

# World's First Transistor Portable TV



Philco Safari plays anywhere without plugging in...even in bright sunlight!

You've never seen TV like Safari! Weighing a scant 15½ pounds, less than 17" tall, Safari is the world's first TV you can take wherever you go, including places electricity can't go . . . on picnics, to the beach, on boats, in trains, truly everywhere!

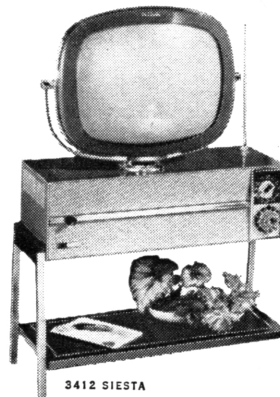
Safari plays on its own built-in rechargeable battery, and the recharger is built in, too! (Or save the battery, operate Safari on AC house current!) And wait till you see the picture . . . it's like looking at a theatre screen! Exclusive Philco design lets you enjoy perfect viewing even in the brightest sunlight.

Safari is the world's first transistor TV mass-produced for sale today! Reserve yours now at your Philco dealer's. **\$250**

Rechargeable Battery, \$5.25 extra

**SPECIFICATIONS:** 21-transistor chassis, 4 IF stages, 3-transistor high-gain tuner, 12 diodes, 2 rectifiers, easy-to-service Perma-Circuit chassis design. Pivot-Tenna, "jack" for optional ear speaker. Natural or black genuine leather with saddle stitching, durable styrene top. Dimensions: 8¾" wide, 16¾" high, 5¾" deep. Not available in UHF.

SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.



3412 SIESTA

**NEW! SWIVEL-SCREEN CONSOLETTA PRICED FROM \$199<sup>95</sup>**

Decorator TV fits so many rooms perfectly. Comes in 5 fashion-wise colors — gold, charcoal brown, vermilion, beige, mahogany finish. Handsome stand has gleaming brass legs and a useful decorator shelf. The complete unit measures just 12" deep. The picture tube swivels a full circle. Siesta (left) has automatic clock controls.\* Turns on your favorite programs; turns itself off at night.

\*PRICED SLIGHTLY HIGHER.

\*On September 12, Philco brings you the exciting Miss America Pageant — "live" from Atlantic City. Watch your local paper for time and channel!

# PHILCO

**QUALITY FIRST!**