

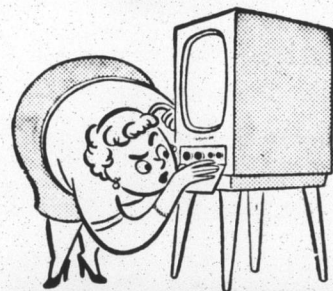
PHILCO 24 in. TV



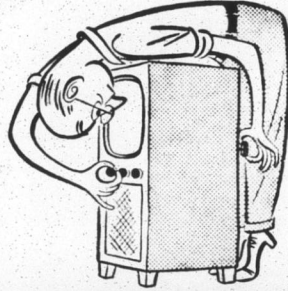
Big, brilliant 335 sq. inch picture

WITH EXCLUSIVE

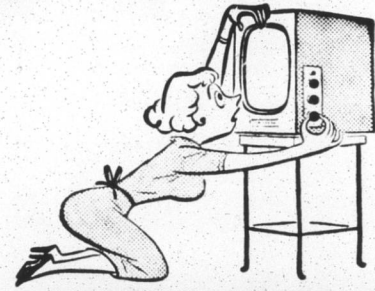
Finger Tip Tuning System



NO GRAPPLING
with trap-door panels



NO GROPING
for hidden knobs behind the set



NO GUESSING
with "blind" side dials

Gone are the days of awkward, unsightly television tuning devices. No tricky trap doors that flop open . . . no groping and fumbling for knobs on the back or the side of the set. Philco for 1955 has the answer with its exclusive Finger Tip Tuning System—only two controls are in view yet ALL are at your finger tips. There's nothing else like it—

**Puts the Finest Picture in All Television
RIGHT AT YOUR FINGER TIPS**

The Philco "Miss America"

★ Lee Ann Meriwether, Miss America of 1955, as seen on the screen of the TV set that has been christened the "Miss America" of the television world.

Television Console That's Keeping the Country!

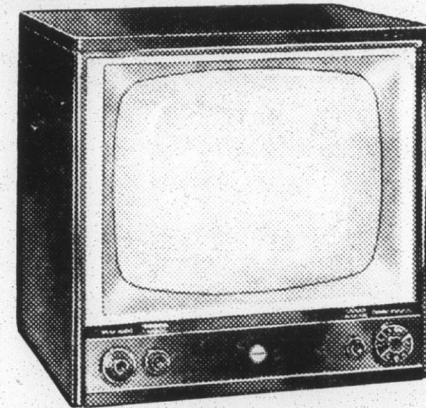
... and now all America is talking about this Philco Model 6110 with giant housed in custom-styled Mahogany finish cabinet that takes up little or no former 21-inch consoles. Ask your Philco dealer for a demonstration—see for keeping the country. It's complete with UHF-VHF Built-In Aerial System.

EXCLUSIVE ACOUSTIC LENS

... achievement in television sound. ... of static-free FM sound pour ... Acoustic Lens, and flood the entire ... sound in full dimension. It greatly ... enjoyment of television—only ... it for '55. Compare before you buy.

EXCLUSIVE PLUG-IN UHF TUNER

Philco offers you the only TV set that can be equipped with an All-Channel UHF Tuner in less than 3 minutes—yes, it merely plugs into the chassis inside the cabinet—no soldering needed. It's the most revolutionary development of the year—ask about it before you buy.



21" TV at a 17" Price

In both 21" and 21" TV, Philco leads in value. Here, for example, is the Philco 4011 at the same price as many 17-in. sets. Yours now on low, easy terms.

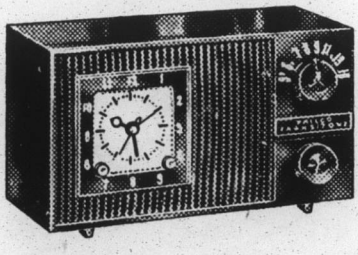
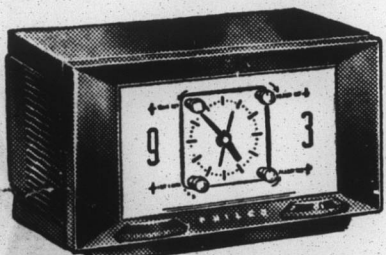
\$179.95

All Philco Prices Include Federal Tax and One Year Picture Tube Warranty

24" TV AT A 21" PRICE

The sensation of the industry is Philco 24-inch TV at new low prices, including this Philco 6010, complete with UHF-VHF Built-in Aerial, new custom-styling and exclusive Finger Tip Tuning System.

PHILCO... the NEW LOOK in Clock Radios



Go to sleep or wake up to music with this Philco 724—America's finest Automatic Clock Radio. Special alarm buzzes if you oversleep. Equipped with Automatic Timer.

Lowest price in history for a Philco Automatic Clock Radio—the Model 716. Wakes you to music; new styling and features.

\$24⁹⁵

TRADE-UP to a BIG SCREEN PHILCO...

See Your Philco Dealer... Buy NOW on Easy Terms!

JM HARDWARE COMPANY