tomorrow’s

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

today

SPRING ’57 Hoffman

...best quality in sight!
Hoffman COLORCASTER

DESIGNED FOR SUPERIOR QUALITY AT A PRICE YOU CAN AFFORD—

DUAL SPECTRACONTROLS

DUAL THE MIX—Trivial color bands help you select desired flesh tones—no guesswork! DUAL THE BRILLIANCE—Dreaded color bands indicate brilliance setting—a chief can take the set perfectly!

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

NEW TURNING CASE WITH TOM SPECTRACONTROL that lets you see where to set color brilliance and hue for most lifelike color.

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

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

FOUR NEW MODELS in a variety of elegant decorator style to fit every color. Choose from mahogany, lined oak or Salem maple finishes.

only Hoffman has soundorama Hi-Fi

Soundorama brings new realism to TV viewing... brings lifelike sound right into the room with breathtaking clarity. Television sound is FM, and that means a wider audio range is available than ordinary TV can reproduce. Now take advantage of television's excellent sound transmission with a true hi-fi sound system—Hoffman Soundorama Hi-Fi!

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

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

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

HOFFMAN GIVES YOU TV'S BEST PICTURE

NEW BLACK EASY-VISION

1 YOU CAN WATCH FOR HOURS—WTHOUT EYE FATIGUE! The unique amber tone softens harsh picture light—changes bluish range into natural easy-to-watch tones. You see a picture with 15% greater detail and contrast, too!

2 A BRIGHT PICTURE—EVEN IN BRIGHT DAYLIGHT! To Keep-Vision Hoffman now adds NeutraLight Shield—simply, the New Black Lens. This neutral gray tinted lens effects a 100% reduction of room light by 75%—lets picture come through bright and clear under all lighting conditions. In scientific tests, 25,000 watts of light power couldn't sneak out the Hoffman New Black picture.

=3 YOU GET BOTH EXCLUSIVE VIEWING IMPROVEMENTS IN TV'S BEST PICTURE FOR '57—HOFFMAN NEW BLACK EASY-VISION!

complement your finest furnishings!

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

TRADITIONAL Hoffman's expert joiners and walnut styling reflect high standards throughout.

PROVINCIAL More Salem maple finishes add charm to Hoffman's provincial style.

MODERN The casual elegance of California living is captured in Hoffman's rich new choices.
Out of our guided missile labs comes the most revolutionary wireless remote channel selector of them all—

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

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

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

DYNATOUCH automatic tuning

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

SEE THEM NOW

see them—try them—compare
This is Hoffman's "Floating Sound" Chamber

This separate sound chamber is the heart of thrilling new Hoffman 30-F1. Rhythm of solid mahogany wood, grams selected for best tone-quality. Matched speakers enclosed in taxed cabinet. Completely persuasive. Spectral purity of each output amplifier that sound chamber is measured on springs within the cabinet—thus floats.

Hoffman brings custom Hi-Fi components... in one unit

Mother Binder Speakers
Alisco V-3 (speaker assembly—17" speaker, 3/4" mid-range, and 3/5" tweeter.
Electrical cross-over network

Harman Super Phones
Write 4-pole motor, dual supply voltage, ceramic pick up, and 1/4 inch speaker.

Separate Bass and Treble
Two controls with 1/8 db bass and 1/6 db treble boost and cut out.

20-WATT IMPULSE
Undistorted from 20 to 30,000 HP, 1% distortion at 15 watts. Feature Wm. Wilmour compensated bass control.

Tape Recorder AUX
Optional for tape recorder; inputs for AM/FM tuner, tape, and auxiliary.

Audio Timer
Optional for raising sensitivity of AFC switch with lightweight side spring.

OUT OF THE SEMICONDUCTOR LABS COMES THE AMAZING

Hoffman SOLARADIO

An all-transistor instrument that goes by the power from the sun, stores it in batteries for use. By day, it stores up with instant power and electronics.

Solar Battery Pack
Solar cells accumulate Hoffman's stored power. Gives you the electric current and radio batteries to enjoy TV, AM/FM, and phone.

All-Transistor Radio
Brings brightness from the sun's rays, provides for sunburst frequency.

A miracle from the future—here today to bring you superb radio entertainment through the power of solar energy. Each day brings you unique color batteries, loaded in the plastic handle, storing energy to operate the all-transistorized radio (Encasement light may be needed).

Hoffman Home & Travel All-Transistor Radio

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

Up Till Now

Now Home & Travel Radios, All-Transistors, Are Lightweight, Have 12 Volt Quality, Play Old Records or Home with Ordinary All-Frequency Batteries, Equipped With Solar Panel Packed.

Personal Portable, Because of Their Light Weight, Can Be Worn While Walking, Camping — Unbox Where.