

PHILCO

Top Touch Tuning

AT THE SET OR BY REMOTE CONTROL, IT'S

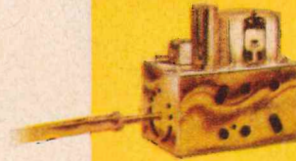
Just a touch - there's your station,

HERE'S THE SENSATIONAL DISCOVERY that brings you America's first automatic TV... the exclusive Philco Top Touch Tuning System. It's all *up forward* and *up top*, where it's convenient and easy to reach. A touch of your finger turns the set on. A touch changes stations. A touch turns the set off. No bending or fumbling for awkward, out-of-reach knobs. With Philco—and only Philco... it's all automatic.

And you can enjoy this amazing Philco automatic Touch Tuning, in two wonderful

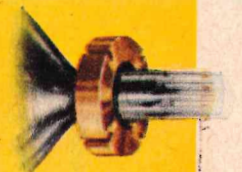
ways. You merely step up to the set, touch the control on top—there's your station. Or you can lean back in your chair and operate it by *remote control* from across the room! The tiny, jewel-like control center (shown above) fits as snugly in your hand as a cigarette lighter. Just touch the automatic control and you change from station to station without ever moving from your easy chair. Philco automatic Remote Control is sensationally priced—yours for only \$10.00. See it in action at your Philco dealer's right now.

The most far-reaching discoveries
in the Television world, today

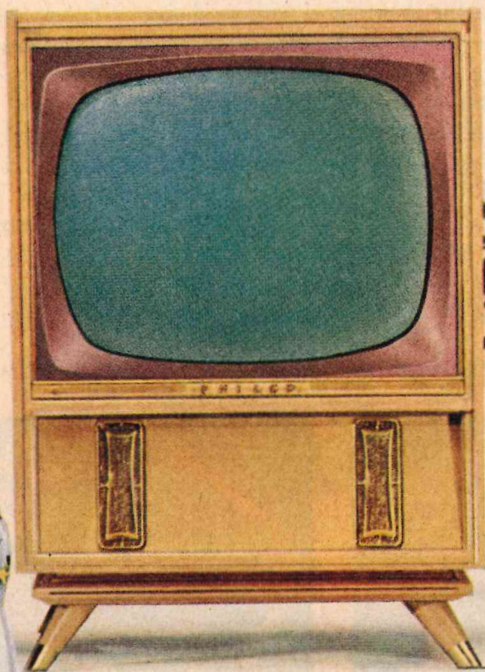


New Philco Micro-Grid Tuner with X-155 Tube—"nerve center" of TV's greatest transformer-powered chassis. Up to 25% more sensitivity and pull-in power.

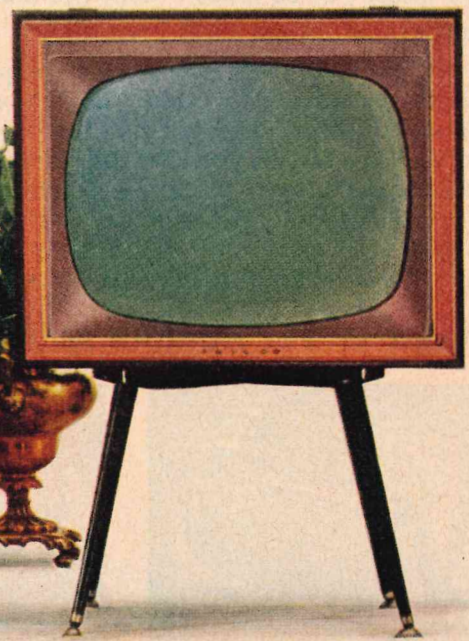
The "Magnetic Ring" Picture Focusing System. Only Philco has it. Uniform micro-dot focusing achieves pinpoint picture clarity. You get all the action Photo-Perfect.



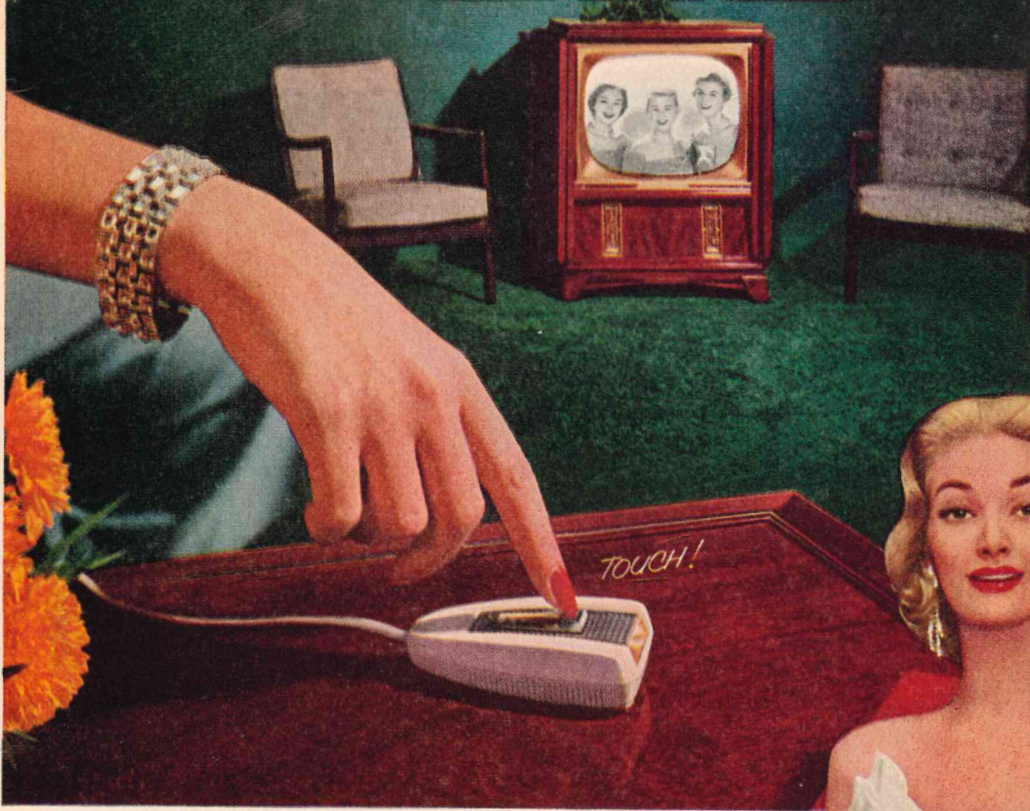
Philco 6320. Automatic Top Touch Tuning. Giant 24-inch Photo-Perfect picture. Custom-crafted full door console in elegant Fruitwood or Mahogany Veneers.



Philco "Miss America", chosen as the most beautiful model of the TV world. Luxurious 24-inch console in Blond or Mahogany. Top Touch Tuning. Philco 6126.



Philco 4148. New custom swivelet in Cordovan Mahogany finish. Photo-Perfect 21-inch picture. Transformer-powered chassis. Top Touch Tuning.



ALL AUTOMATIC
Photo-Perfect



INSPIRED "PICTURE FRAME" STYLING. Philco automatic Top Touch Tuning makes possible a sweeping advance in decorator furniture design. Nothing

protrudes from the front or sides of the set to mar those clean, distinctive lines. See this elegant 21-inch Custom console with new "Picture Frame" look.

Philco unveils the first
**Transistor
Phonograph**



No vacuum tubes. No cords. No electrical plug-in. Nothing to wind.

Imagine a mighty midget portable phonograph that runs on just four standard flashlight cells. A miracle of Philco leadership in transistors. So light, so rugged and economical. Plays anywhere, beach or mountain top. Up to 2,000 plays without a battery change. Available with storage space for 2 dozen 45 RPM records. Philco TPA-2.

NEW "FASHION FIRST" RADIOS



First truly feminine automatic clock-radio. High fashion styling. Striking Damask Motif accented in Fiesta Pink. A superb-toned radio, an accurate electric clock. The "Señora", Philco 728.



Tan, Tough and Terrific! Powerful 3-way portable radio in genuine top-grain cowhide. The rugged Philco "Sportster" in Tan, Rio Red or Varadero Sand. Philco 655.



Not one, but *two* 6-inch dynamic speakers for extended tonal range. New "Power-tone" radio. Philco 598.

Buy only where you see this sign, for guaranteed Philco quality and service.



PRICES AND SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.

Shop right here for the gifts you'd



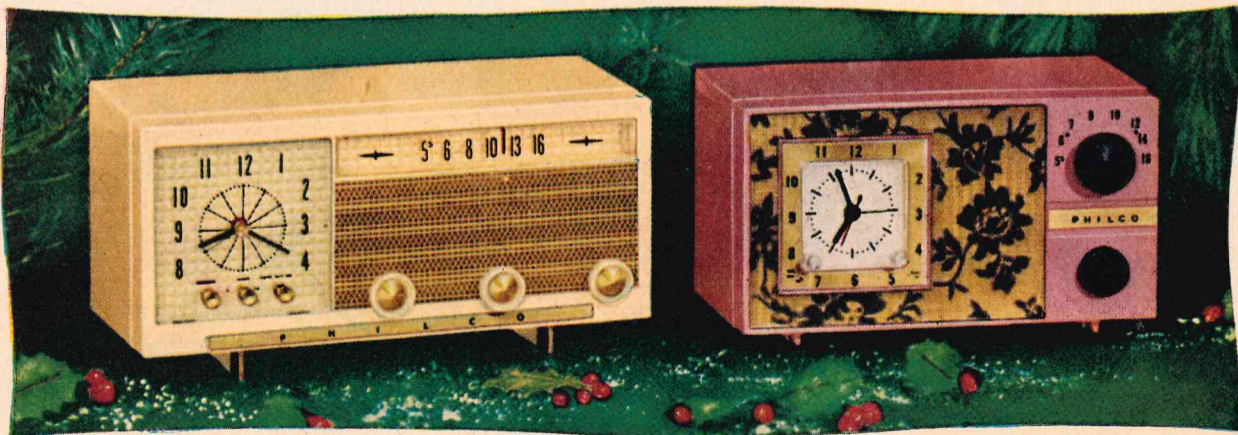
TAN, TOUGH AND TERRIFIC! Rugged as all outdoors. Mighty 3-way portable radio in genuine top grain cowhide leather. Slings over your shoulder like a camera. Easy snap-open case. Sensational in Tan, Sand and Rio Red. The Philco "Sportster" model 655. America's most wanted portable!



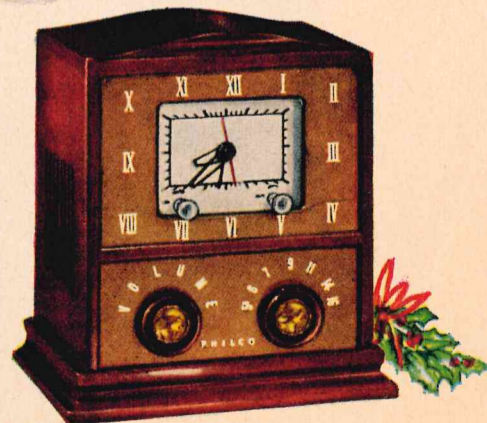
FOR GALS ON THE GO! New Philco "Overnighter". 3-way portable radio and vanity case in one! Make-up mirror. Roomy cosmetic compartment. Philco 665.



— and



THE MOST USEFUL FAMILY GIFTS. The Philco 738 (left) fully automatic clock radio wakes you to music, has buzzer alarm, appliance outlet, phonojack, lighted clock face and radio dial. Philco 728 (right) exquisite clock radio for Milady's night table.



FOR THE BOSS, AT HOME OR OFFICE Upright automatic clock radio. Appointment switch, buzzer alarm. Honduras Mahogany cabinet. Fits desk, mantel, night table. Philco 736.

give yourself!

This year, make it a Philco Christmas—and know for sure that all your gifts are exclusive, "personalized", exciting! There's a new 1956 Philco Radio or Phonograph with specialized features, colors and services for everyone you know... the rugged outdoorsman or the patio loafer... the Hi-Fi fan or the Dixieland devotee... Mother, Dad, Sis, Brother... Boss, Secretary, Office Boy. Chances are you'll receive a new Philco, too—because they know that's the gift you'd give yourself!



IT STANDS ON ITS OWN! New "Convertible" 3-speed automatic phonograph. Wrought iron Hide-Away Legs are easily attached. Converts from portable to consolette in seconds. Philco 1339.

A REVOLUTION IN THE WORLD OF SOUND! Highest fidelity ever achieved in a compact table automatic at a popular price—thanks to the amazing Philco Electrostatic Speaker. Famous Philco 3-speed automatic record changer. Philco 1347.

GREAT NEW TWIN SPEAKER SYSTEM. Big dynamic double speakers. Philco 3-speed automatic record changer. Compact portable in Tan & Ivory or Black & Ivory. Philco 1344.



best of all, a **PHILCO**



RADIO'S FINEST RECEPTION—FAR AND NEAR
Another Philco triumph in printed circuits. Not one, but *two* great 6-inch dynamic speakers and oversized tone chamber in a masterpiece of space saving design. Philco "Powertone" Radio 598.



BUDGET GIFT WITH ACCENT ON QUALITY! New "Cross Country" Radio with ultra-sensitive circuit. Choice of Lime, Red, Ivory, Tropic Green. Philco 593.



SMALLEST, LIGHTEST 3-SPEED AUTOMATIC
Midget portable phono with amazing tone. Full-size dynamic speaker and acoustical "baffleboard" built right into lid. Philco 1337.



WORLD'S FIRST TRANSISTOR PHONO
The "Tubeless Wonder" of the Electronic Age. No cords. No plug-in. Tiny Philco transistors make possible a midget portable that runs on just 4 flashlight cells. Philco TPA-2.

Buy only where you see this sign, for guaranteed Philco quality and service.



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WHEN THE BLUEGRASS TURNS TO WHITE

do as Kentuckians do, give Early Times, for...

of all the fine whiskies made in Kentucky, Early Times is the one whisky Kentuckians choose for themselves over all other straights. That's your recommendation to serve Early Times this holiday time...

it's **every ounce a man's whisky.**



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