

Understand the Advertisement

**When a Philco moves in...
your TV troubles move out!**



Philco Cool-Chassis beats the heat...major cause of all TV breakdowns! When your family says hello to a new Philco, you say good-bye to costly TV repair bills! Philco TV has patented Cool-Chassis Construction. It runs cooler, performs better and lasts longer gives up to 76% longer TV life! Philco Cool-Chassis TV has an amazing Automatic Picture Pilot that keeps your picture on the beam through live show, taped show or even old movies. It checks and perfects the picture 15,750 times a second! Styling? Models to blend with every décor—from fresh, new Compaets to the stunning new Miss America Series rendered in authentic hardwood Mastercraft cabinetry. Prices? Philco Cool-Chassis TV sets cost you no more than ordinary television!

PHILCO
Timeless for Quality the World Over

1952 25" "Miss America" 482501 (shown above) is a fractional console in genuine mahogany Mastercraft cabinetry. Available with Wireless Directa Remote Control.

*23 in. overall diagonal measurement, 200 lbs. in chassis area.

Identify 3 key elements of this advertisement:

Element 1 _____

Element 2 _____

Element 3 _____

If you have to redo this advertisement, how will you do it. What will you change? Please write that below:

Target Audience:

Age Group:

Gender Targeted:

City / Country Targeted:

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