

PHILCO BEATS THE HEAT...THE M

Revolutionary new PHILCO

COOL-CHASSIS TELEVISION

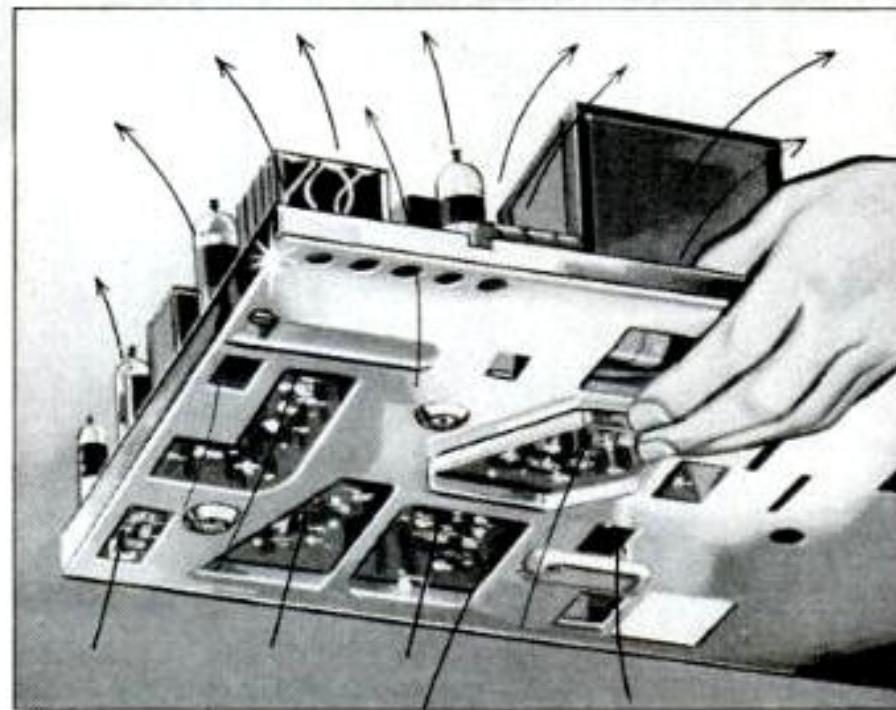
After a million hours of life testing, Philco solves the problem of heat-induced TV breakdowns!

Heat in a TV set shortens component life, weakens TV signals and causes permanent damage to chassis parts. Now, Philco beats this costly

heat that robs a TV set of longer life.

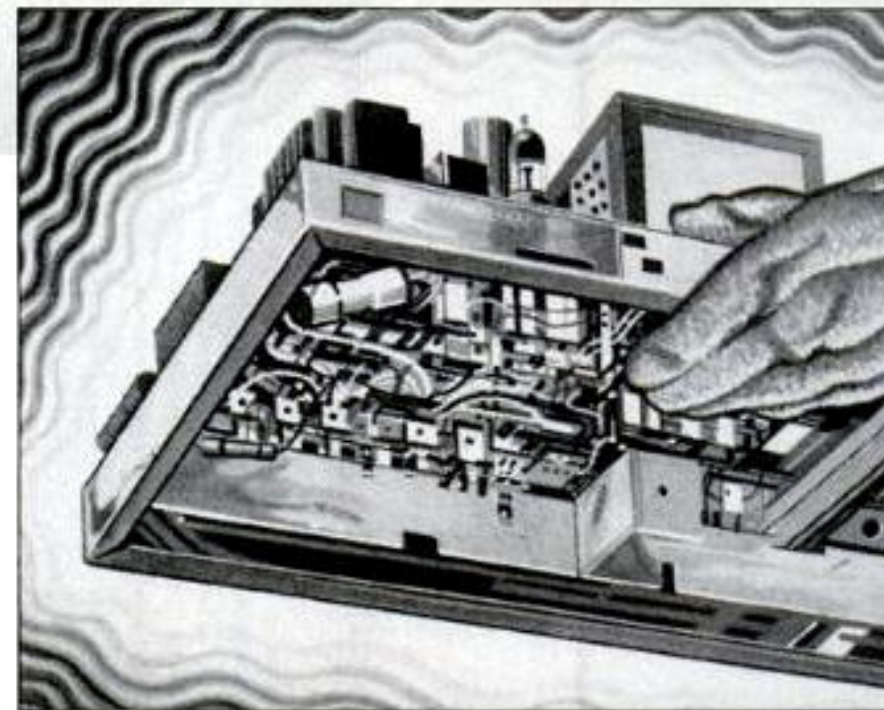
Philco creates a chassis with a ventilated base, no heat traps. Philco does away with "stacking" TV parts, mounts them *all on top* of the exclusive "Air-Flo" base. And, most important, Philco designs the chassis

with an invisible heat barrier that keeps all delicate elements away from heat-producing components so they perform better and last longer! You get 43% longer TV life.



PHILCO COOL-CHASSIS

No parts underneath, no heat traps. Heat-barrier design directs heat away from critical parts. "Air-Flo" mounting of parts permits maximum cooling. Perma-Circuit® panels are non-conducting.



OLD-FASHIONED HEAT-TRAP CHASSIS

Stacked components — one below the other — pyramid and multiply heat intensity. Parts, mounted underneath, generate heat which is *trapped* by old-fashioned oven-type, upside-down chassis.



THE BROOKHAVEN, MODEL 4677

Fine-furniture styling...new wide-band sound system! Exquisite cabinets of walnut, mahogany or blond oak finishes. Inclined sounding board directs sound to ear level. Top front controls. Ultra-sensitive tuner. Drift-free reception. Removable filter glass.