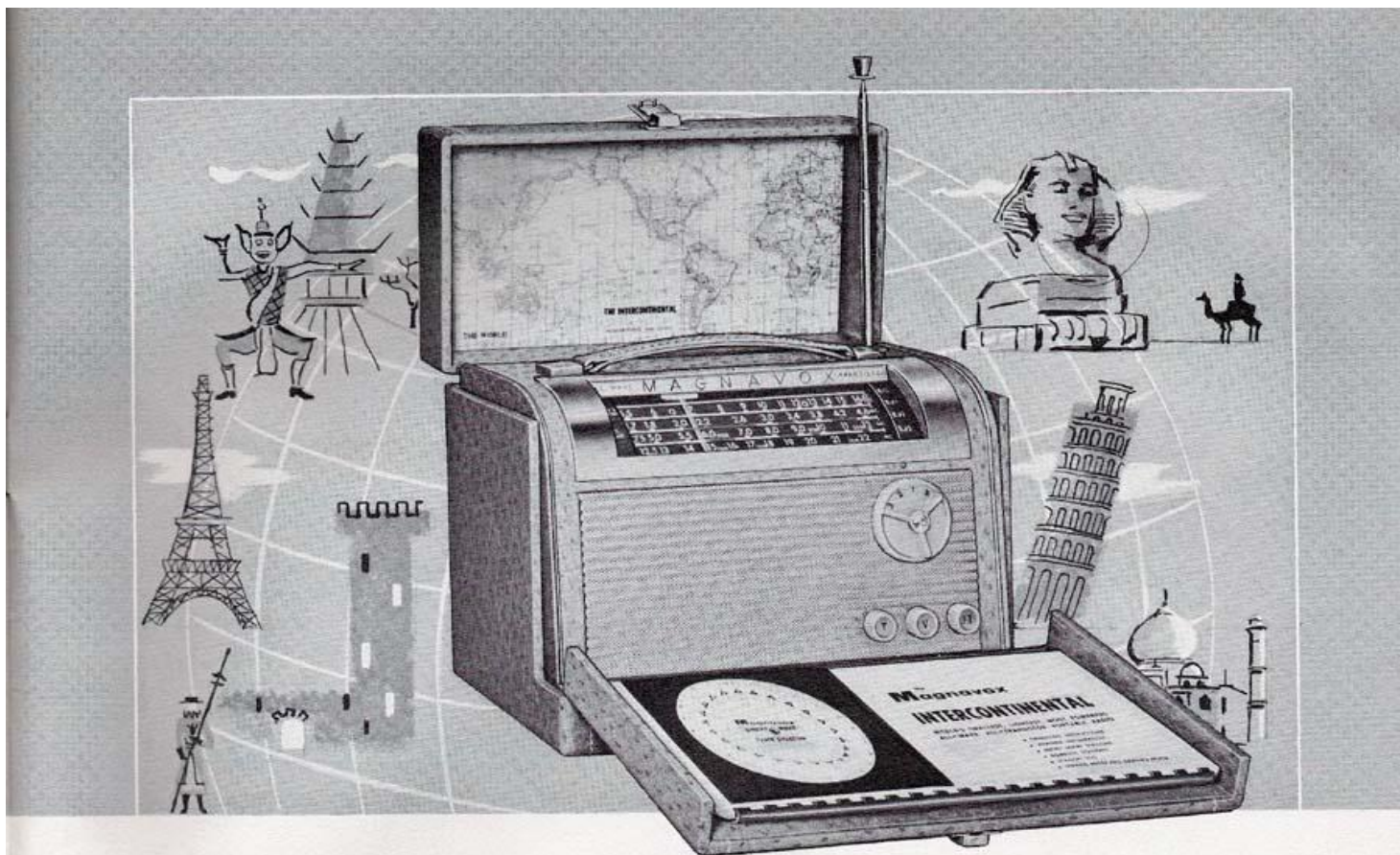


The ELDORADO With Stereophonic Diamond pick-up. Precision record changer. Automatic shut-off. Powerful push-pull amplifier plus two matched speakers. Compensated loudness and continuously variable bass and treble controls. Smart luggage-styled case in leather-like palomino tan vinyl finish. Complete with 45 rpm spindle. Model 3-TP246D. Height 9¼"—Width 16¼"—Depth 17¼".



The TROUBADOUR Big in performance . . . so low in price! Precision record changer automatically shuts itself off. 6-inch extended-range and 5-inch treble speakers plus push-pull amplifier. Compensated loudness and variable treble controls. Choice of colors in durable vinyl finish. Model 3-TP237D. Height 9¼"—Width 15¼"—Depth 17¼".

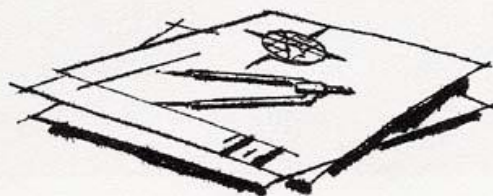
Only **\$89⁹⁰**



Announcing the smallest, most powerful
all-transistor Global Radio Only **\$139⁹⁰**

The INTERCONTINENTAL All-wave all-transistor portable radio "that puts the whole world in your hand!" Think of being able to hear Paris, Rome, Rio or Capetown on a portable radio that weighs less than one-fourth as much as ordinary portable tube operated short wave sets. Imagine tuning in Hawaii, Australia, or Brazil . . . that's the exciting, new experience that is yours with the Magnavox Intercontinental that puts the entertainment of the world . . . even ship-to-shore or plane-to-plane messages . . . right at your fingertips.

The Intercontinental has no tubes to wear out, and gives months of peak performance on a single battery that may be replaced at modest cost. And this amazing receiver has a quality of tone that rivals many full-sized radios! In black or tan leather-like vinyl finish complete with battery, handsome simulated leather luggage-styled carrying case, both world time zone map and time zone dial plus complete station logbook. Model AW-100. Height 7 $\frac{1}{2}$ "—Width 12"—Depth 5 $\frac{1}{2}$ " tapering to 4 $\frac{1}{4}$ " at top.

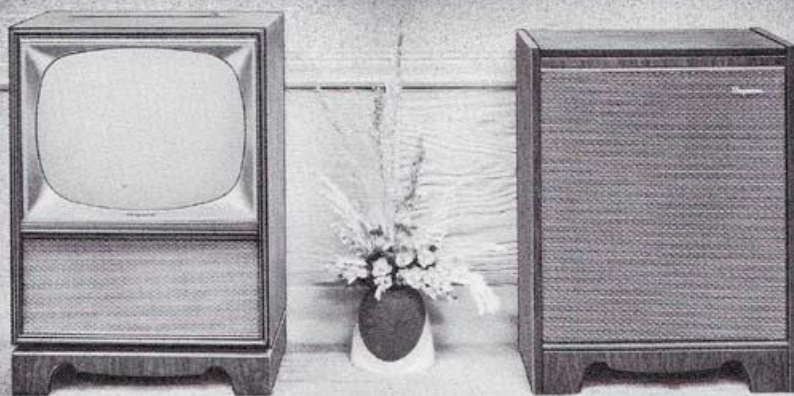


The DUOSONIC

Enjoy marvelous new performance on both drift-free FM and highly selective AM radio—smartly styled, compact all wood cabinet. Features a powerful amplifier and high efficiency Magnavox speaker. Two built-in antennas. Operates on both AC and DC current. Illuminated tuning dial. Provision for extension speaker. In mahogany, oak or cherry color finishes. Model FM17. Height 8 $\frac{1}{2}$ "—Width 15 $\frac{1}{2}$ "—Depth 7 $\frac{1}{2}$ ".

Only **\$69⁹⁰**

*enjoy a magnificent new world of pleasure . . .
with Magnavox High Fidelity . . . in Television too!*



Here is the same breathtaking realism . . . the same unexcelled quality . . . that is found in Magnavox Stereophonic High Fidelity instruments. No other experience in television viewing and listening approaches the thrills and the lasting pleasure you will get from the very finest of all television . . . a magnificent Magnavox!

And remember, only Magnavox high fidelity TV . . . with up to four high fidelity speakers and powerful amplifiers up to 20-watts . . . can function as the second Stereophonic Channel when combined with a Magnavox phonograph or radio-phonograph instrument in your home. If you have recently purchased a Magnavox . . . your dealer will be happy to show you how easily you can enjoy a superb Stereophonic High Fidelity-Television System. It will make your every viewing and listening hour a spectacular adventure right in your own living room!

IT COSTS YOU LESS TO BUY A MAGNAVOX

. . . COSTS YOU LESS TO OWN ONE . . .

for only Magnavox is so fine, so outstanding in quality and dependability . . . that you get a full year's Gold Seal Warranty on all parts and tubes plus 90-days' Guaranteed Service . . . all included in the price of Gold Seal Models. There is a Magnavox style for every setting, a model for every need. Prices begin at only \$175.00 (UHF models priced slightly higher).

All prices and specifications subject to change without notice

