

you would believe?

PHILCO 23" diagonal
COLOR CONSOLES AS LOW AS **\$389**



Model No. C7210AWA
Contemporary styling, simulated walnut finish
23 inch picture measured diagonally, 255 square inch picture

Philcomatic
CUSTOM 23" diagonal
COLOR TV

Philcomatic Color TV provides you with all these at automatic color features.

Philcomatic tuning system simplifies tuning. Set it once for each channel... and forget it. Philcomatic "remembers" to keep the same quality color picture locked-in through changing scenes and channels. Just select the channel and when the color pilot light glows, simply push the ATC button... the picture is electronically "locked in", instantly and automatically. If you wish, tint and color can be tailored to suit your own individual taste. Philcomatic Color Pilot indicator automatically glows when program is being selected in color and automatic fine tuning circuits are in range. Philcomatic A.C.T.

(Auto-Lock Channel Tuning) fine tunes the picture and locks in the signal—instantly and automatically. Philcomatic Cosmetic Color Circuit—Exclusive circuit automatically provides a greater range of color shades, assures more natural, lifelike flesh tones, outstanding color realism. Philcomatic Patented Automatic Chroma Control automatically governs the intensity of color, compensates for variations in Color TV transmission, keeps color values instant.

STOP IN ADRAY'S TODAY AND SEE ALL THE PHILCOMATIC COLOR TV'S ON DISPLAY!



Model No. 7251AWA



Model No. C8350AWA

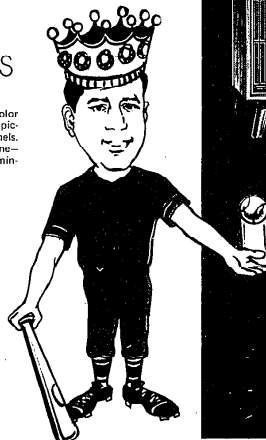
Philcomatic
23" diagonal
COLOR TV'S
BETTER COLOR AUTOMATICALLY

Now, enjoy easy tuning, more lifelike color. Philcomatic Color TV fine tunes at the touch of a button and "locks in" the picture. Set and forget—no fiddling every time you change channels. Gives more lifelike flesh tones, better color in every scene—automatically. Separate VHF/UHF channel selectors, illuminated indicators. Tilt-front control deck.

HURRY, SEE ADRAY TODAY!

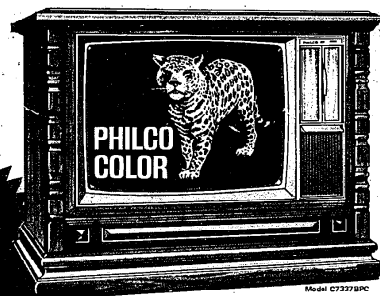


Model No. C7252APC



PHILCO and ADRAY

THE WINNING COMBINATION
OFFERING YOU SAVINGS ON
PHILCO QUALITY T.V.'S,
STEREOS AND
REFRIGERATORS.



Model C7337BPC

would you believe?

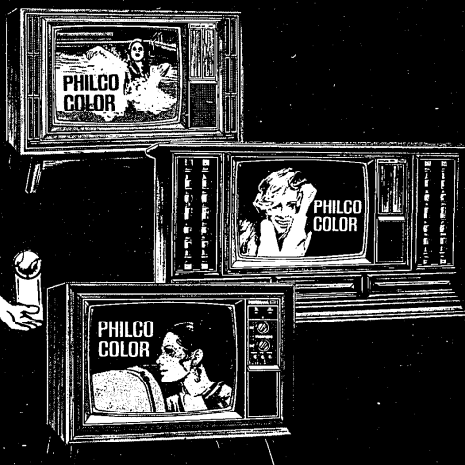
PHILCO 25" diagonal
COLOR CONSOLES
AS LOW AS **\$449**

Philcomatic 25" diagonal
COLOR TV

Now, enjoy easy tuning, more lifelike color. Philcomatic Color TV fine tunes at the touch of a button and "locks in" the picture. Set and forget tuning. Lifelike flesh tones, better color automatically! Philco Hi-Brite MagiColor picture tube. New Hideaway control panel with decorator French doors. Mediterranean style, antiqued finished in Pecan.

PHILCO

**A FACTORY
SPONSORED SALE
ON PHILCOMATIC. THE
COLOR TV SYSTEM SO AUTOMATIC
YOU CAN TUNE IT WITHOUT
LOOKING AT THE
PICTURE.**



Ford